

VOICE OF THE CUSTOMER

November 2025 Review

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Executive Summary

- Player Services: 4% Increase in contacts, primarily caused by a number of issues throughout the month, affecting access to the site or functionalities of specific products.
- Help centre stats: Cash Drop code was the top viewed article across brands.
- CSAT scores: No CSATs sent again this month due to Userzoom contract ending, we are still looking for alternatives tools as a replacement
- TrustPilot: In November Trustpilot feedback stayed solidly positive across all brands (TrustScores ~4.0–4.1), powered by fast payouts and breadth of games, with most negatives centering on bonuses/fees/limits, not on withdrawal reliability.
- Social Media: BetOnline dominated November social presence with NFL-driven content and verified activity across platforms, while the other brands operated with minimal visible metrics, making follower counts and site-linked promotional cadence the primary indicators of reach.
- On Reddit: In November, sentiment across Reddit is overwhelmingly negative – with users warning others to avoid BetOnline due to payout issues, system failures, and distrust, while only a single big parlay win provides a rare positive outlier.

Player Services Data

Contact Drivers

Chat requests November	85344
Chat requests October	82066
Difference	4%

Uplift in chat traffic by 4%, primarily caused by a number of issues throughout the month, affecting access to the site or functionalities of specific products. On a positive note, the migration of phones from Cisco to Intercom was completed and PS now all contact channels are on Intercom. The transition was relatively smooth, with some minor issues which are now mostly solved. We are waiting on Intercom to release a feature which will allow transfers to a team, rather than direct to an agent with a delay to coordinate it outside of the tool.

Fin finished the month at 20.2% deflection, exactly same as in October, and 67.7% CSAT.

‘WALLET TRANSFER FUNDS: Poker transfers were not reflecting correctly and switched off. 31h to fix, customers were advised to contact PS to transfer funds, however PS was not made aware of this and learned through the MatterMost IT channel when there were 300+ chats waiting to connect on Thanksgiving Thursday’

Category	Nov chats	Nov daily avg	Oct chats	Oct daily avg	MoM %
Account	18020	601	15424	498	21%
Account - Other	2377	79	2008	65	22%
Account creation	345	12	355	11	0%
Account reactivation	2055	69	1783	58	19%
Account/Section closure	3614	120	2957	95	26%
ATO / compromised account	427	14	535	17	-18%
Login issues	3569	119	3574	115	3%
Profile updates	1248	42	1311	42	-2%
Site navigation	2364	79	2307	74	6%
Wallet transfer funds	2021	67	594	19	252%
Promotional	23640	788	22808	736	7%
Credit request	3677	123	2740	88	39%
T&C information/explanation	5972	199	7464	241	-17%
Technical/Campaign issue	5784	193	6078	196	-2%
Cash Boost	8207	274	6526	211	30%
Deposit	13684	456	13066	421	8%
Crypto Deposit Help	1002	33	2201	71	-53%
Deposit - Other	9626	321	7017	226	42%
Deposit issue	1748	58	2492	80	-28%
Deposit methods information	1308	44	1356	44	0%
Undefined	8129	271	6147	198	37%
No Meaningful Content	2415	81	1887	61	32%
Undefined Topic	5714	190	4253	137	39%
Payout	8510	284	7561	244	16%
Payout - Other	2775	93	2115	68	36%
Payout issue	4438	148	4216	136	9%
Payout methods information	1297	43	1230	40	9%
Sports	8804	293	10047	324	-9%
Betting rules explained	1322	44	1431	46	-5%
Grading delay	1870	62	2229	72	-13%
Grading dispute	2222	74	2348	76	-2%
Sports - Other	700	23	1057	34	-32%
Sports Technical issue/Outage	925	31	1215	39	-21%
Wager delete request	1765	59	1767	57	3%
Casino	6108	204	5336	172	18%
Casino - Other	1652	55	1442	47	18%
Casino Outcome Disputes	1944	65	2012	65	0%
Casino technical issue	2512	84	1882	61	38%
Poker	1772	59	1284	41	43%
Poker - Other	879	29	631	20	44%
Poker Dispute	72	2	240	8	-69%
Poker technical issue	821	27	413	13	105%

Customer Alerts

Major contact drivers in November:

- Cashier/IT Week 44 – ongoing from W43, customers requested deposit/payout addresses from the Cashier however the address posted on their end was different. Slowed down from Sunday
- Technical W45 - Citrix outage early Tuesday morning which affected all internal users and took 2h to restore
- Technical W46 - Citrix outages started Tuesday afternoon which affected all users (INC-4080). On and off for the next couple of days
- Technical W46 - INC-4083 | Outage | Poker client isn't loading. Customer were unable able to play in Poker or complete any poker action (Nov 12)
- Technical W47 - INC-4091 | Degrade | 3rd Party Outage Cloudfare, which affected availability of various systems and ability to access the site
- Technical W48 - Poker transfers were not reflecting correctly and switched off. 31h to fix, customers were advised to contact PS to transfer funds, however PS was not made aware of this and learned through the MatterMost IT channel when there were 300+ chats waiting to connect on Thanksgiving Thursday

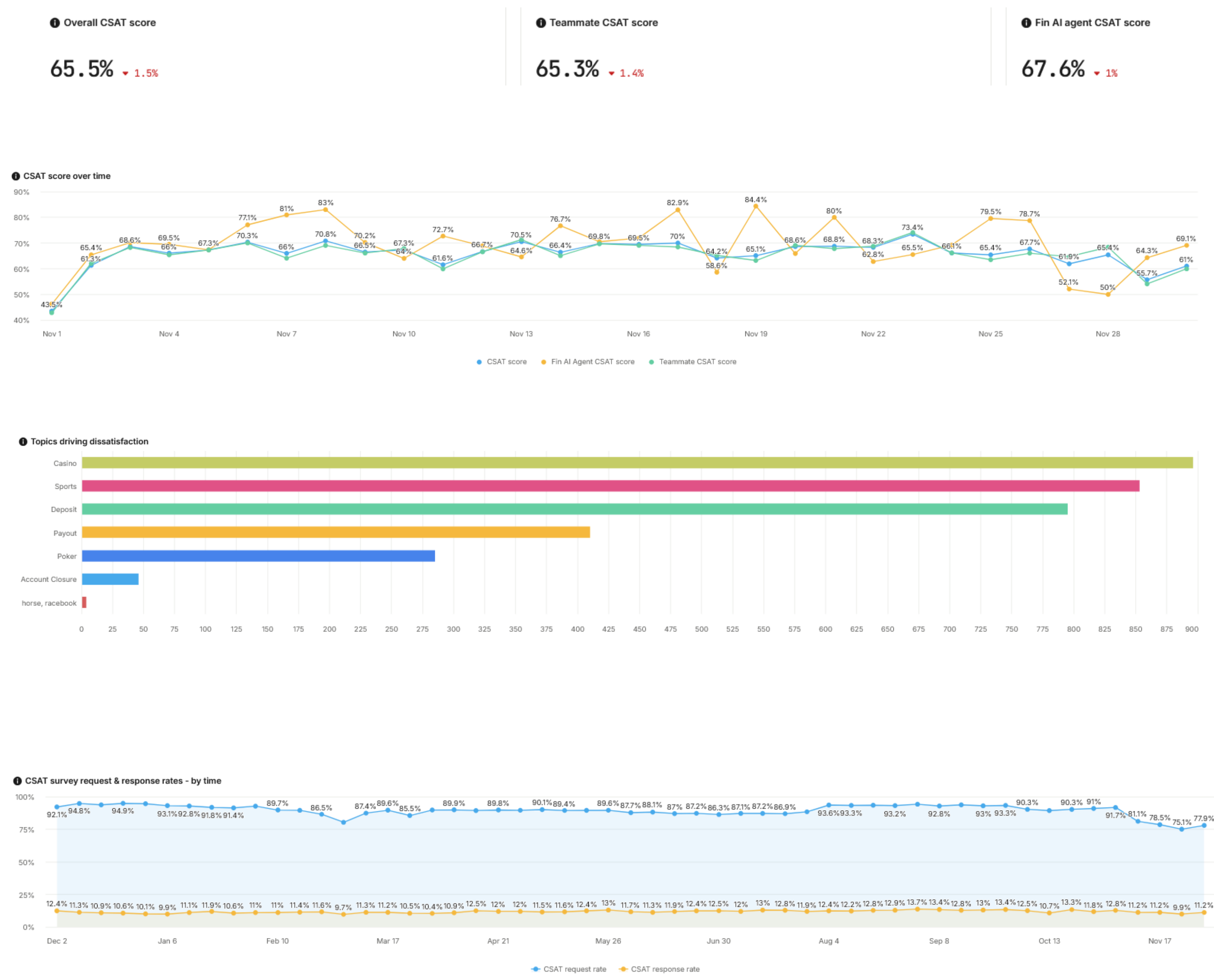
Automatic Name	Start Date Time (UTC)	End Date Time (UTC)	Phrases	# of Interactions	Description
Monthly Cash Boost Inquiries	2 November, 2025, 22:02	5 November, 2025, 23:23	boost,cash,monthly	1,142	Daily contacts when the monhtly will be credited
Sportsbook-Poker Transfer Issues	27 November, 2025, 09:08	30 November, 2025, 13:00	book,failed,failing,fails,funds,mov e,operation,poker,sport,sportboo k,sports,sportsbook,transfer,trans ferring,transferring,transfers,unabl e,wallet	894	Poker transfers were not reflecting correctly and switched off. 31h to fix, customers were advised to contact PS to transfer funds, however PS was not made aware of this and learned through the MatterMost IT channel when there were 300+ chats waiting to connect on Thanksgiving Thursday
Wallet Transfer and Deposit Processing Issues	27 November, 2025, 22:17	29 November, 2025, 01:00	error,tranfer,transferred	133	As above
SportsToPoker Transfer Failure	27 November, 2025, 12:56	28 November, 2025, 10:00	pokertosports,sportstopoker	29	
Casino Platform Outage	19 November, 2025, 16:16	22 November, 2025, 20:00	casino	293	Some of our vendors were affected by the external Cloudflare incident
Game Loading and Display Issues	19 November, 2025, 18:01	22 November, 2025, 19:00	astro,black,blank,games,load,load ing	211	Cloudflare incident
Login Security Verification Issues	18 November, 2025, 12:00	20 November, 2025, 03:00	log,logging,login	179	Login was affected by the Cloudflare incident
Casino Site Outage and Technical Issues	19 November, 2025, 16:07	22 November, 2025, 20:00	site	138	Cloudflare incident
Login Security Check Issues	18 November, 2025, 12:03	19 November, 2025, 03:00	extra,security	125	Cloudflare incident
Blackjack Betting System Malfunction	18 November, 2025, 02:35	20 November, 2025, 02:00	blackjack	66	Cloudflare incident
Cloudflare Security Check Issues	18 November, 2025, 11:59	19 November, 2025, 05:00	proceed,unblock	49	Cloudflare incident
Cloudflare Access Issues	18 November, 2025, 12:43	19 November, 2025, 05:00	cloud,cloudfare	26	Cloudflare incident
Human Verification System Issues	18 November, 2025, 11:49	19 November, 2025, 04:00	seconds,verify	45	Cloudflare incident
Cloudflare Challenge Access Issues	18 November, 2025, 12:01	21 November, 2025, 14:08	challengescloudflarecom	17	Cloudflare incident
Login Verification Redirect Failure	18 November, 2025, 13:14	19 November, 2025, 04:00	redirected	16	Cloudflare incident
Poker Platform Network Outage	12 November, 2025, 21:07	15 November, 2025, 23:00	buy,client,frozen,kicked,middle,ne twork,playing,poker,room,table,to urnament,tournaments,won	537	INC-4083 Outage Poker client isn't loading. Customer were unable able to play in Poker or complete any poker action.
25 Free Spins Promotion Not Working	24 November, 2025, 20:03	27 November, 2025, 08:00	spins	423	Customers are reporting issues with a promotional email offering 25 free spins for Copa Hold And Win slot, with spins either not appearing in accounts or charging real money instead. Escalated to marketing, manually credited to contacting customers
Authorized Withdrawal Processing Delays	1 November, 2025, 12:40	4 November, 2025, 22:53	authorized,cancel,payout	331	Crypto addresses issue from October still ongoing
Unclaimed Cash Inquiries	14 November, 2025, 16:21	17 November, 2025, 20:00	claim,loss,tiradas,unclaimed	246	No issue, regular unclaimed boosts campaign runs each Thursday

Intercom Stats

The CSAT scores dropped slightly to 65.5% from last months 66.8%.

Fin Ai saw a slight drop also at 67.6% compared to 68.7%

The main topic driving dissatisfaction is Casino, followed by Sports, Deposit, Payout and Poker.



Intercom Stats Fin AI Agent

Fin, the AI bot, which was able to deflect ~20% of chats, total of about 13k.

