



# Best Customer Service

Name of the brand / organization:

Entain <https://entaingroup.com/>

Email:

bingoproduct@entaingroup.com

## 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?:**

Entain's Customer Support teams are constantly innovating to ensure that customers are at the heart of everything we do. We do this by focusing on three primary pillars: People, Process, and Technology.

We believe that being agile, adaptable and data-driven (Process), having the best-in-class tools (Technology), improving our customer journey (People), and empowering our colleagues (People) will lead us to exceed customer expectations and be a truly customer-centric business.

## 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?:**

We use leading-edge technology to offer our customers their contact method of choice. The channels we offer include:

- social media (e.g., Facebook & Twitter): available 24/7
- online chat: available 24/7
- email: available 24/7
- self-service (e.g., online help articles and videos): available 24/7
- telephone: available between 8am and 11pm CET

We pride ourselves on our quick response times with an average agent first reply time (FRT) of 43 seconds (year-to-date).

## 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?:**

Our CS team is a diverse team of about 900 colleagues, operating in nine support centres across the globe. We are based in the UK, Gibraltar, Manila, and Hyderabad – all in-house and Entain employees. More than half of the team works for the UK market. We give industry-leading support to our customers, whenever and however they require it. We constantly upskill our agents through continuous learning processes.



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These include mastering soft skills, studying our sports and gaming products, understanding process updates, and knowing how to use responsible/safer gaming tools.

One of the things we take pride in is the career progression we offer the team. CS is often just the start of their journey in Entain with countless opportunities to advance within the company.

## 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?:**

Customers can escalate complaints through our available support channels. When a complaint is raised, CS 1st line investigates the complaint and attempts to resolve it within 24 - 48 hours (stage 1) per Standard Operating Procedure guidance and training.

If the matter cannot be resolved, or the customer is dissatisfied with the outcome, the query is escalated to the Subject Matter Expert Team who handles it within 24 - 72 hours (stage 2).

If a customer is unhappy with the outcome of either stage 1 or 2, they may raise a formal complaint/dispute which is handled by our Complaints Team.

The Licence Conditions and Codes of Practice require this to be resolved within eight weeks, but our internal KPI is to address it in 28 days.

Over the last 13 months, 91% of complaints were successfully resolved.

## 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 several initiatives which enable us to proactively listen to, and engage with our customers:

- We send out post-chat surveys where we aim to get customers' opinions on how the case was handled. The data is analysed and passed along to our Service Optimisation team who get in touch with the customer if needed.
- We collect Net Promoter Score survey information on where the customer would recommend our label. Low-scored answers are reviewed and further handled by our Service Optimisation team who get in touch with the customer if needed.
- We conduct CSAT surveys, which measure overall customer satisfaction. Same as



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above, low-scored answers are evaluated and further managed by our Service Optimisation team who reach out to the customer if necessary.

- We monitor Trust Pilot and address any comments that people leave. On average, we reply to roughly 50 comments weekly.
- We have set up chat keywords alerts (generated via a dedicated tool we use) that get triggered in case the system captures specific, predetermined keywords. These alerts and user communication get further checked by our dedicated team.
- We also have red words alerts which are similar to the more standard chat keyword alerts but capture specific responsible gaming words.

These alerts and customer communication are examined in detail by the Customer Protection Team.

As mentioned, we put customers at the heart of everything we do. Our Customer Experience Team is constantly reviewing survey data and satisfaction polls so we can make informed decisions about user journey enhancements and website improvements.

### Additional Information (optional):