



# Important Considerations When Choosing Your Multi-channel Platform

**Not all multi-channel platforms are created equal. Here we outline the top ten questions you should answer when choosing a platform to deliver your multi-channel solution.**

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## **Is the supplier committed to delivering an omni-channel solution?**

In order to really understand your players at every stage of their lifecycle it is vital to deliver an omni-channel solution. An omni-channel solution delivers a single account and a single view of your customers across all channels, both online and land-based. OpenBet doesn't just merge channels or have cross-device content, it creates one account for your players. This is a key strategic priority for us. We are committed to developing solutions that enable our customers to offer a best in class player experience with one account driving multiple solutions for how players enjoying betting and gaming but also in the future.



## **Is the platform built to be omni-channel at its core or is it multiple platforms that have been tied together?**

Building a true multi-channel solution isn't easy, but neither is adopting a new platform. Make sure your platform is multi-channel through and through; and manages data, sessions and compliance from a singular, multi-channel point of view. You don't want to be administering multiple systems that are integrated at the front-end but separate on the back-end. A true omni-channel solution, like the OpenBet solution, has a single back-end to administer all your channels.



## **Are the individual product verticals multi-channel?**

With a true omni-channel solution you want each product vertical to have a single back-end - ideally with the ability to differentiate the front-end experiences. For example, you should only have to manage a single sportsbook and see a complete view of all betting activity and liability. But what about casino, poker or lottery? With the OpenBet account you can see one view of your player across every product and every location. Not only will your customers get a single, unified experience but it will reduce the administration needed and give you a single view of customer and gaming activity.



## **Is the platform open and able to integrate your choice of products into its omni-channel account and its own offerings - including all on-line and off-line touchpoints?**

Today's customers are demanding and the marketplace has become more competitive with smaller budgets and tighter margins. It is therefore more important than ever to differentiate your services over others. With an open platform you can choose the products you want, from the suppliers you want and connect them all through a single Account platform. Your omni-channel platform shouldn't limit your choice of supplier and must include integration points for land-based offerings.



### **Does the platform have open APIs and an active partner programme?**

Having a choice of suppliers helps tailor your platform to your customers, but you don't want this to come with limits. Your platform should have open APIs that any supplier can use and an active partner programme of third parties that are already proven, integrated and will reduce your time-to-market.



### **Does it offer a single customer experience to your customers?**

Your omni-channel strategy will focus on the customer and their experience across all of your channels. A big factor will be how consistent this experience is - whilst allowing for the different strengths and capabilities of each channel. A core capability will be the access to a single account and a single balance with a single view of activity. This should be through the use of a single set of login credentials and a single sign on to all products - as well as the ease of navigation between products. Don't forget - your customers see you as a single brand and a single set of products and don't expect to have to keep coming out of one and launching another while they log in yet again.



### **Is there one customer data set and one view of the customers' transactions and behaviours?**

You want an omni-channel solution so you can see a full 360-degree view of each of your customers and treat them as individuals - as well as deliver a convenient and compelling experience. An omni-channel solution should give you that single view of all transactions through each account and which product and channel was used. Ideally it should also let you integrate your own BI and analytics tools so you have the freedom to dice and slice your data exactly as you desire.



### **Can it offer cross-channel promotions and loyalty?**

There is no more powerful - or visible - customer acquisition and retention tool than being able to talk to your customer as an individual. An omni-channel solution will let you offer promotions to your customers and target behaviours you want to reward or to promote, regardless of channel and particularly across channels. One of the biggest draws of an omni-channel solution is to access and convert your anonymous retail players to multi-channel players with an account. Omni-channel solutions will make this transition as smooth and rewarding as possible.



### **Can it handle the different requirements/compliance needs per channel?**

Regulation and compliance are a constant factor in the gaming industry. You have a single business but may be servicing customers in multiple jurisdictions. To make matters worse, regulations may differ across different channels and products - especially when looking at remote and land-based differences. Your omni-channel platform should be able to handle these differing requirements seamlessly and help your business grow - not constrain it.



### **Is your business set-up for an omni-channel approach?**

Embarking on an omni-channel strategy requires more than just the right software platform. It is a major undertaking that will affect your organisation at all levels. No longer can you think in terms of channels, rather everything needs to be focused on the customer and increasing revenues and retention rates through cross-sell and increased engagement.