Most AI deflections are on Promo Ts and Cs (60%), Credit Requests (56%), Site Navigation (47%) and Cash Boost (46%)

Most conversations focused around Promo Ts and Cs, Login Issues, Cash Boosts and Site navigation.

New conversations breakdown

Brand ↕	New conversations ⓘ ↕	VIP ⓘ ↕	NON VIP ⓘ ↕	Other (Fin not involved) ⓘ ↕	Fin answered (incl. deflected) ⓘ ↕	Fin deflected ⓘ ↕
Summary	64,329	17	64,312	0	22,060	13,025
betonline	39,181	11	39,170	0	12,967	7,335
wildcasino	8,947	2	8,945	0	3,157	2,054
sportsbetting	7,183	4	7,179	0	2,407	1,416
superslots	4,030	0	4,030	0	1,573	997

Fin AI agent topic performance

SAS Brands Topics ↕	Fin AI Agent answered conversations ⓘ ↕	Fin AI Agent deflected conversations ⓘ ↕	Fin AI Agent unanswered conversations ⓘ ↕	Fin AI Agent deflection rate ⓘ ↕
Summary	22,060	13,025	42,269	20.2% (13,025/64,329)
Promo T&C Information/ Explanation	2,301	1,583	341	59.9% (1,583/2,642)
Login Issues	1,533	913	859	38.2% (913/2,392)
Cash Boost	1,295	794	442	45.7% (794/1,737)
Site Navigation	1,226	711	282	47.1% (711/1,508)
Account Other	1,168	673	2,378	19% (673/3,546)
Promo Issue	1,140	459	2,911	11.3% (459/4,051)
Credit Requests	722	571	296	56.1% (571/1,018)
Deposit Other	674	113	4,209	2.3% (113/4,883)
Casino Issues	620	280	1,406	13.8% (280/2,026)

Help Centre

Help Centre BetOnline

An increase in people that have viewed an article (6k more than October) with an 11k increase in articles viewed.

Customers are viewing on average 2.5 articles per user (last month 2.6).

The top article this month was Cash Drop Code with 8k views. Free Bets 101 was 2nd with Withdrawal Rules 3rd.

The most negatively reviewed article this month was Withdrawal Rules (60 sad emojis). This was followed by Log Into Your Account (50 sad emojis) and FreeBets 101 (35 sad emojis).

Searched for terms this month were: ‘free’, ‘free bet’ and ‘withdrawal’. ‘teaser’ had the highest click through rate of 61%.

Top searches with no results are: Free bet, unblock and hello.

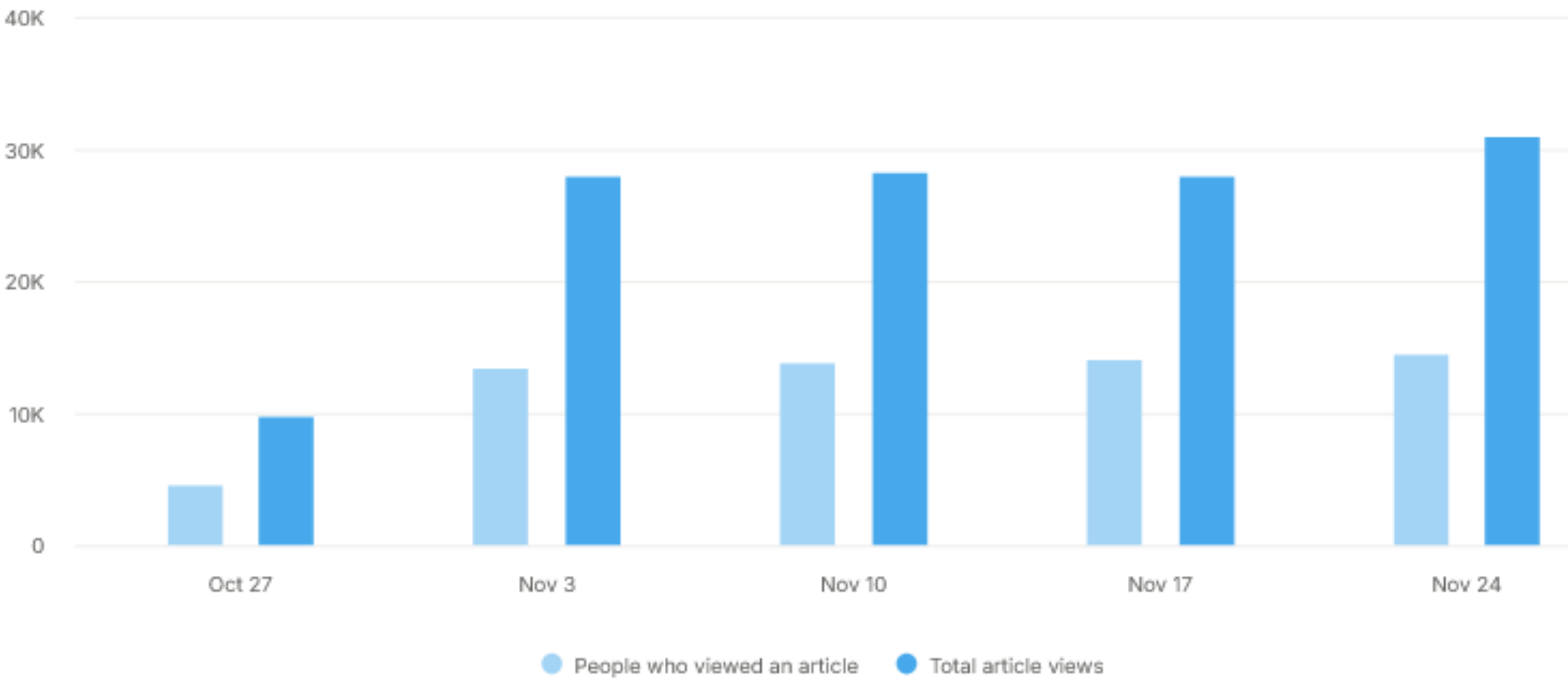
People who viewed an article ?

50,884 ▲ 6,192

Total article views ?

124,758 ▲ 11,148

People vs views by week ?



Article engagement

👁 Viewers greater than 10 ➕ Add filter

Article	Viewers ? ↕	🙄 ? ↕	😬 ? ↕	😞 ? ↕
Cash Drop Code	8,362	19	5	13
Free Bets 101	5,876	22	1	3
Withdrawal Rules	5,494	47	8	7
Privacy Policy	4,668	9	6	11
Terms And Conditions	4,428	4	1	11
BetOnline Rules	3,763	29	2	4
Log in To Your Account	3,036	62	1	4
Reloads	2,725	8	1	5
Level Up Bonuses	1,892	4	1	3
Withdrawal Requirements	1,867	17	1	1

BETONLINE

Searches with no results

Keyword	Searches
freebet	37
unblock	25
unbloc	19
hello	15
firewall	14
cloud	14
unblo	12
cloudflare	11
clou	11
cashout	10

Searches results

Keyword	Searches ? ↕	Click-through rate
free	307	20.52%
free bet	248	38.31%
withdrawal	122	45.9%
deposit	111	15.32%
teaser	101	61.39%
phone	101	6.93%
reloads	99	4.04%
withdraw	86	32.56%
delete	85	0%
with	83	3.61%

Help Centre

SportsBetting

Very little change in people that have viewed an article and in total article views (1.3k more). Customers are viewing on average 2.3 articles per user (last month 2.2).

The top article this month was Cash Drop Code with 900 views. BitCoin 101 was 2nd, Privacy Policy with 3rd.

The most negatively reviewed article this month was Log in To Your Account (9 sad emojis). This was followed by Cash Drop Code (5 sad emojis) and About Us (6 sad emojis).

Searched for terms this month were: ‘free’, ‘free bet’ and ‘withdrawal’. ‘free bet’ had the highest click through rate of 22%.

Top searches with no results are: Freeplay, Birthday and Platinum.

People who viewed an article

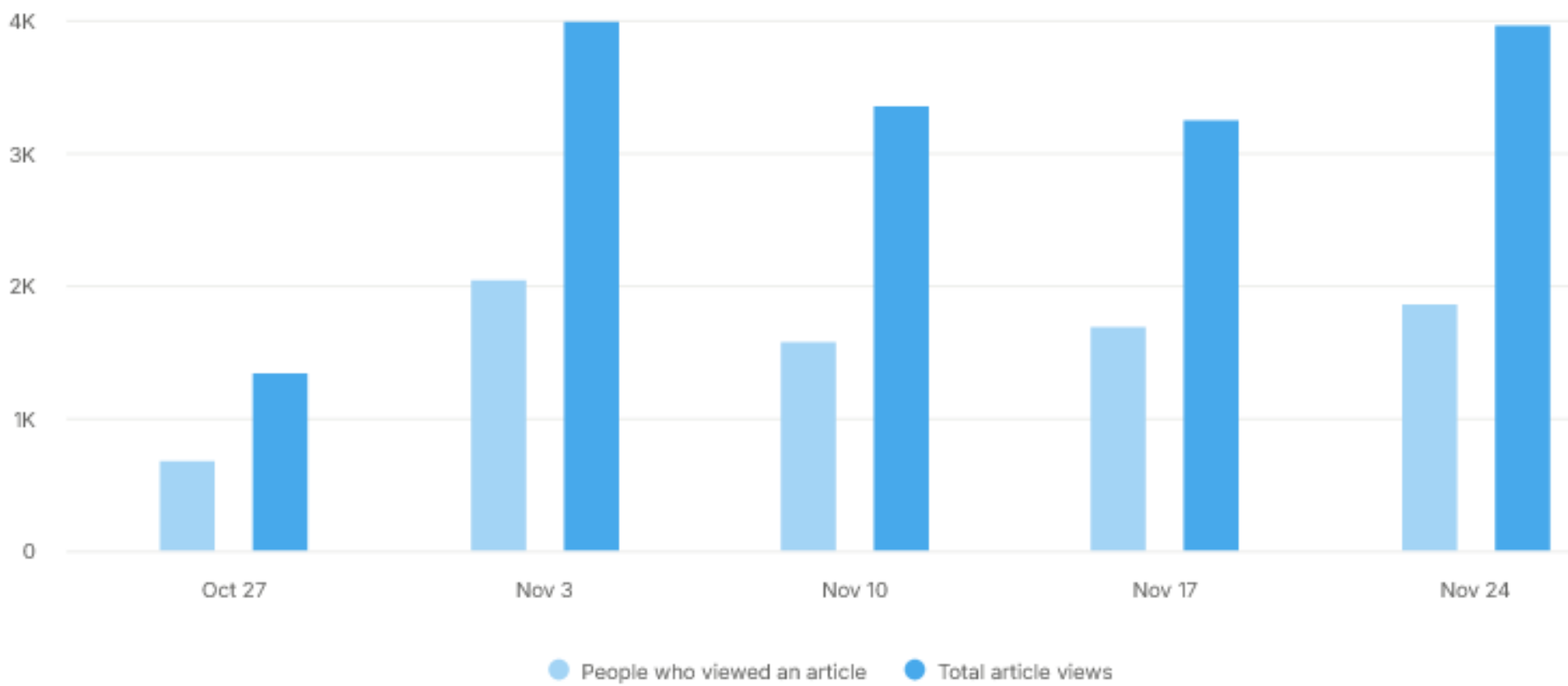
6,932 281

Total article views

15,890 23



People vs views by week



Article engagement

Viewers greater than 10 Add filter

Article	Viewers			
Cash Drop Code	887	5	1	3
Bitcoin 101	796	5	1	-
Privacy Policy	691	-	1	-
Log In To Your Account	505	9	1	3
Terms And Conditions	486	3	1	1
Reloads	453	4	-	1
SportsBetting Rules	429	2	-	1
Withdrawal Rules	378	5	-	-
How to Join SportsBetting's Telegram Channel	335	1	-	1
About Us	247	6	1	-

Searches with no results

Keyword	Searches
freebet	7
birthday	5
platinum	3
freebets	3
yale	2
telo	2
recomendaciones	2
eesf	2
登录页面	1
yel9	1

Searches results

Keyword	Searches	Click-through rate
free	80	20%
free bet	74	21.62%
withdrawal	30	30%
how to	24	0%
withdraw	19	21.05%
with	19	5.26%
contact	19	5.26%
deposit	17	5.88%
relo	15	0%
live	15	13.33%

Help Centre Wild Casino

An increase in people that have viewed an article (1k more than October) and also in total article views (2k more). Customers are viewing on average 2.6 articles per user (2.7 last month).

The top article this month was BitCoin 101 with 3.2k views. Cash Drop Code was 2nd with Log Into Your Account 3rd.

The most negatively reviewed article this month was Cash Drop Code (15 sad emojis). This was followed by Reloads (13 sad emojis) and Log in To Your Account (12 sad emojis).

Searched for terms this month were: ‘cash’, ‘withdrawal’ and ‘free’. ‘Cash’ had the highest click through rate of 40%.

Top searches with no results are: Birthday, trans and birth.



