

Join our industry initiative:

Improve operational efficiency and minimize legal risks with Smarter AI Text Analytics

Best-in-class AI text analytics trained on the only industry-wide VoC dataset.

Harnessing the power of best practice advanced Smarter AI text analytics, this initiative will analyze shared operator chat and voice-of-customer data to deliver industry-wide insights in two impactful phases:

- **Phase 1:** participate in our industry initiative and receive a comprehensive sector report that uncovers legal risks, along with actionable opportunities to enhance operational efficiency.

Once proven this will lead to:

- **Phase 2:** a future subscription service that uses advanced AI text analytics to continuously analyze your chat and voice-of-customer feeds, delivering real-time insights to keep your business ahead of the curve.

It's all about the dataset!

We are building the world's biggest classification framework. Trained purely on gambler feedback so that leading brands can:

- **Empower operators:** deliver benchmarks, actionable insights, and advanced tools to tackle real-time challenges and unlock opportunities in operational efficiency, and legal protection.
- **Prevent lawsuits:** a single customer comment can spark a lawsuit. Protect your firm with robust systems for managing chat and VoC feedback. Imagine how useful participating in such a program could be as part of preparing a defense!
- **Maintain legal records:** by effectively categorizing legal risks and your response through Smarter AI Text Analytics, you maintain crucial evidence that can protect you against a lawsuit.
- **Maximize customer service operational efficiency:** Smarter AI Text Analytics provides more automation to customer service, speeds up response times, and optimizes resource allocation, reducing overhead. By prioritizing high-stakes interactions, Smarter AI Text Analytics eases the burden on service teams and ensures quicker resolution of sensitive issues.

Note: Chat GPT and Copilot are not designed to detect such risks.

We've already received strong interest in this project. To determine which partners will be included in the first phase, please reach out to us by February 14th to schedule a meeting.

Please use this link to schedule an initial call:

<https://calendly.com/david-hicks/delivery-logistics-after-party> or email david.hicks@xmcoach.com

The challenge

Operators rely on tools to monitor real-time gaming patterns, spend, and preferences, but these tools fall short when managing the flood of text-heavy insights from real-time Voice of the Customer (VoC) feedback, chat logs and customer service interactions..

- **Overwhelmed agents:** customer service agents can't manually review tens of thousands of chat scripts in real time, resulting in missed opportunities and heightened legal risks.
- **Outdated AI tools:** existing chat algorithms and VoC platforms lack the advanced AI capabilities and specialized training needed to address the complexities of large-scale, real-time data streams. These systems need upgrading.
- **Regulatory scrutiny:** regulators are increasingly focusing on real-time data streams. Critical phrases like "I'm going to top myself (UK)/ check out (US)," which pose legal and regulatory risks, may go unnoticed by agents and legacy automation tools.
- **Inadequate legal records:** without an advanced AI text analytics tool, it will be difficult to evidence how you have responded to potential legal threats.

This service tackles these challenges head-on through industry collaboration, leveraging advanced AI to deliver real-time insights. These insights empower teams to minimize legal threats, enhance responsiveness, and improve operational outcomes.

The opportunity

At **XMCoach**, we've identified chat data, Voice of Customer (VoC) feedback and customer service interactions (complaints, survey responses, reviews, call centre transcripts etc) as critical assets for enhancing operational efficiency and mitigating reputational risks from lawsuits. However, their complexity demands advanced monitoring tools and techniques: XMCoach's **Smart AI Text Analytics** system (pooling collective data and best in breed analytics) has been designed precisely to deal with the challenges of identifying and responding to important insights and flags otherwise buried in chat and VoC data.

Above all, we'll be using a combined pool of this data from a portfolio of operators to create the very best triggers and framework in this area.

Join our industry initiative

XMCoach is partnering with industry-leading text analytics platform **Wordnerds** to create a new industry framework built from the collective data of leading organizations; inspired by collaborations like the **Disruption and Harms in Online Gaming Framework**.

Each of the companies collaborating in the pilot provide a **sample of VoC data anonymised chat text and a contact centre transcript** for analysis to build a gambling-specific framework that is stronger because it's based on the **collective data** from leading gambling companies.

We analyze data in aggregate to train AI to spot the sometimes subtle signs of gambler behavior. None of your data will ever be exposed to, or shared with, any competitor, generative AI model or third party in this process. However, the results can be used by you, on your data alone, to find patterns in behavior and individuals of particular interest

Phase 1 participants will receive:

- A comprehensive **sector report** detailing chat and VoC related legal risks and opportunities for operational efficiency..
- Anonymized industry benchmarks to measure your performance against market standards.
- Access to our **secure data platform** and **cutting-edge Smarter AI Text analytics engine**.
- Minimal cost: \$38,000

Once proven, we will then be using the best-in-class alerts to launch a phase 2, which will be a subscription service.

Phase 2: launching a subscription service. Subscribers to this service will receive:

- Get access to regular updates to our analysis of your chat and Voice of Customer data using XMCoach's **Smarter AI Text Analytics** system.
- Maintenance of your chat and Voice of Customer tool to save you time and money
- Discounted (25% off list prices) access to real time frameworks and triggers.

Let's work together to make gambling more efficient, and less open to lawsuits

Contact us to get started

Email **David Hicks** (CEO, XMCoach) at **david.hicks@xmcoach.com** to learn more, or use this link to book an initial discussion: <https://calendly.com/david-hicks/delivery-logistics-after-party>

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