



# Best Customer Service

**Name of the brand / organization:**

Heart Bingo <https://www.heartbingo.co.uk/>

**Email:**

sarah.caskie@betvictor.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?:**

For us, this is all about quality and training. We try to instil in our teams the adage "don't think twice, please be nice" to encourage a can-do approach to Customer Service.

We review all complaints on a monthly basis to establish where we are falling down and what we can do to prevent future complaints. Our senior staff monitor customer contacts and intervene where they feel their experience could help a customer.

## 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?:**

- Email: info@heartbingo.co.uk - 24-hour response time, however generally under 12 hours
- SMS: +44 1236808005 - 24-hour response time, however generally under 12 hours
- Telephone: Customer to use the "Request a Call Back" function on the Heart Bingo website, which gives time slot options of 10am-2pm, 2-6pm or 6-10pm UK time
- Live Chat - 24/7, 365 - average wait time of 30 seconds or less
- Facebook/Twitter – 24/7, 365 - response time approx. 10 minutes

## 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 Customer Service team of 49 employees who work across BV Gaming Ltd brands, including Heart Bingo.

We have a dedicated team of 10 who work on Heart Bingo, including a dedicated Bingo Customer Service Manager.

The structure ensures that all contacts are monitored and assistance is available 24/7. The team is located entirely in-house in our Gibraltar office. They receive regular training and feedback on performance, with the goal to exceed our players' expectations.

## COMPLAINTS.



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**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?:**

We have a 3-step internal complaint process: 99.79% of contacts in the last year have been resolved by our Customer Service team and not classified as a complaint. The remaining 0.21% of contacts were classified as complaints. Of those complaints, 66.88% were resolved at first contact in Step 1, 27.81% were resolved at Step 2 and 5.31% at Step 3. To date we still have had no escalations to Step 4. Step 1 starts at first contact. We commit to responding within 14 days, but so far have been met within 1-2 days.

“STEP 1: INTERNAL INVESTIGATION. You should contact our Customer Services Team setting out details of the complaint. You should do this as soon as possible after your issue arises and in any event within 12 months. You can do this using any one of the following methods:

- the chat function on the Heart Bingo Website;
- text us on +441236808005;
- the call-back function on the Heart Bingo Website;
- or email at [info@heartbingo.co.uk](mailto:info@heartbingo.co.uk)

You will receive an automated response with receipt of the complaint or dispute. We will then review the complaint or dispute internally and respond to you fully within 14 days.”

Step 2 is escalated to the Department Manager. We commit to responding within 14 days, but so far have been met within 7 days.

“STEP 2: DEPARTMENT MANAGEMENT TEAM REVIEW. If you are unhappy with the response we have provided you in step

1, you can request that the Department Manager reviews the original outcome of the complaint/dispute. If you want to escalate to this step

2, you should contact us via email at [info@heartbingo.co.uk](mailto:info@heartbingo.co.uk) and mark the email “Step 2 Complaint Management Review”. Our Department Management Team will then respond to you within 14 days of your email.”

Step 3 is escalated to the Director of Customer Service.

“STEP 3: DIRECTOR OF CUSTOMER SERVICES REVIEW. If you are still dissatisfied with the response provided under steps 1 and 2, you can request that the Director of Customer Services reviews the original outcome of the complaint / dispute. To escalate to this step 3, you should email [csdirectortoreview@heartbingo.co.uk](mailto:csdirectortoreview@heartbingo.co.uk) and mark the email “Step 3 Complaint Management Review”.

Our Director of Customer Services will respond to you within 14 days of your email and in the unlikely event that the Director of Customer Services is unavailable, the complaint will be reviewed by a nominated member of Senior Management.” Following that,



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Step 4 is referring the case externally to IBAS or UKGC. Since launch we have had no complaints reach this stage.

“STEP 4: INDEPENDENT BETTING ADJUDICATION SERVICE. We always aim to resolve complaints or disputes internally, but there might be instances where we cannot come to an agreeable solution. If you are still unhappy with the result after having gone through steps 1 to 3 above, you can refer the complaint or dispute to the Independent Betting Adjudication Service (“IBAS”) for independent alternative dispute resolution. If you are planning to do this, you should inform us as we will then issue you with a referral number to present to IBAS (you will need this number to speak to them so make sure you get it from us).”

The process is also fully visible to players on our website: <https://www.heartbingo.co.uk/en-gb/pages/terms-conditions/uk-terms-and-conditions/complaints?>

### 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 continually monitor Heart Bingo reviews on Trust Pilot and are proactive with responding to reviews. Our rating has increased to 4/5 stars with a 3.9 rating. We regularly review feedback areas, such as the App Store and Google Play.

We also have a dedicated feedback section on our website where all comments are responded to within 24 hours. We send player surveys on an ad-hoc basis.

We also involve the Chat Hosts by asking players in-room for feedback regularly, and have a dedicated line of communication between the Contact Centre and the Chat Hosts.

We adopt both a proactive approach to customers identified under our business principles, including Safer Gambling/Security, and a reactive approach during all player contacts to identify possible areas of concern. Any areas of concern are then raised with the required business area.

### Additional Information (optional):

[https://webpals365-my.sharepoint.com/:f/g/personal/elena\\_r\\_webpals\\_com/Ev4ur0p-g8lIte9DLO1-mo0B6HIMKMP6G4E-vUdhPYwRw?e=jI9o6G](https://webpals365-my.sharepoint.com/:f/g/personal/elena_r_webpals_com/Ev4ur0p-g8lIte9DLO1-mo0B6HIMKMP6G4E-vUdhPYwRw?e=jI9o6G)