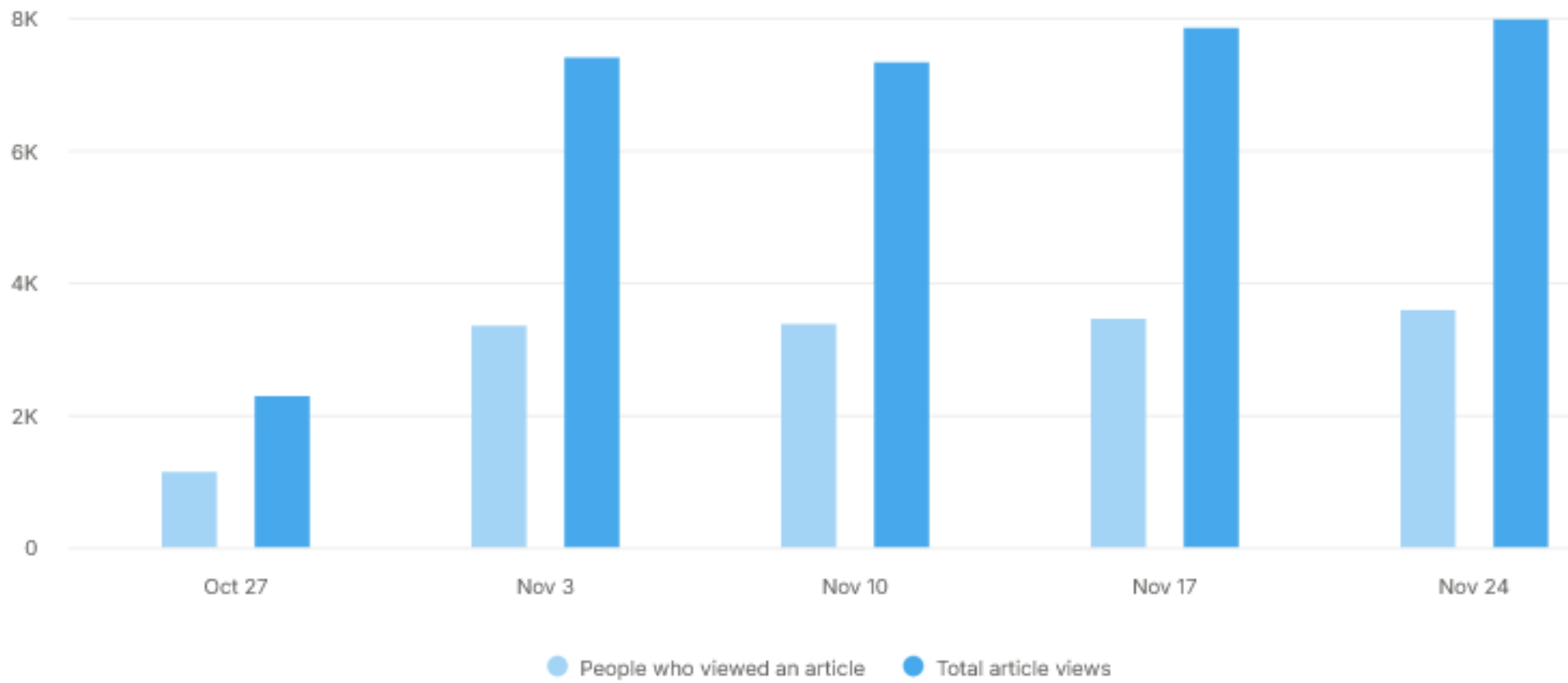
People who viewed an article ⓘ

12,814 ▲ 1,266

Total article views ⓘ

32,836 ▲ 2,168

People vs views by week ⓘ



Article engagement

👁 Viewers greater than 10 + Add filter

Article	Viewers ⓘ ↕	🙄 ⓘ ↕	😬 ⓘ ↕	😏 ⓘ ↕
Cash Drop Code	3,271	15	2	8
Bitcoin 101	3,233	10	4	2
Log In To Your Account	1,783	12	4	2
Reloads	1,413	13	-	2
How to Join Wild Casino's Telegram Channel	1,294	4	-	3
Privacy Policy	999	2	1	2
Casino Bonus Wallet	807	7	1	6
Withdrawal Rules	614	5	1	2
Wild Casino Rules	545	6	-	3
Terms And Conditions	442	4	1	2

Searches with no results

Keyword	Searches
birthday	22
trana	5
birth	5
deactivate	4
tranac	3
tixk	3
cl9se	3
cashout	3
cashdrop	3
cashback	3

Searches results

Keyword	Searches ⓘ ↕	Click-through rate
cash	69	40.58%
withdrawal	51	37.25%
free	46	0%
with	43	0%
deposit	37	8.11%
delete	36	0%
bonus	34	11.76%
withdraw	32	25%
history	28	7.14%
close	27	7.41%

Help Centre SuperSlots

A large increase in people that have viewed an article (7.4k more than October) and also a substantial Increase in total article views (93k more). Similar to October there seems to be a lot of bot traffic too with Js in the searches with no results thus the big amount this month, especially last 2 weeks, and Customers are viewing on average 8.2 articles per user (2.5 last month).

The top article this month was BitCoin 101 with 2k views, Cash Drop Code was 2nd with Log Into Your Account 3rd.

The most negatively reviewed article this month was Cash Drop Code (8 sad emojis). This was followed by Log in To Your Account (6 sad emojis) Bitcoin 101 (4 sad emojis).

Searched for terms this month were: ‘Can I ask you a question please’, ‘bonus’ and ‘free’. ‘bonus’ had the highest click through rate of 21%.

Top searches with no results Not including JS is: birthday.

People who viewed an article ?

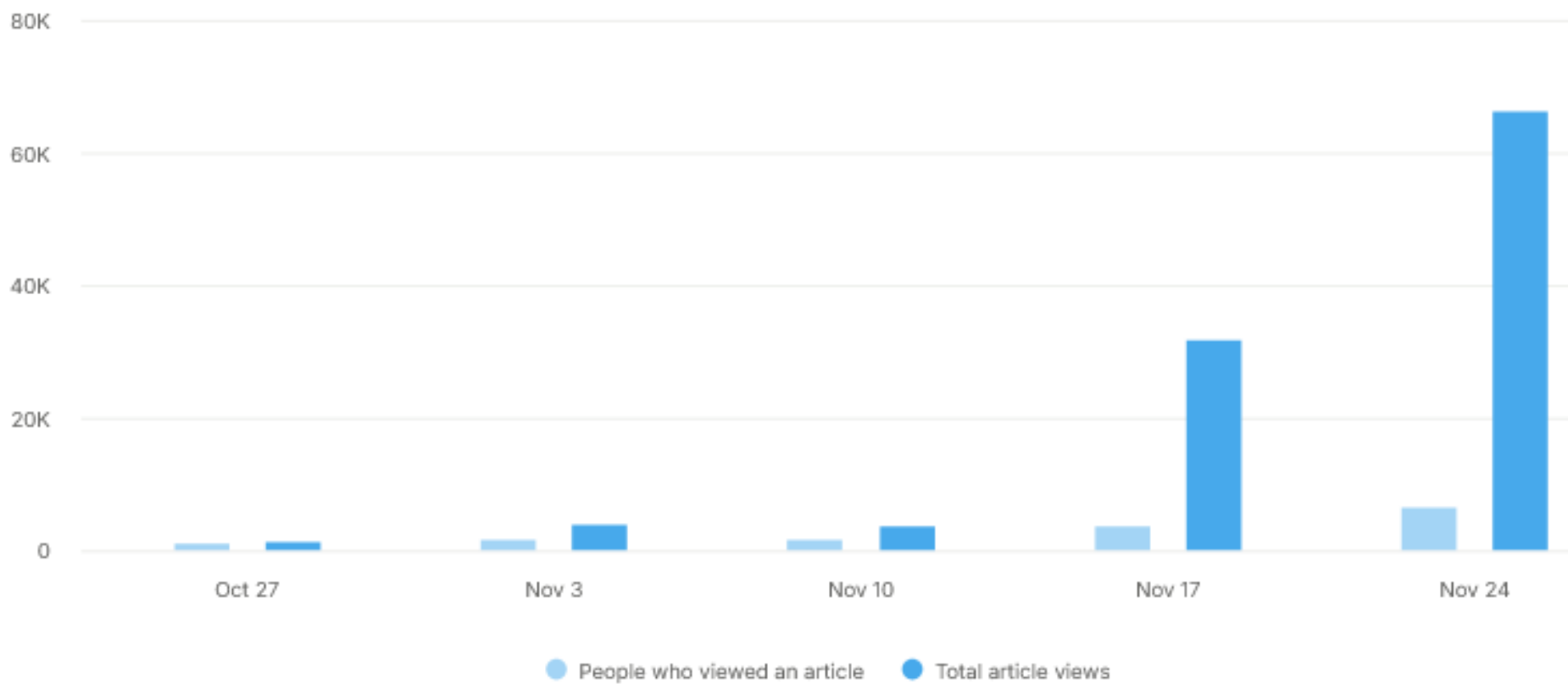
13,037 ▲ 7,437

Total article views ?

106,635 ▲ 92,685



People vs views by week ?



Article engagement

👁 Viewers greater than 10 + Add filter

Article	Viewers ? ↕	😞 ? ↕	😐 ? ↕	😄 ? ↕
Bitcoin 101	1,970	3	-	5
Cash Drop Code	1,528	4	1	1
Log In To Your Account	1,324	9	-	3
Privacy Policy	772	-	1	3
Reloads	619	7	-	-
How To Deposit With Bitcoin	520	1	-	3
How to Join SuperSlots' Telegram Channel	510	-	-	-
Withdrawal Rules	509	-	-	-
Terms And Conditions	495	1	-	1
Super Slots Rules	446	1	1	-

Searches with no results

Keyword	Searches
dfb{{{98991*97996}}}xca	36
dfb[[\$98991*97996]]]xca	36
<th:t="\$dfb)#foreach	36
<%={{=@#{dfb}}}%>	36
index.php	8
birthday	5
xfb.bxss.me	4
redirtest.acx	4
index.php/.	4
bxss.me	4

Searches results

Keyword	Searches ? ↕	Click-through rate
can i ask you a question please?	132	5.3%
can i ask you a question pleas	77	2.6%
javascript:domxssexecutionsink(1,"\"><xsstag>()locxss")	45	111.11%
bonus	39	20.51%
dfb__\$98991*97996}__::x	36	0%
1}}*)}}} 1%>"%>'%><%={{=@#{dfb}}}%>	36	0%
"dfbzzzzzzzzbbcccccdddeexca".replace("z","o")	36	0%
free	35	2.86%
promo	23	0%
free spins	23	13.04%

TrustPilot Summary

TrustScore BetOnline

In the last month, customers positively mentioned payment processes and website user experience. Conversely, website issues were the most frequent complaint, followed by payment and customer service problems. Some users reported payout difficulties, suspected rigged games, and described poor customer support. High deposit and withdrawal fees were also a concern for some customers.

- **What customers praised:** repeated shout-outs for fast crypto payouts, broad markets, and easy navigation; several 5★ posts on Nov 20–30 reinforce the “quick cash-out + variety” theme.
- **What hurt sentiment:** pockets of friction around parlay/prop limitations, UI changes, and first-time withdrawal delays (e.g., 2★/3★ notes on Nov 25).
- **Trend read (Nov):** volume skewed positive; negatives clustered on parlay rules/bonuses rather than payout speed, which most reviewers still call out as strong.
- **TrustScore:** 4.0 / 5

*The customer satisfaction score is calculated by subtracting the percentage of **Negative** reviews from the percentage of **Positive** reviews. **Neutral** reviews count towards the total number of respondents, thus decreasing the percentage of Positive and Negative reviews and pushing the customer satisfaction score towards 0. A customer satisfaction score can range from a low of -100 (if every review is a **Negative**) to a high of 100 (if every review is a **Positive**).

Service reviews ⓘ

325 -44% ↓

Average star rating ⓘ

4.06 -1.21% ↓

Current TrustScore ⓘ

4

DailyWeeklyMonthly

27 Oct

03 Nov

10 Nov

17 Nov

24 Nov

1 star

2 stars

3 stars

4 stars

5 stars

Distribution of stars

5 star reviews64% (209)

4 star reviews10% (33)

3 star reviews7% (23)

2 star reviews4% (13)

1 star reviews14% (47)

Customer satisfaction score

38.8

Positive reviews209 (64%)

Neutral reviews33 (10%)

Negative reviews83 (26%)

Positive reviews by topic

Customer service27

Payment23

User experience22

Poker17

Website15

Negative reviews by topic

Spam14

Discount12

Website11

Customer service10

Location7

Topic ↕	Sentiment score ⓘ ↕	Reviews ↕	Latest example
☆ Customer service	45 ▲ 6	37 ▼ 31.5%	"Fast withdrawal and excellent customer ser..."
☆ Payment	49 ▼ 6	32 ▼ 34.7%	"Payout quick"
☆ Discount	3 ▼ 7	32 ▼ 40.7%	"offers free promotions that aren't really free"
☆ Website	14 ▼ 31	28 ▼ 22.2%	"The website is very easy to navigate cashin..."
☆ Poker	44 ▲ 20	25 ▼ 58.3%	"Well, I would like to say that the VIP and mo..."
☆ User experience	84 ▼ 6	25 ▼ 40.5%	"Good slots easy to use and fast payouts"
☆ Spam	-72 ▲ 9	17 ▲ 6.3%	"They don't try they always copy and paste t..."
☆ Service	60 ▼ 6	15 ▼ 48.3%	"Good service easy going"
☆ Application	53 ▼ 28	15 ▲ 36.4%	"Great experience I love this app I have fun ..."
☆ Competition	14 ▼ 4	14 ▼ 53.3%	"It provides betting options that top compet..."

