Join our industry initiative:

reduce reputational risk and improve safer gambling with Smarter AI Text Analytics

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

The gambling industry faces increasing reputational risks from regulatory breaches and non-compliance, costing operators millions in fines and lost trust. But together, we can do better. By leveraging best practice advanced AI text analytics, this initiative will analyze shared voice-of-customer data and customer service data to deliver actionable, industry-wide insights in two impactful phases:

- **Phase 1:** participate in our industry initiative and receive a comprehensive sector report that uncovers reputational, regulatory and safer gambling/ compliance risks

  Once proven this will lead to:

- **Phase 2:** a future subscription service that uses advanced text analytics to continuously analyze your chat and voice-of-customer feeds for these risks, 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 alert you to reputational, regulatory, and safer gambling/ compliance risk. Enhancing, for instance, existing 'red word' schemas.
- **Protect vulnerable customers at first contact**: chat and contact centres are where gamblers express their concerns and struggles. Where economic, health and emotional distress are first alerted to operators. Smarter AI Text analytics identifies and provides alerts to these risks.
- **Respond to regulatory needs**: regulators are increasingly demanding real-time customer data: especially chat. Real-time flagging of chat text phrases indicating vulnerability puts you in control of the response well in advance of any regulator request to review chat logs.
- **Expose reputational risks**: Organizations need real-time chat and contact centre alerts to enable them to get in front of risks to their reputation. For instance, sending promotions and bonuses to a vulnerable customer.

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

We've already received strong inte rest 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 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 heightened risks of missing critical comments that pose regulatory, reputational or safer gambling/ compliance risk.
- **Outdated AI tools**: existing chat algorithms and VoC platforms lack the advanced AI capabilities and training needed to address the complexities of large-scale, real-time data streams. Phrases like "I have trouble feeding my kids" are often missed; 60% of emotionally critical chat phrases go unclassified or tagged as neutral.
- **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 regulatory risk, may go unnoticed by agents and legacy automated tools.

This service tackles these challenges head-on through industry collaboration, leveraging advanced AI trained on industry-wide data to deliver real-time insights. These insights empower customer support teams to minimize these risks.

The opportunity

At **XMCoach**, we've identified chat data and other VoC feedback (complaints, survey responses, reviews, call centre transcripts etc) as a significant source of reputational, regulatory, and safer gambling/ compliance risk. However, their complexity demands advanced monitoring tools and techniques: XMCoach's **Smart AI Text Analytics** system (pooling industry-wide data and best-in-class 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 anonymised chat text and a contact centre transcript** for analysis to build a gambling-specific framework, which 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 reputational, regulatory and safer gambling/ compliance risks.

- Anonymised 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: £30,000.

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.

Be part of the proof of concept

We're inviting a small group of leading operators to collaborate and help shape the future of safer gambling.

Contact us to get started
Email **David Hicks** (CEO, XMCoach) at **david.hicks@xmcoach.com** to learn more.
Or organise an initial call to discuss this initiative:
https://calendly.com/david-hicks/delivery-logistics-after-party