

Join our industry initiative:

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

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 advanced AI text analytics, this initiative will analyze shared operator chat, voice-of-customer data and customer service data to deliver actionable, industry-wide insights in two powerful phases:

- **Phase 1:** participate in our industry proof of concept and receive a comprehensive sector report that uncovers reputational, regulatory and safer gambling/ compliance risks
- **Phase 2:** subscribe to an ongoing 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.

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.

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 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- **Outdated AI tools:** existing chat algorithms and VoC platforms lack the advanced AI capabilities and training needed to address the complexities of large-scale,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," which pose regulatory risk, may go unnoticed by agents and legacy automated tools.

This project tackles these challenges head-on through industry collaboration, leveraging advanced AI 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 (such as voice to text) as a significant source of reputational, regulatory, and safer gambling/ compliance risk (also call centre dialogue), that due to its complex nature, needs monitoring with tools and techniques that go beyond currently used approaches.

Why chat and contact centres matter

- **First contact for vulnerable customers:** chat and contact centres are where gamblers express their concerns and struggles. Where economic, health and emotional distress are first alerted to operators.
 - **Regulatory urgency:** regulators are increasingly demanding real-time customer data—especially chat. Real-time flagging of chat phrases indicating vulnerability puts you in control of the response well in advance of any regulator request to review chat logs.
 - **Rich emotional insights:** chat and contact centre dialogue reveals how customers think and feel at critical moments, helping identify vulnerability, regulatory risk and churn.
 - **Exposes reputational risks:** Organisations 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.
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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 collaborations like the **Disruption and Harms in Online Gaming Framework**, this will:

- **Enhance chat and VoC analysis:** strengthening the detection of reputational, regulatory, and safer gambling/ compliance risks. We enhance existing AI tools, making them smarter and more customer-focused
- **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.

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.

In phase 1 participants will receive:

- A comprehensive **sector report** detailing chat-and VoC- related identified risks
- Anonymised industry benchmarks to measure against market standards.
- Access to our **secure data platform** and **cutting-edge analytics engine**.
- Minimal cost: £30,000.

In phase 2 subscribing participants will, for a discounted cost:

- Get access to regular updates to your chat and Voice of Customer analysis
 - Receive maintenance of your chat and voice of customer tool to save you time and money
 - Organisations participating in phase 1 will receive a 25% discount off the subscription service for ongoing, real time insights.
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Be part of the proof of concept

We're inviting a small group of leading operators to collaborate in our proof of concept 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://shorturl.at/s9yJ8>

XM Coach Limited. 85 Great Portland St, 1st Floor, London, W1W 7LT.

Phone: +44 794 034 4924, +1 347 227 5182

Web: WWW.XMCoach.Com

Registered in the UK: 14293144

VAT #: 441 5619 03