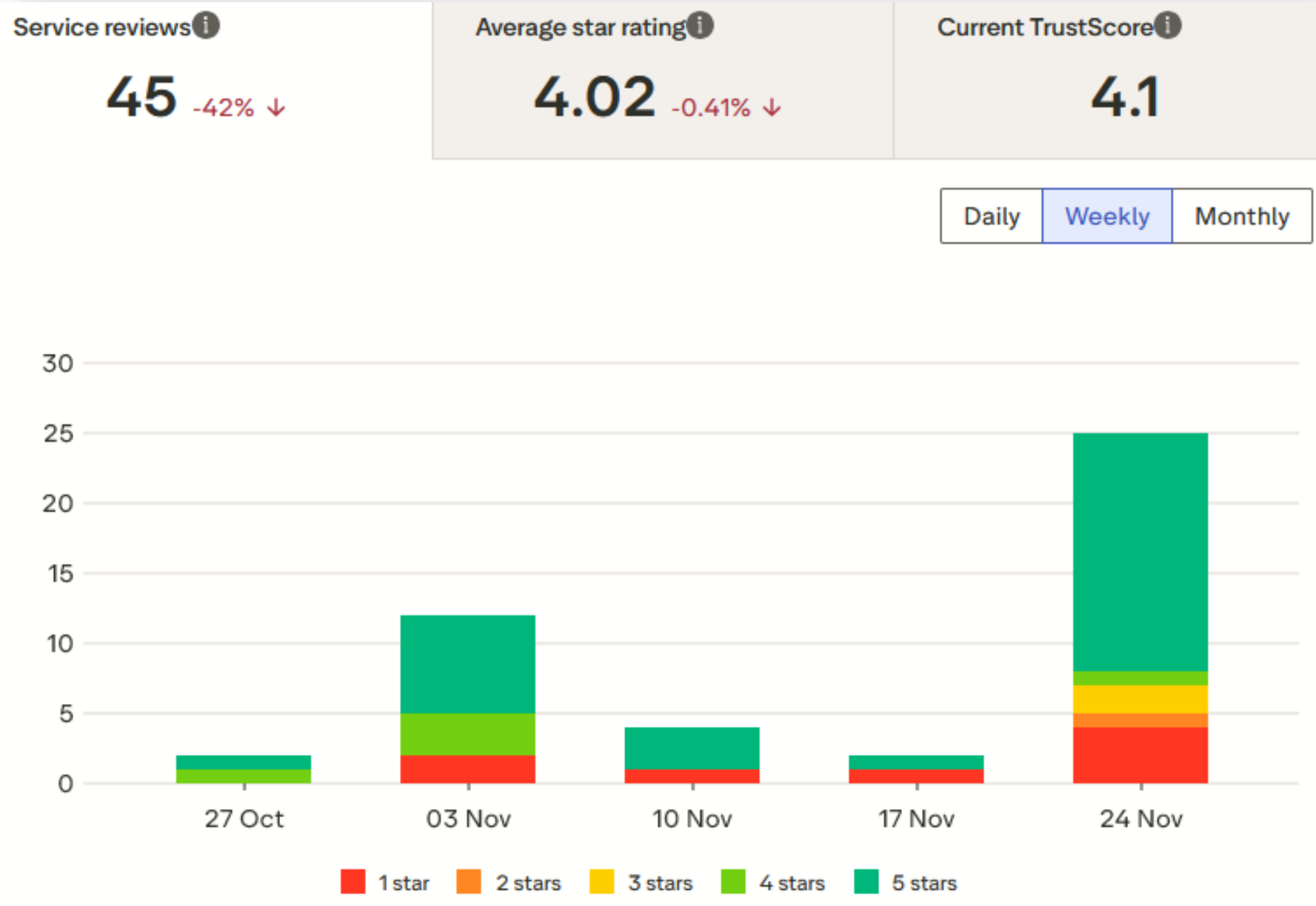
Voice of Customer / Pg. 15

TrustScore SportsBetting

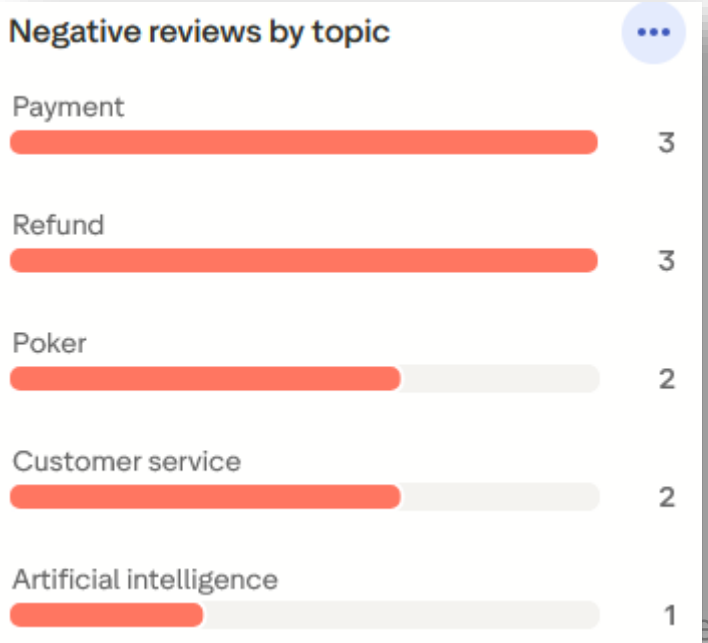
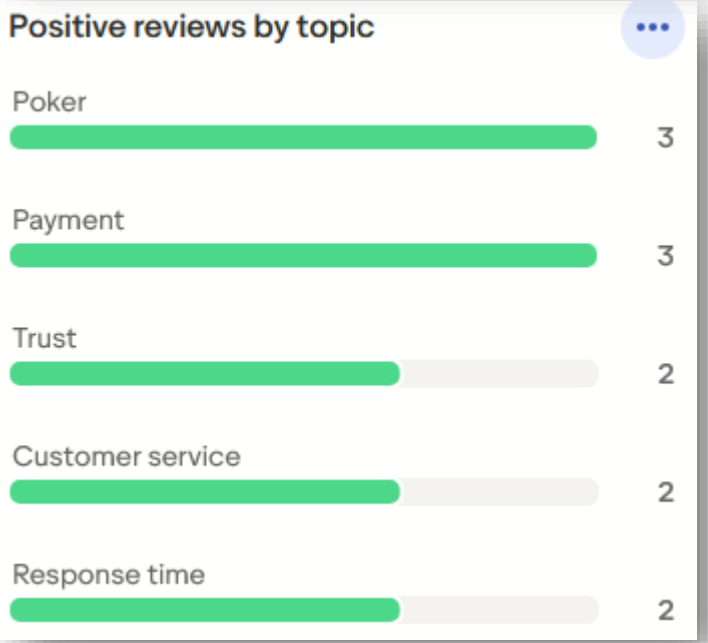
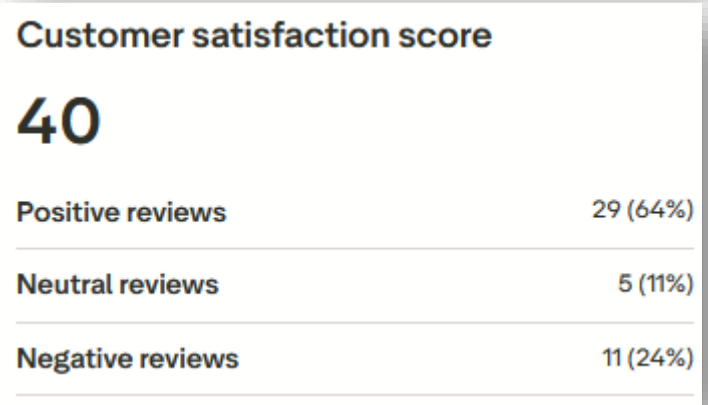
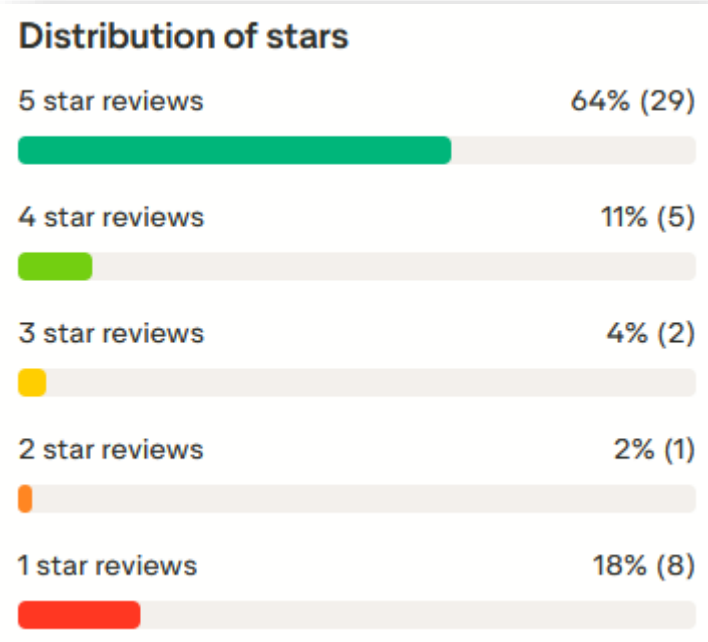
In the last month, customers positively mentioned payment speed, website usability, game selection, and customer support. Conversely, negative feedback focused on website issues, game-related problems, and payment complications. Some users reported withdrawal delays and dissatisfaction with bonus structures. A few customers expressed security concerns regarding financial information and fair play.

- **What customers praised:** fast withdrawals (often within ~1 hour), generous reloads/VIP, and clean UI; multiple 5★ posts between Nov 6–26 echo these points.
- **What hurt sentiment:** card-deposit fees, withdrawal limits and the poker tournament pay structure drew 3★–4★ critiques mid/late-Nov.
- **Trend read (Nov):** engagement tilted positive with steady “fast payout” mentions; operational friction is mostly policy/fees/limits, not cash-out reliability.
- **TrustScore: 4.1 / 5.**

Both BetOnline and Sportsbetting are outperforming competitors including Stake.com (3.8)

