

# EMPLOYER OF THE YEAR

WITH THE POWER TO **DO GOOD**

*What does it take to become an Employer of Choice? Should a company have 'doing good' as an aim? Is there perhaps a connection between the two?*  
*CEO Jesper Svensson and CHRO Lena Nordin at Betsson Group share their thoughts.*

Betsson Group has been a major gaming operator in Malta since 2004 and has ten offices around the globe. With 1,700 employees overall, of whom 950 are based in Malta, the company has a big local footprint on the island.

'Being a major player on the island comes with certain responsibilities and at Betsson we've got the power to do good,' Jesper Svensson, CEO of Betsson Operations, says.

With 75% Millennials, Betsson is well aware that matters such as social responsibility and sustainability are on the wish list for many young people when looking for a new job.

'We want to be able to choose and keep our talent,' Chief HR Officer Lena Nordin states and Jesper agrees:

'Talented people are the very foundation of our company. They are the ones who supply our customers with excellent entertainment 24/7 and play a fundamental role in our growth.'

'Our strategy for success has always been a simple one: focusing on employees will result in a better experience for customers,' Lena says.

Currently Betsson Group receives over 3,000 applications for open positions each month, about 2,200 of them for Malta alone. Some are so called boomerangs, i.e. returnees who used to work at Betsson, left for a while and are now hoping to come back.

'So there's no question that our reputation as an excellent employer is solid on the island,' Lena says. 'But we don't want to get complacent and lazy.

Onwards and upwards, that's our motto, be it in providing the best customer experience or the best employee experience. We know that just as we need to look at the customer experience in a holistic way, the same is true for our Betssonites.'

87% are proud to work at Betsson, this year's Employee Survey showed. Lena thinks she knows why.

'I'd say the foundation for why people apply for a job with us, and indeed why they chose to stay and to come back if they leave, is our diverse and inclusive company culture - the One Betsson spirit,' she says.

'This is something we build together, every day. Our great benefits are also a factor and how we have put an emphasis on excellent leadership

is another. But there is also something else that people today are more and more aware of and keen on supporting: Social engagement.'

The achievements of the company so far have not gone unnoticed. Betsson Group has been awarded 'Company of the Year' at the Women in Gaming, Diversity and Employee Wellbeing Awards 2019, 'Employer of the Year' at the EGR Operator Awards 2019 and 'Socially Responsible Operator of the Year' at the International Gaming Awards 2019.

'The awards are a testament to our efforts and to the focus we have and continue to put on a wide range of areas in order to improve the company,' Jesper states.

Speaking more specifically on the subject of social responsibility, he says:

'At Betsson we have always been involved in the local communities where we are present, but we wanted to do more and better.'

As a result, Betsson Group earlier this year launched a global social impact initiative and set up local committees in all offices globally, as well as a central board to ensure continuity and resources.

The social impact initiatives carried out by the company are presented on a new website - [onebetsson.com](http://onebetsson.com) - together with information on how Betsson works with Responsible Gaming and what partnerships the operator has with athletes, sporting clubs and more.

'We call the site One Betsson because we believe that by pulling together, towards a common goal, we can achieve great results,' Jesper explains and continues:

'When we join forces with the communities where we operate and with our ambassadors and partners, we can make a difference.'

Some activities are local, whereas other are run across offices, such as Pink October or Pride.

'We aim for activities where our Betssonites can take part and contribute in person,' Lena explains.

In Malta, the company has done blood donation drives, decorated the common room at the university and held bake sales for different charities, to just name a few examples.

When it comes to Responsible Gaming, Jesper and Lena explain how all employees receive regular training, the ones in customer facing roles even more extensively so.

'We were the first company to hire a full-time Responsible Gaming Manager, some 12 years ago and today we have a full-fledged Responsible Gaming Team,' Jesper advises.

What this competence and continuity means, Jesper explains, apart from constantly improved tools and processes, is that it supplies the rest of the business - Customer Service in particular - with an ever-present, highly skilled back office.

'A second line, if you will,' he says.

Recently recognised as Customer Services Operator of the Year by EGR for the fifth consecutive year, Betsson confirms that it truly has the customer at the heart of its business.





## G A M I N G

‘One of our three company values at Betsson is Fair Play. It starts, continues and ends there. There are no ifs or buts. We know that by playing fair, we win together,’ Jesper states.

‘We are in the entertainment business and we want our customers to have fun playing with us. And it can only be fun when it’s sustainable, when people play responsibly,’ he says.

There’s that word again: sustainable. It’s clear that Betsson Group has a long-term approach and is in the business to stay. The same is true for its presence in Malta, Jesper and Lena confirm.

‘Being our biggest location and home to our operational headquarters, Malta is very important to us. We’re happy to be on the island and we’re keen to contribute to its future,’ Jesper affirms.

In many ways, Malta and Betsson Group are like a married couple, coming up for their 15<sup>th</sup> wedding anniversary. What is it that has kept the two together for so long?

‘In any relationship communication is key,’ Jesper comments. ‘The traditional gift for a 15<sup>th</sup> wedding anniversary is crystal and I think it represents our relationship with Malta very well. The mutual transparency, understanding and will to find solutions beneficial to both parties is and has been fundamental to our relations,’ he says before adding:

‘Also, like many couples, Betsson Group and Malta share a passion: iGaming. It’s the most exciting industry in the world and I believe Betsson and Malta have the same goal of seeing it grow and prosper.’ ■



“

*“Our strategy for success has always been a simple one: focusing on employees will result in a better experience for customers”*

LENA NORDIN

“

*“It’s the most exciting industry in the world and I believe Betsson and Malta have the same goal of seeing it grow and prosper”*

JESPER SVENSSON