Join our industry initiative:

Improve operational efficiency and minimize legal risks 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 legal and churn risks, along with actionable opportunities to enhance operational efficiency and strengthen customer loyalty.
- **Phase 2:** subscribe to an ongoing service that uses advanced text analytics to continuously analyze your chat and voice-of-customer feeds, delivering real-time 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 meeting. Please use this link to schedule an initial call https://shorturl.at/s9yJ8

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- **Outdated AI tools**: existing chat algorithms and VoC platforms lack the advanced AI capabilities and specialized training needed to address the complexities of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," 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 project 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 (such as Voice to Text) 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.

Why Smarter AI Text Analytics matters

- **Prevent lawsuits:** a single customer comment can spark a lawsuit. Protect your firm with robust systems for managing chat and Voice of Customer feedback. At worse, 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. Again, imagine how useful participating in such a program could be as part of preparing a defense!
- **Maximize customer service operational efficiency:** Smarter AI Text Analytics automates 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.
- **Churn prevention**: Smarter AI Text Analytics real-time analysis of chat logs helps detect dissatisfaction, frustration, or churn risk early, enabling the type of swift intervention that keeps players on the platform.
- **Boost customer loyalty**: Smarter AI Text Analytics analysis of chat logs uncovers customer preferences, issues, and concerns, allowing operators to deliver automated personalized, proactive solutions that turn negatives into positive experiences.

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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 collaborations like the **Disruption and Harms in Online Gaming Framework,** this will:

- **Enhance chat and VoC analysis**: strengthen detection and recording of legal risks, improve operational efficiency, prevent churn, and build customer loyalty. We enhance existing AI tools, making them smarter and more customer-focused
- **Empower operators:** deliver benchmarks, actionable insights, and advanced tools to tackle real-time challenges and unlock opportunities in operational efficiency, and legal protection. As well as churn prevention, and customer loyalty.

By providing a sample of anonymised chat text and/or VoC for analysis participants will receive:

In phase 1 participants will receive:
- A comprehensive **sector report** detailing chat-related legal risks and opportunities for operational efficiency, churn prevention, and customer loyalty.

- Anonymised industry benchmarks to measure your performance against market standards.
- Access to our **secure data platform** and **cutting-edge analytics engine**.
- Cost $38,000 USD

In phase 2, in return for a minimal cost subscription of [subs cost] participants will:

- Get access to regular updates to your chat and voice of customer analysis
- Maintenance of your chat and Voice of Customer tool to save you time and money
- Organizations participating in phase 1 receive a 25% discount of the ongoing subscription cost for access to real time 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://shorturl.at/s9yJ8