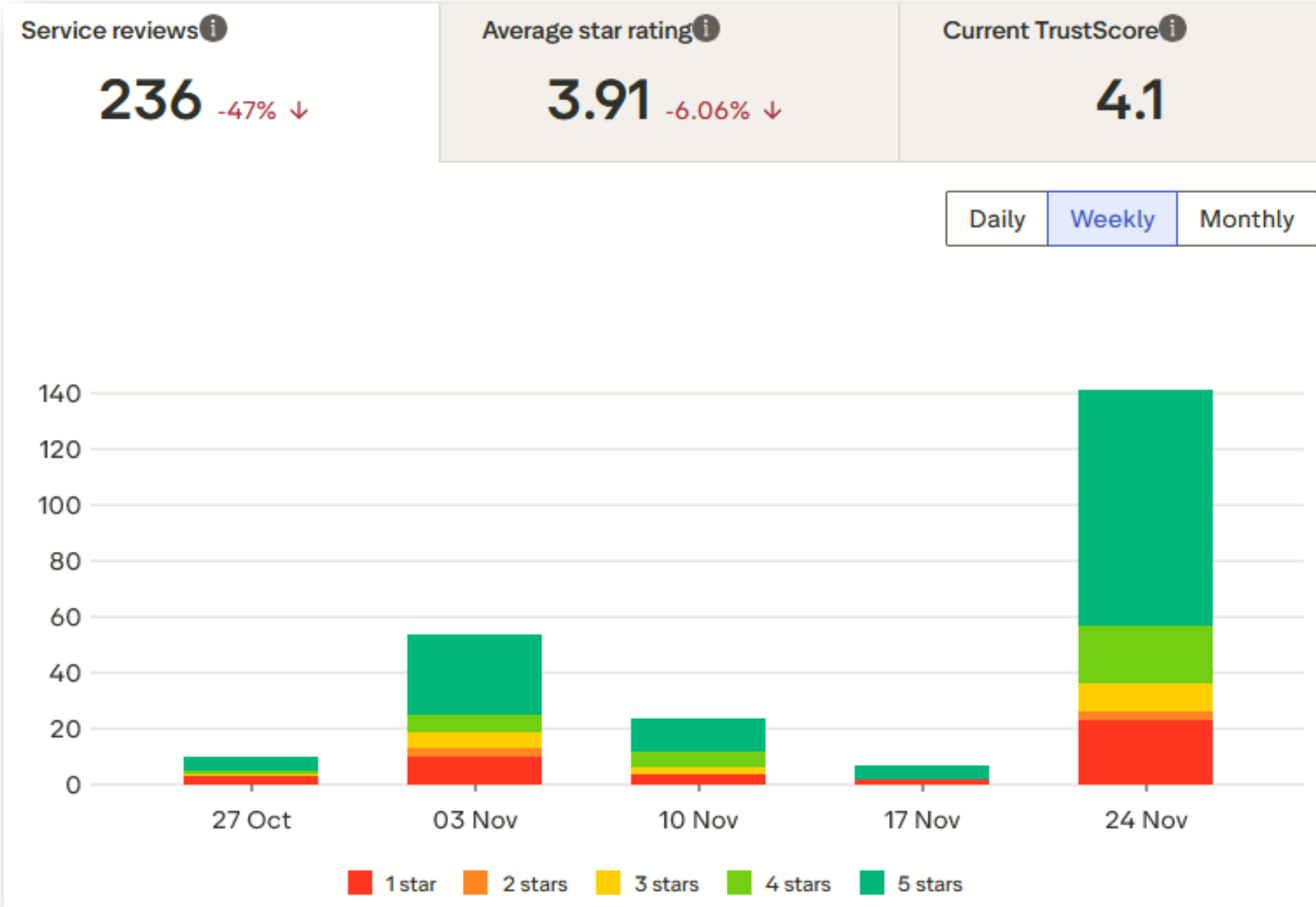


Company	TrustScore ⓘ	Reviews ↕	Star distribution
SportsBetting sportsbetting.ag	4.1	735 595	
BetOnline.ag betonline.ag	4	2.3K 1304	
Stake stake.com	3.8	3K 449	
Bovada www.bovada.lv	3.3	534 330	
mybookie.com mybookie.ag	1.9	30 1	
DraftKings draftkings.com	1.3	116 14	

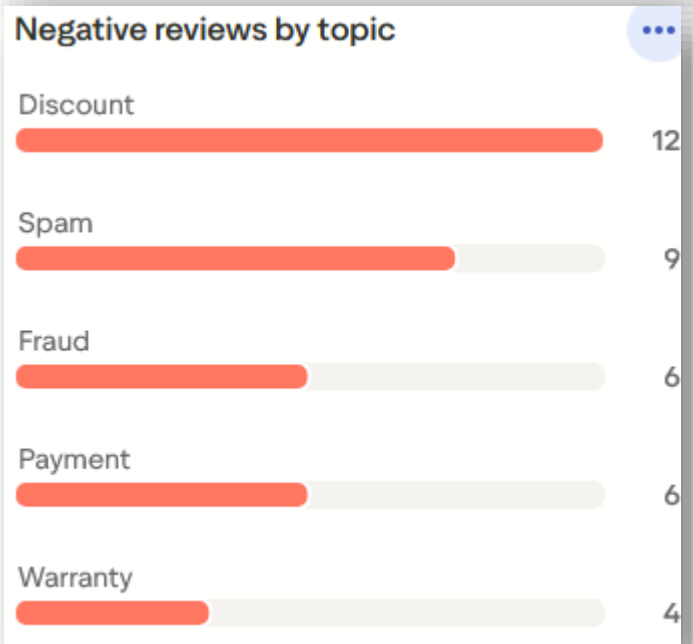
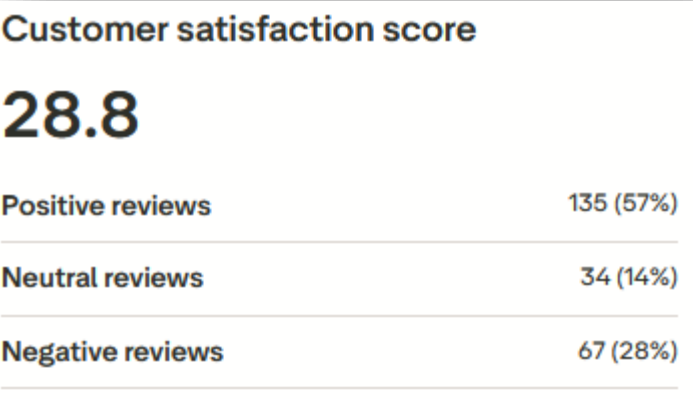
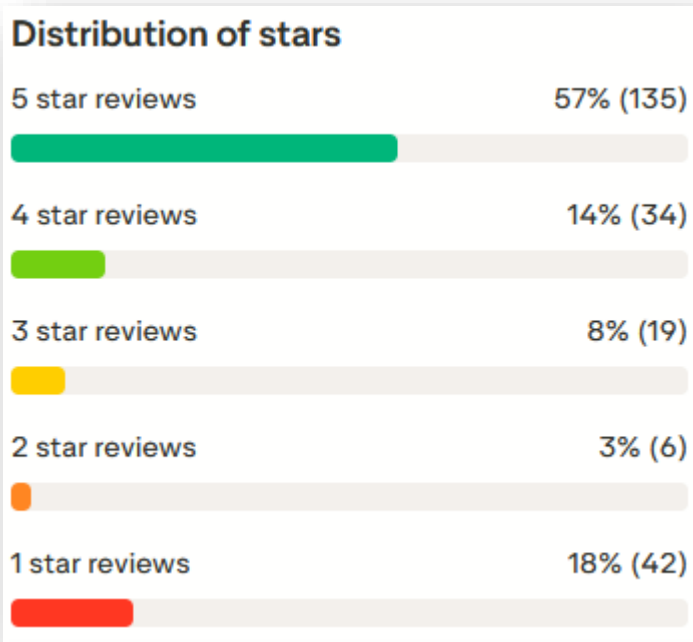


TrustScore Wild Casino

- **What customers praised:** heavy emphasis on very fast crypto withdrawals (many citing minutes), large game selection, regular free spins/reloads; numerous 5★ on Nov 14–30.
- **What hurt sentiment:** isolated critiques of bonus value/wording, cash-out learning curve, and occasional support responsiveness.
- **Trend read (Nov):** strong positive cadence anchored by payout speed; criticisms are narrower (promos/comms) and didn't dominate month-end flow.
- **TrustScore: 4.1 / 5**

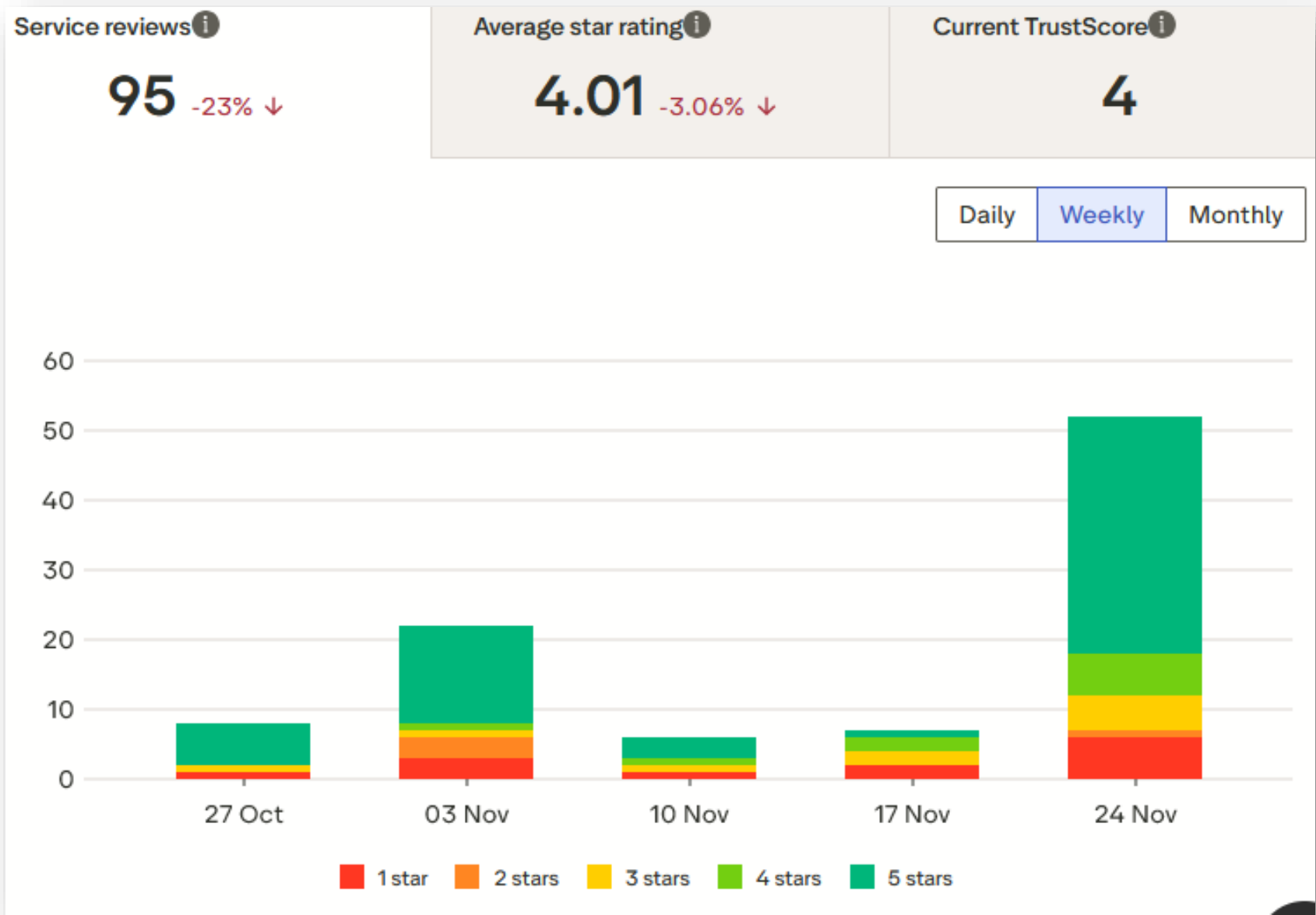


Topic ↕	Sentiment score ⁱ ↕	Reviews ↕	Latest example
☆ Discount	0 -8	27 -40%	"He gave very little insight on the error occur..."
☆ Payment	28 -2	22 -47.6%	"They are more than happy to receive payme..."
☆ Customer service	59 -19	16 -38.5%	"Each spin being logged though and easily lo..."
☆ Value for money	60 +45	14 +7.7%	"I love the real money wins as an option"
☆ Spam	-57 +29	13 -38.1%	"Wild Casino is a SCAM"
☆ Competition	64 +18	11 -50%	"This and Sugar Sweeps are now my go to an..."
☆ Website	44 -6	9 -35.7%	"The web site is clean and very user friendly"
☆ Location	44 -6	9 -25%	"The site is easy to navigate"
☆ User experience	89	8 -55.6%	"Easy to use platform"
☆ Fraud	-100	6	"Stay away from this crooked casino"

