



# Best Customer Service

**Name of the brand / organization:**

Betfred Bingo

**Email:**

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## CUSTOMER SUPPORT STRATEGY.

**Please provide a statement that best describes your organisation's strategy around service and customer experience. What is the business doing to improve their customer service experience? What are you doing to put the customer first?:**

Betfred offer a dedicated Customer Service Team 365 days a year, putting our customers' needs at the heart of everything we do to offer a fun, friendly and positive betting and gaming experience.

We are reviewing our tech stack to focus on a solution that gives our customers a bespoke knowledge centre and self-serve function so our customers have quicker access to all FAQ's and rules in user-friendly articles.

We are also migrating to a new website. We are easily accessible by multiple contact channels if needed and have excellent response rates. We have streamlined our FAQ's and Terms and Conditions removing any jargon to make it more customer friendly and easy to follow.

## CONTACT CHANNELS & RESPONSE TIMES.

**Please list all of the contact channels available to players looking for customer support. Tell us the hours / days are these channels open, and what the average response times are?:**

Betfred offer multiple channels inclusive of telephone, live-chat, email, social media messages and postal correspondence.

Betfred are available 24 hours a day, 7 days a week to support our customers.

Peak events vary our response rates, we tend to offer immediate assistance.

## SUPPORT STAFF.

**Please tell us the size of your customer support team. Who are the people who handle your support channels? Are they outsourced / in-house? UK-based or overseas? What ongoing training and monitoring is provided to ensure players get the best possible customer support?:**

We have a team of 50 on our support team. Our team includes CS managers, team leaders and advisors, inclusive of a dedicated night team. All staff are in-house.

We are UK based. We have KPI'S and weekly meetings for feedback on performance, a training matrix with regular sign off tests and knowledge refresher sessions.

A comprehensive QA tool to produce scorecards on contacts, which constantly allows us to review the service we provide and make necessary improvements and spot trends



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quickly.

## COMPLAINTS.

**What processes are in place to help deal with player complaints? How quickly are these handled? What percentage of complaints are successfully resolved? Where can players escalate complaints to should they be unhappy with the first response?:**

Our procedure is available on site for transparency which is broken down into a 5-stage easy to follow process.

Our support team resolve the majority of complaints at initial stage. 90% are resolved by support and 10% go to adjudication after the internal process has been exhausted.

If the customers complaint is not resolved on initial stage, our advisors will escalate to the team leaders to do a comprehensive review and reply with an amicable solution where possible.

If customers wish to escalate further, the Head of Customer Service will do the final review.

If an agreement is not reached, a deadlock reference is provided to the customer who is referred to adjudication.

## PROACTIVENESS.

**The majority of customer support is reactive – responding to players as they contact you. Does your organisation do much in the way of proactive support, i.e. approaching players if they are having any issues, prompting them to get in touch, surveys and player satisfaction polls? Do you monitor external review sites such as WhichBingo / Trust Pilot and engage with players on these platforms?:**

We have created an additional customer team to further listen to our customers, which creates surveys and we have a dedicated feedback section on our site which is monitored and customers replied to.

We also reach out to customers for their convenience on certain journeys to keep them appraised and manage expectations so they don't have to contact us unnecessarily.

We reply to reviews on trust pilot and pass all feedback to respective departments so we can learn and improve the customer journey where we can.

## Additional Information (optional):