

Join our industry initiative:

personalise and safeguard your customer experience with Smarter AI Text Analytics

Harnessing the power of advanced 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 proof of concept and receive a comprehensive sector report that uncovers customer experience risks (eg: opportunities for personalization, journey management, operational efficiency, churn prevention, and customer loyalty) as well as safer gambling and regulatory risks.
- **Phase 2:** subscribe to an ongoing service that uses the same shared data and advanced text analytics to continuously analyze your chat and voice-of-customer feeds, delivering real-time customer experience, safer gambling and regulatory insights to keep your business ahead of the curve.

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 discussion on the opportunities this initiative could bring to your organisation. <https://shorturl.at/s9yJ8>

The challenge

To enhance the customer experience, personalize the customer journey, and boost Net Promoter Score® (NPS), operators have traditionally relied on tools that monitor real-time gaming patterns, spending behaviours, and preferences. While these tools excel at analysing quantitative data, they struggle to process and extract value from the wealth of text-heavy insights found in 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, leading to missed opportunities for personalized response and increased risks of a poor or sub-optimal experience
- **Limited AI capabilities:** existing chat algorithms and VoC platforms lack the advanced AI tools and specialized training needed to effectively handle the risks and opportunities inherent in large-scale, real-time data streams. They need upgrading. For instance, emotionally loaded phrases and words are often missed or miscategorised, degrading levels of trust in net sentiment scores and the ability to personalize response.

The opportunity

At **XMCoach**, we've identified chat data and Voice of Customer (VoC) feedback (such as Voice to Text) as critical assets for enhancing the customer experience and supporting more personalized journey management. However, their complexity demands advanced monitoring

tools and techniques that surpass conventional approaches, we call our technique: **Smarter AI Text Analytics**. 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.

Why Smarter AI Text Analytics matters

- **Personalize the customer journey:** Smarter AI Text Analytics picks up the real-time untapped emotional cues in chat data. This enables operators to build personalized workflows and next best actions.
- **Boost customer loyalty and NPS:** Smarter AI Text Analytics real-time analysis of chat logs uncovers customer preferences, recurring issues, and concerns, allowing operators to deliver automated personalized, proactive solutions that turn negatives into positive experiences.
- **Optimise the customer journey:** Smarter AI Text Analytics automates customer service, speeds up response times, and optimizes resource allocation, reducing overhead. By prioritising high-stakes interactions, Smarter AI Text Analytics eases the burden on service teams and ensures quicker resolution of sensitive issues.
- **Churn prevention:** Smarter AI Text Analytics real-time analysis of chat logs helps detect dissatisfaction, frustration, lack of ease or churn risk early, enabling the type of swift intervention that keeps players on the platform.

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 organisations. Inspired by successful collaborations like the **Disruption and Harms in Online Gaming Framework**, this initiative will:

- **Enhance chat and VoC analysis:** personalize the customer journey, prevent churn, and strengthen customer loyalty (NPS). By teaching AI to better understand the nuances of "how gamblers talk," we upgrade existing tools to be smarter, more intuitive, and customer focused.
- **Empower operators:** Gain access to industry benchmarks, actionable personalized insights, and advanced tools designed to address real-time challenges. Unlock opportunities to improve operational efficiency, prevent churn, and enhance customer loyalty (NPS), as well as other key CX metrics like CSAT, Net Sentiment Score, and Customer Effort.

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 that is stronger because it's based on the **collective data** from leading gambling companies.

In phase 1, participants will receive:

- A comprehensive **sector report** detailing customer experience risks and opportunities for personalization, journey management, operational efficiency, churn prevention, and customer loyalty (NPS).

- Anonymised industry benchmarks to measure your performance against market standards.
- Access to our **secure data platform** and **cutting-edge analytics engine**.
- Minimal cost: £30,000

In phase 2, participants who subscribe to phase 1 will:

- 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 the gambling journey more personalised and experience-centric.

Contact us to get started

Email **David Hicks** (CEO, XMCoach) at **david.hicks@xmcoach.com** to learn more.

Or book a convenient time for an initial call: <https://shorturl.at/s9yJ8>

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