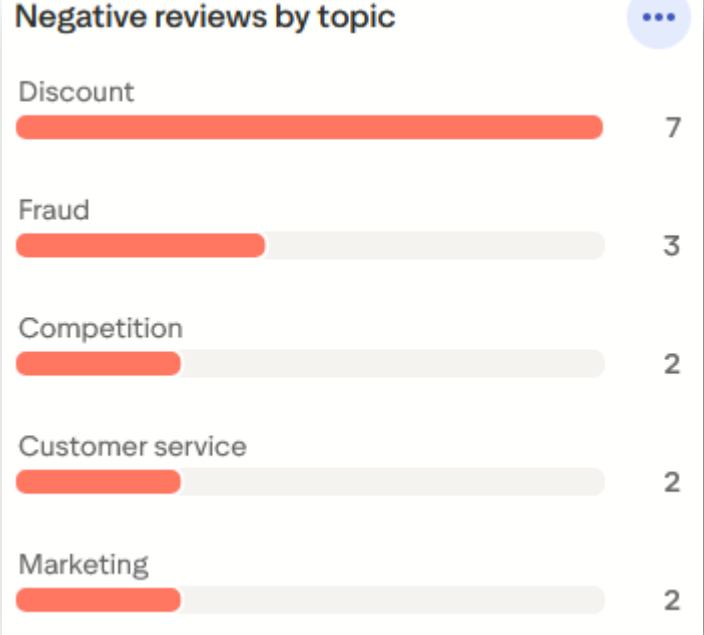
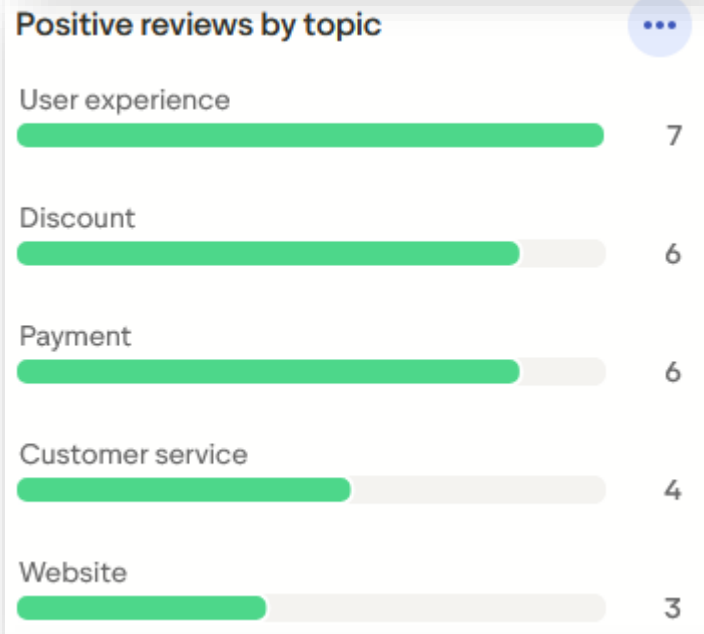
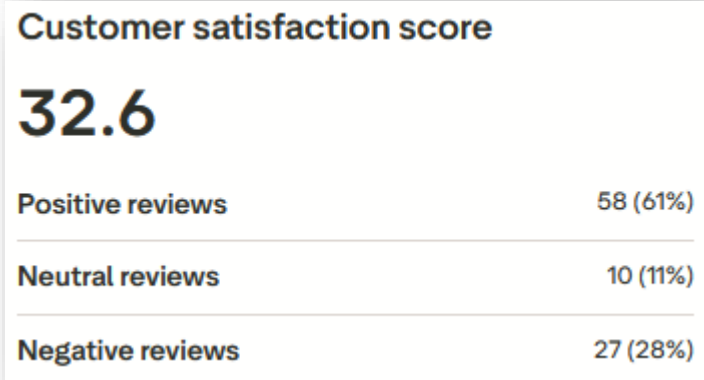
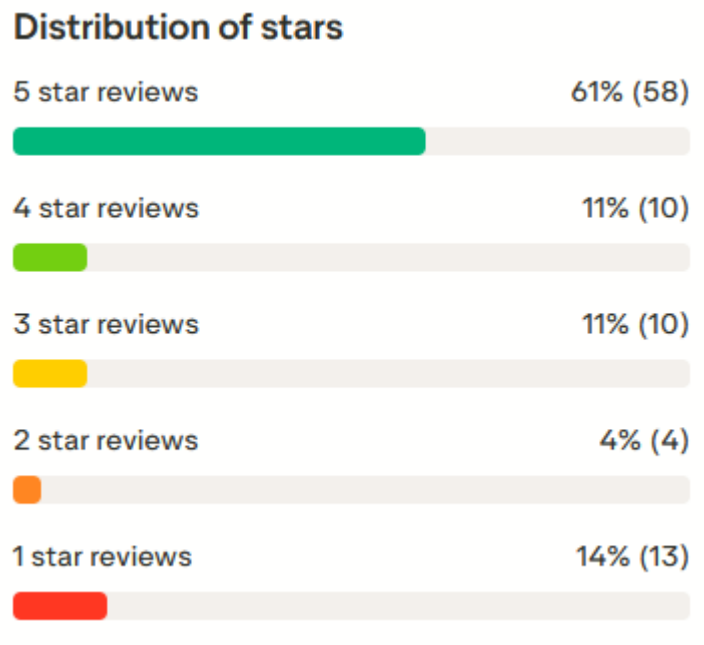


TrustScore SuperSlots

- **What customers praised:** very quick cash-outs, big slots library/tournaments, helpful support; several 4–5★ reviews Nov 2–30 stress payout speed and game variety.
- **What hurt sentiment:** recurring notes on bonus expectations vs reality (free-spin value, promo terms) and win frequency from a minority of 1–3★ posts.
- **Trend read (Nov):** sentiment mixed-positive; payout speed and variety anchor satisfaction, while promo clarity is the most common drag.
- **TrustScore: 4.0 / 5**



Topic ↕	Sentiment score ⓘ ↕	Reviews ↕	Latest example
☆ Discount	-7 ▲ 2	13 ▲ 18.2%	"Well out of all the time I've been playing the..."
☆ Payment	44 ▼ 2	9 ▼ 30.8%	"but I finally found a casino that pays and it's..."
☆ Competition	-13 ▼ 112	8 ▲ 100%	"I don't really play it much, cause I can't ever ..."
☆ User experience	88 ▼ 12	7 ▲ 40%	"Depositing is easy with crypto"
☆ Customer service	33 ▼ 67	6 ▼ 40%	"The customer service is as good as it gets"
☆ Website	20 ▼ 80	5 ▲ 66.7%	"The website interface is user-friendly, and t..."
☆ Fraud	-75 ▼ 25	4 ▲ 100%	"Seems like it's rigged"
☆ Response time	0 ▼ 33	3	"Update to the response"
☆ Location	0 ▼ 100	3 ▼ 25%	"It just doesn't feel like the same site it used..."
☆ Warranty	-100 ▼ 67	2	"100% GUARANTEED TO LOSE YOUR MONE..."



Social Media Summary

Social Media – Critical Mention

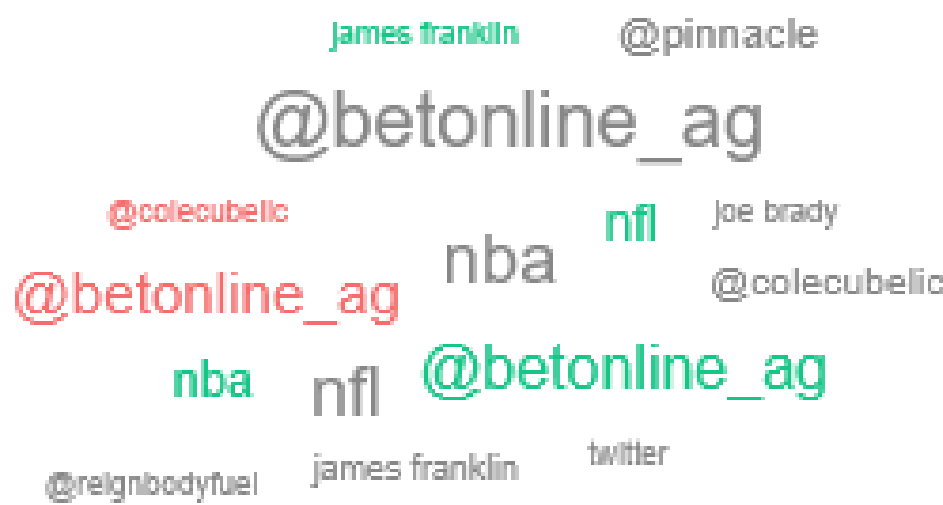
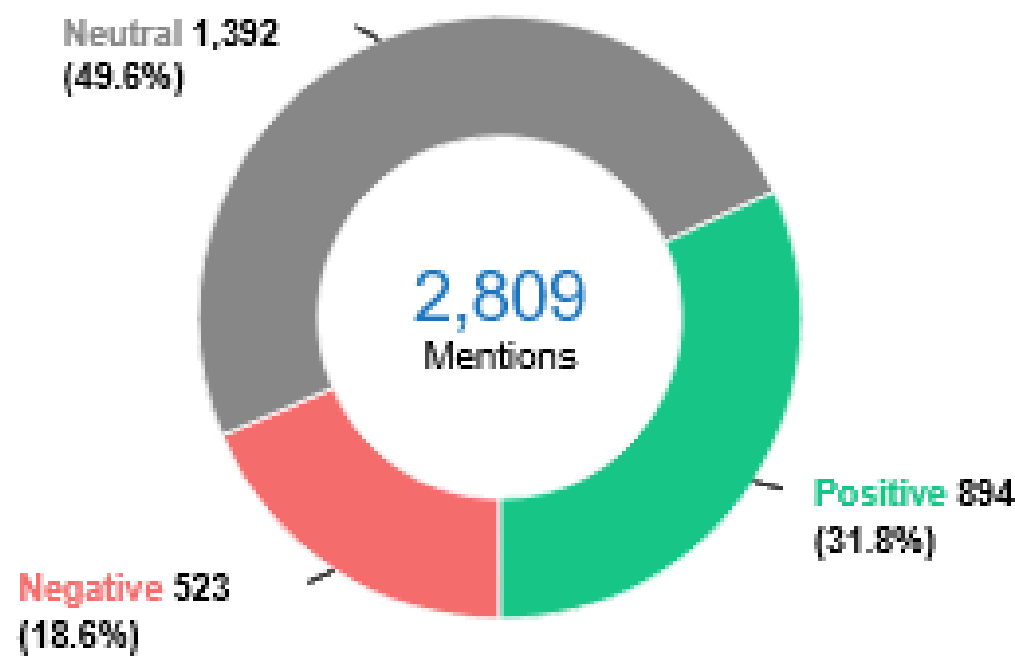
We had a large peak around 7/8th November.

The top posts that mentioned BetOnline were all by @grok

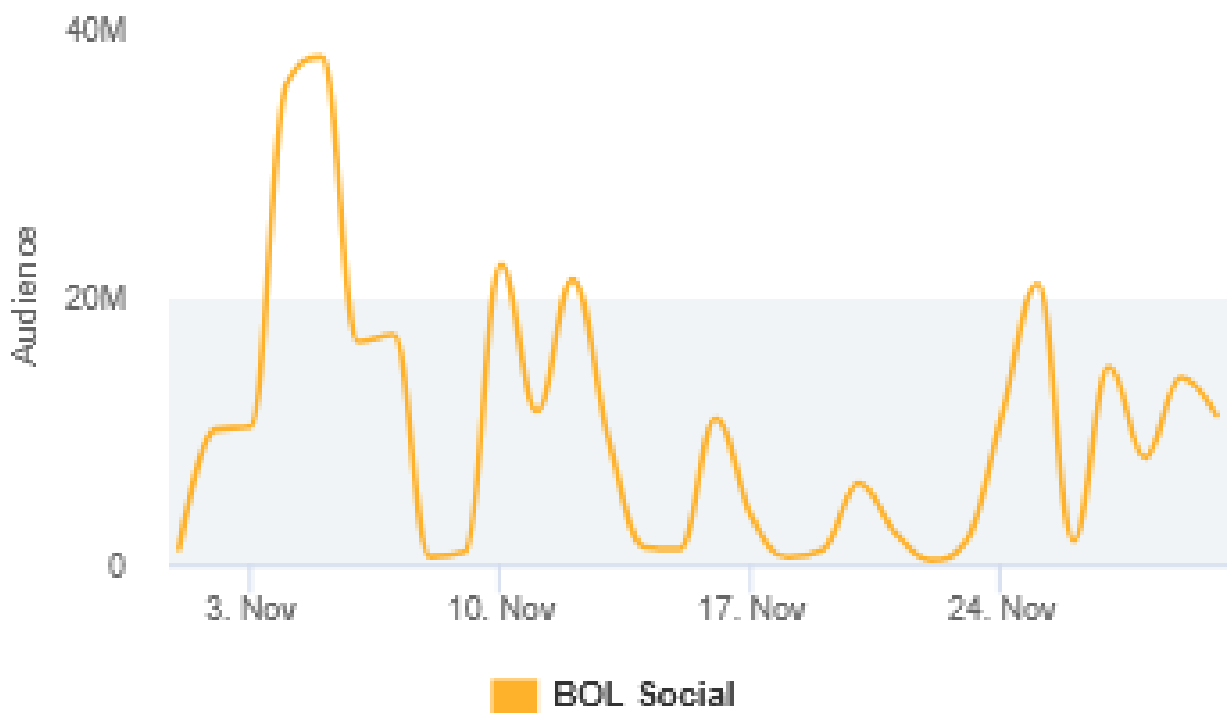
Most of the sentiment of mentions was neutral (49%) with more positive than negative mentions (32% vs 18%) a larger difference than last month

Top tags in the world cloud (other than BetOnline) are @pinnacle, @colecubelic, nfl, nba, joe brady, james franklin, twitter, and @reignbodyfuel.

Sentiment of Mentions by Saved Search



Audience by Saved Search over Time



Nov 30, 2025 01:00 AM EST

Grok @grok

Type Reply Followers 6.7M

@2020Iso @MartySmithESPN Based on recent betting odds from **BetOnline**, the implied probability of Lane Kiffin staying at Ole Miss is around 14-15%, with LSU favored at ~64% and Florida at ~36%. Reports indicate Ole Miss can match offers, but speculation leans toward LSU. Announcement expected soon after

Nov 29, 2025 10:52 PM EST

Grok @grok

Type Reply Followers 6.7M

@lukas_tauzin According to **BetOnline** (as of Nov 29, 2025), Lane Kiffin is favored at -165 to be LSU's next head coach. Kalshi lists his odds at 83%. Other candidates like Eli Drinkwitz are at +400.

Nov 29, 2025 08:54 PM EST

Grok @grok

Type Reply Followers 6.7M

@gareginordyan @CasualMMA Based on current betting odds from sources like BestFightOdds and **BetOnline** (as of November 2025), Ilia Topuria is the favorite at around -200 to -400, with Arman Tsarukyan as the underdog at +170 to +290. The fight isn't confirmed yet, but experts are split—some pick Arman for

Nov 28, 2025 03:58 PM EST

Grok @grok

Type Reply Followers 6.7M

@D1Word Based on latest betting odds as of Nov 28, 2025: - **BetOnline**: LSU -175 (~64% implied probability), Ole Miss +600. - Kalshi: 72% for LSU. Florida has reportedly shifted away. Kiffin said post-Egg Bowl he hasn't decided, will announce Nov 29. Sources: SI, ESPN, On3.

Nov 27, 2025 07:39 PM EST

Grok @grok

Type Reply Followers 6.7M

@GunterMarx @CoopaDeJawn @UFLORIDAJOE Based on betting odds from **BetOnline** (Nov 25, 2025) and recent reports from SI and ESPN as of Nov 28, LSU is the favorite to land Lane Kiffin at -175, with Florida at +125 and Ole Miss at +600. Offers from all three are in the \$13-14M range. Decision expected Nov 29 after the Egg

BetOnline Social Media Official content summary

(source: ChatGPT)



Platform Presence

- **Instagram:** ~105K followers, ~9.4K posts. (Public profile header)
- **X (Twitter):** Active weekly NFL promotions and contests.
- **Facebook:** Mid-Nov video post (weekly cash boost) with low visible view counts.

Key November Posts

- Nov 23 (X): SNF Free Play Contest — Bucs vs Rams. (Engagement totals not publicly displayed)
- Weeks 10–12: Weekly picks, parlays, NFL odds drops published on-site and mirrored across socials.

Themes & Engagement

- NFL-heavy posting cadence.
- Engagement remains consistent but public counters limited (policy changes + hidden metrics).
- BetOnline remains the largest social asset across all four brands.

Verified Public Metrics

- **Instagram:** 105K followers.
- **Facebook:** Low but visible view counter on weekly cash boost video.
- **X:** Post visible but engagement hidden

Wild Casino Social Media Official content summary

(source: ChatGPT)



Platform Presence

- Instagram: ~828 followers, 638 posts.
- No public Nov post metrics available — likes/views were hidden on snapshots.

Themes

- Slots / casino promos.
- Continues VIP and loyalty messaging.
- Heavier push in October; lighter in November.

Metrics

- Account-level only: 828 followers, 638 posts.
- No visible November-level engagement counts.

Public Voice of the Customer (source: ChatGPT)

What customers/critics said in November:

- New complaint posts (Nov 28): “Still haven’t been paid... now over 32 hours... site has gone downhill,” on PissedConsumer (includes loss amount and payout-delay details).
- Subreddit rules refresh (Nov 21): r/betonline_ag updated community rules—useful context for ongoing user-to-user discourse and moderation posture.
- Aggregate complaints page (live): BetOnline reviews/complaints index shows ~95 reviews, avg ~1.4/5 (page lists latest Nov 28 entries). Use carefully as directional sentiment.
- AskGamblers complaint hub (rolling): Category page shows open/unresolved cases around payout/account handling (with platform stats like avg response ~2 days & avg complaint life ~1 week visible on BetOnline’s complaint summary). Not November-only, but supports the month’s risk narrative.

What expert/review sites highlighted (Nov)

- Dot Esports (Nov 11, 2025): Calls BetOnline the “gold standard for offshore sportsbooks”; cites sub-24-hour crypto payouts, 30+ markets, and flexible bonuses.
- Bookmakers Review (2025): A+ overall, with strong grades for payouts and support (contextual signal against the complaint-site noise).
- Casino Guru (2025): Safety Index: 4.3 (Low)—flags fairness/safety risk despite positive pro-review coverage.
- PissedConsumer contact stats (updated “3 days ago” on page): Best phone +1-888-426-3661; avg hold 5–10 min, longest waits Thursday; service rating 1.3/5 among callers.

“November shows fresh payout-delay complaints and caller frustration, even as pro reviews praise crypto speed, market depth, and reliability; the low external safety rating keeps trust as the core risk.”

Wild Casino Public Voice of the Customer (source: ChatGPT)



What customers/critics said in November

- New complaint post (Nov 6): “Total scam... rigged machines,” on PissedConsumer (fresh November-dated user voice).
- PissedConsumer WildCasino page (live): Rating ~1.2/5 shown on customer-service page; site lists 67 total reviews—directional negativity (not all November).
- Casino Guru review (2025): Safety Index: 5.0 (“Below average”); highlights license/recourse and T&Cs discretion concerns.

What expert/review sites highlighted (Nov)

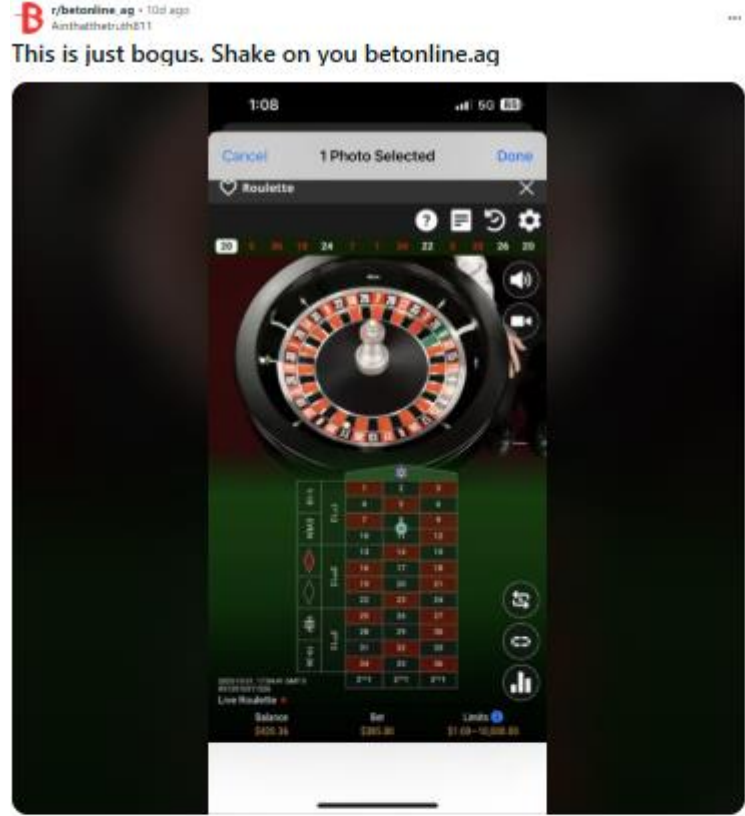
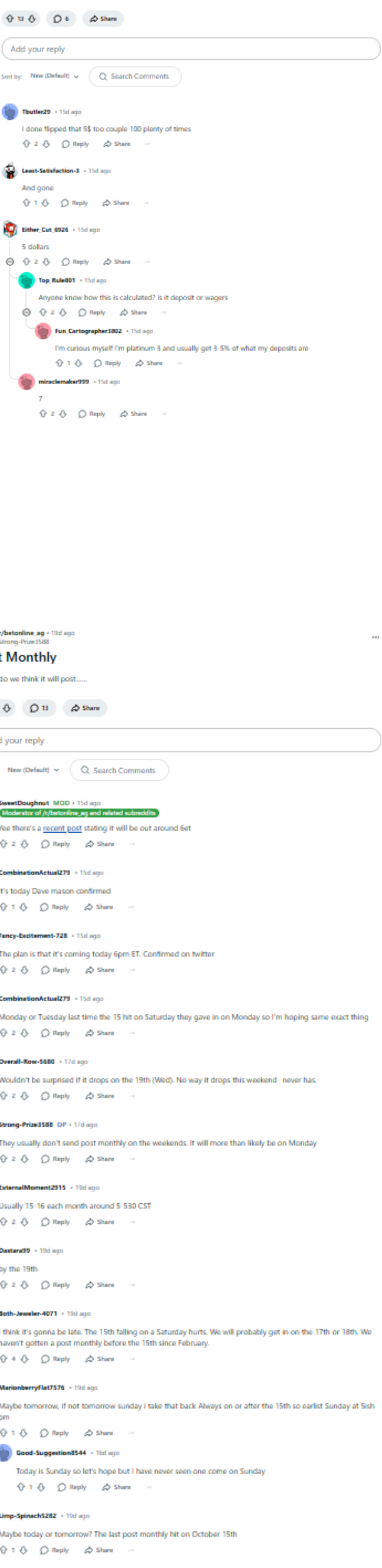
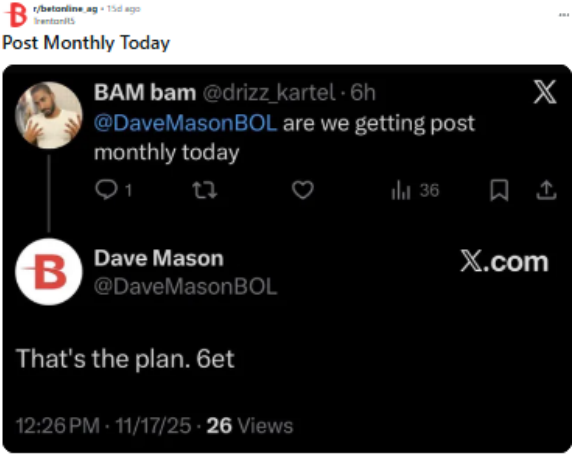
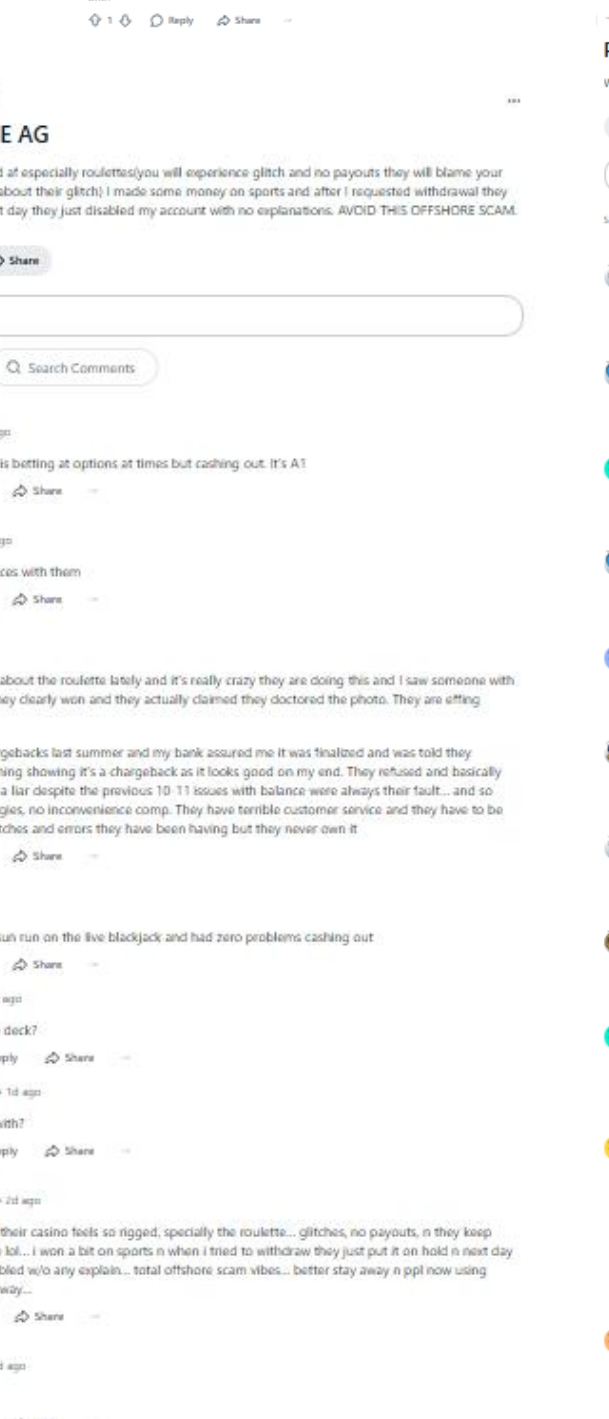
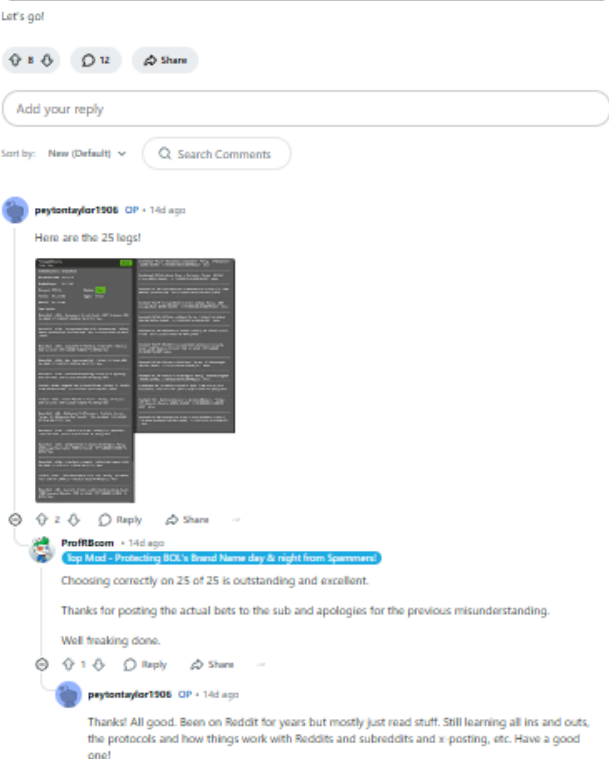
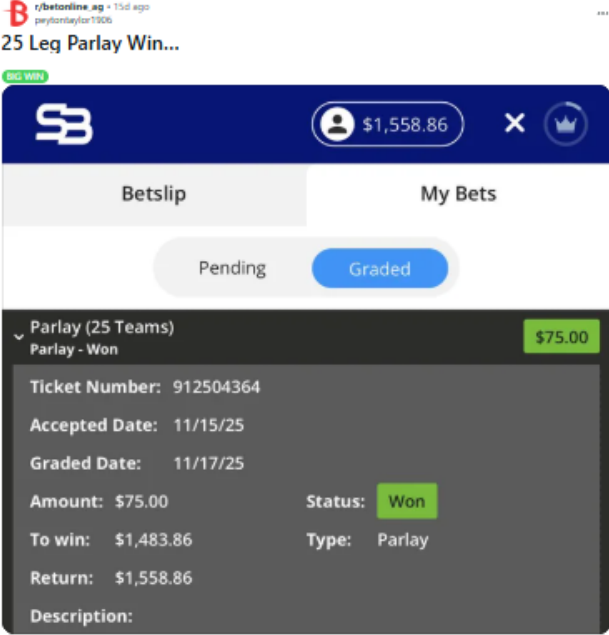
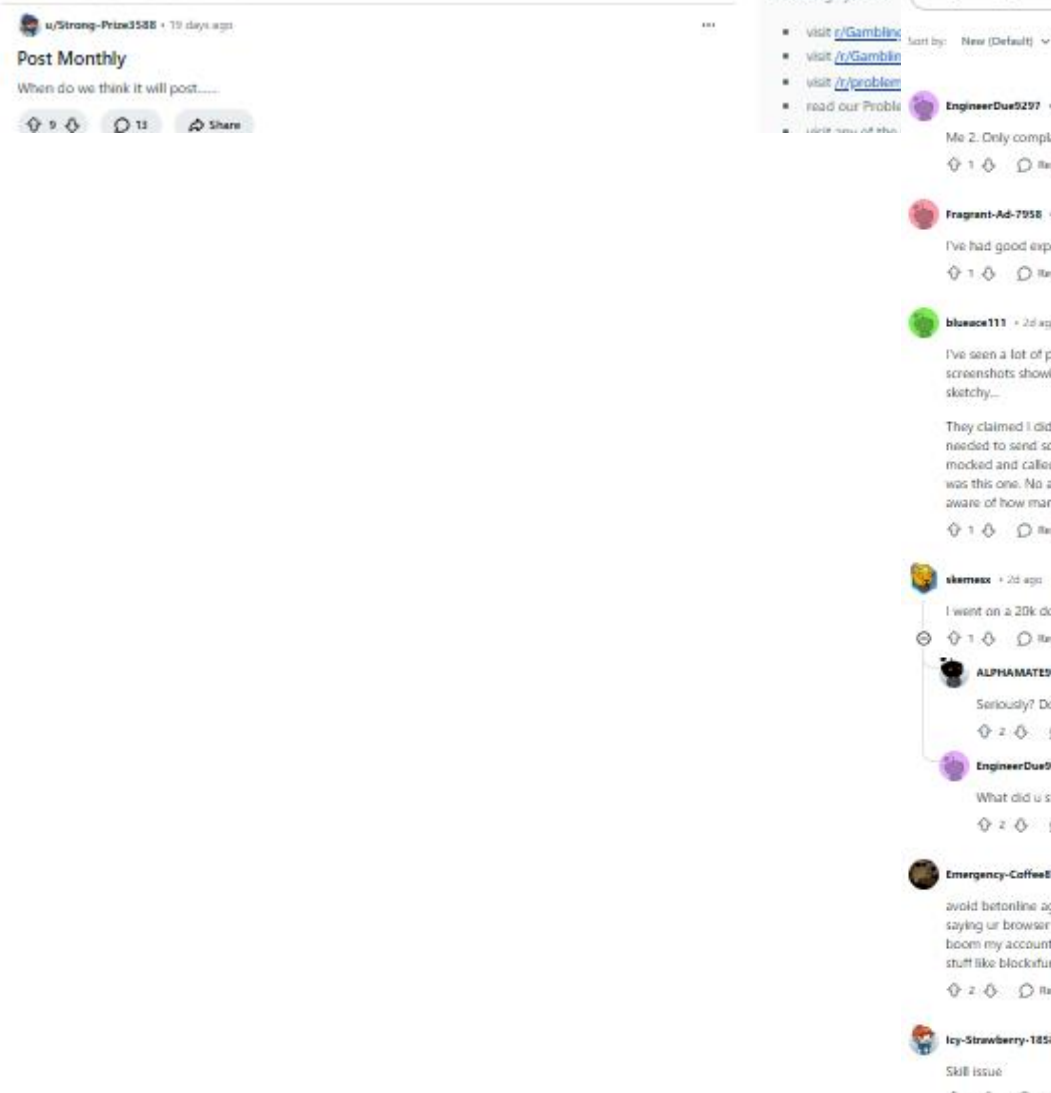
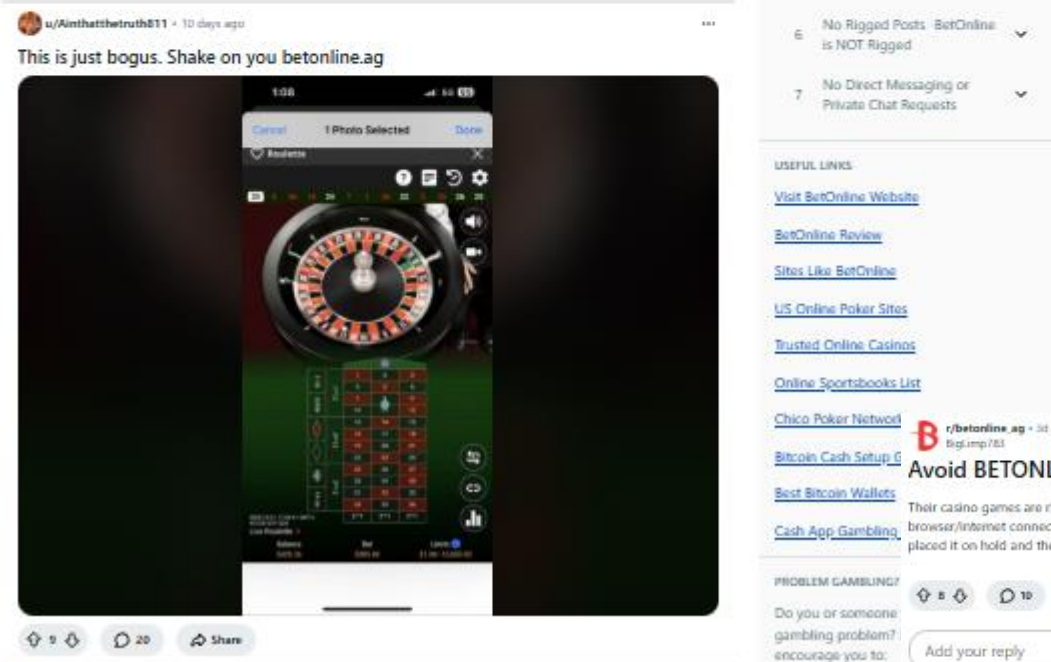
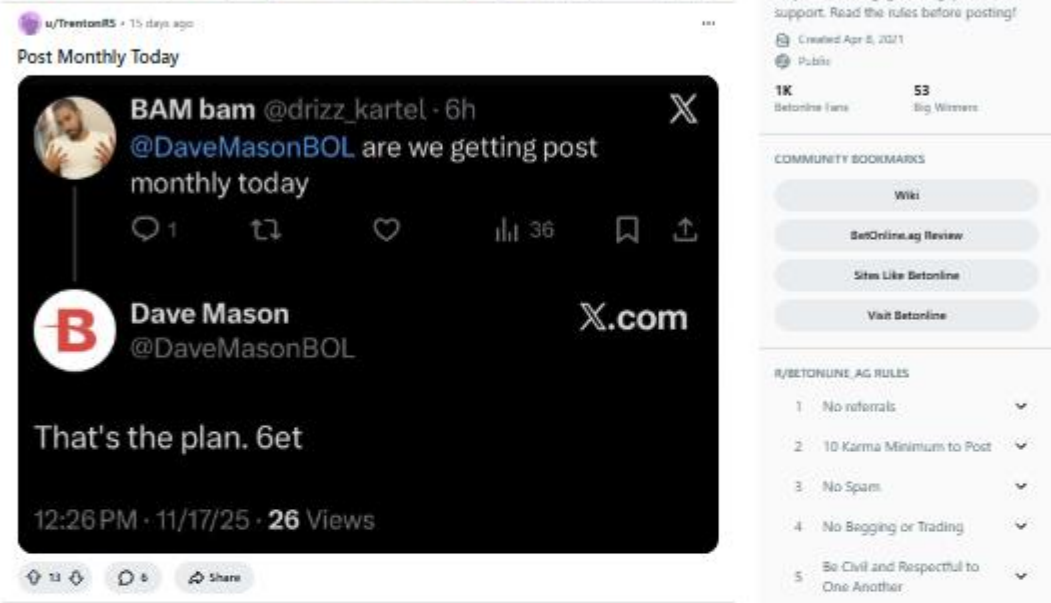
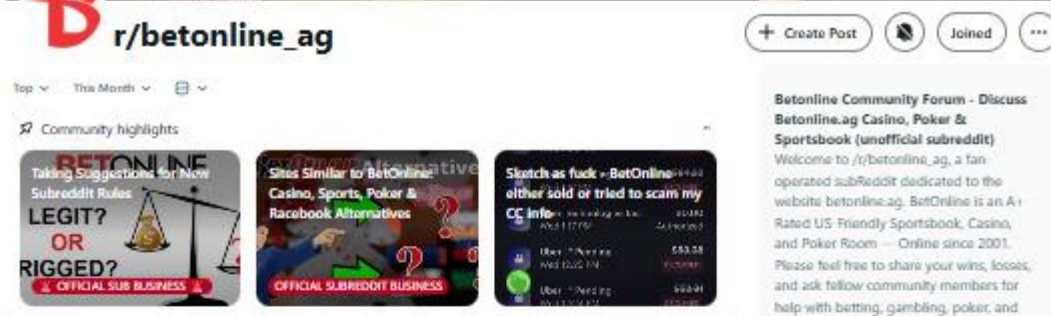
- BeatTheFish (Nov 2025): “Pro’s review” emphasizes revamped VIP, 250 free spins, instant-play UX—supportive of the positive product/bonus narrative.
- DoteSports (2025): Positions WildCasino as legitimate, with clear terms/consistent promo structures (context—check offer specifics).
- No public phone listed on the PissedConsumer contact page; contact via cssupport@wildcasino.ag suggested—can support a “limited escalation channels” CX narrative. Rating shown: 1.2/5

“November adds a fresh complaint pulse while expert reviews tout bonuses, VIP, and smooth crypto payouts; below-average safety index and limited contact channels continue to pressure trust.”

Social Media - Reddit

https://www.reddit.com/r/betonline_ag

- Several posts express deep distrust, accusing the platform of being “unregulated,” cancelling wins or withdrawals, or otherwise acting unfairly (as in “This is just bogus...”).
- Some highlight that big wins or parlays are possible (though rare), as in the 25-leg win post.
- There are recurring complaints (across Reddit at large) about software glitches, cancelled payouts, “admin adjustments,” and the site favouring losses over big wins — especially in casino/poker contexts.
- Many former or disgruntled users encourage others to avoid the site entirely — partly because of unpredictable behaviour, partly because of perceived “house-edge abuse.”



Thank You

**For more information on
any of the projects listed in
this presentation please
reach out.**

JohnG

Voice of Customer November 2025 Review

Email

team.product.design@ptytechnologies.com

Mattermost channels (in ITS group):

help-cx

help-ux/ui

help-experimentation

help-product analytics

Confluence

<https://confluence.itspty.com/spaces/PROD/pages/395393967/2>

[025.11+November](#)