

Bet Entertainment Technologies Limited

Doubling down on best-in-class customer support.

By consolidating chat, email, and AI-powered customer service channels with Bold360, Bet Entertainment Technologies is able to provide best-in-class service, taking their customer support to the next level, while enabling a scalable solution as a pillar for ongoing growth and expansion.

Challenge

Bet Entertainment Technologies is a pioneer in the online gaming arena with a market leading sports betting brand (bet.pt) in Portugal. The brand's main objective is to offer a unique experience to users in its fun and engaging platform. With a great variety of offers, bet.pt is known in the online gaming industry for assuring safety and transparency in all its products and services.

When bet.pt launched its first online sports betting operation in 2016, customer support was considered a key differentiator with 24x7 coverage using email and chat customer support tools. Dealing with a growing operation and expanded reach in other markets, while providing superior customer support, they began researching what best-in-class online betting companies were using. The common thread: Bold360.

Meanwhile, their website popularity was increasing, and so were the demands on live agents. Bet.pt wanted to decrease wait times, reduce customer service tickets, and increase CSAT scores. They began exploring self-service, and as proof of concept, they built an AI chatbot with a Portuguese startup on Facebook Messenger. After seeing success, they wanted



Industry:

Online Gaming

Headquarters:

Sliema, Malta

Number of Employees

50

“Deciding which company to work with to step up our customer service was a no-brainer. AI is the future of customer service, and Bold360 is the perfect partner to bring the future today.”

—Jose Almeida,
Bet Entertainment Technologies

to add chatbot capabilities on their website and, as part of a unified solution, integrate it with chat for seamless escalation.

Solution

Bet.pt is able to manage all of their customer inquiries across live chat and email with Bold360, and expanding their customer support to include Bold360's AI-powered self-service was a no brainer. Even after 2 years of using Bold360, bet.pt reports no relevant technical issues, which they attribute to Bold360 staying on top of product improvements and industry developments. Bet.pt cites Bold360 as a best-in-class solution with extensive capabilities and an adequate pricing model. Handling customer service issues is now an opportunity to make the best out of unpleasant situations. For example, when credit card deposits are down, auto messages enable bet.pt to display a message about the credit card issue, so the customer does not need to wait in line for that inquiry. "Being proactive in every aspect of customer service is mandatory, even in smaller issues, and makes a huge difference," says Jose Almeida. "It's one of the many tools in Bold360 that allows us to do a better job."

Results

With Bold360's chat, email and AI capabilities, bet.pt has experienced significant benefits, including:

- The ability to gain insights based on number of interactions, average wait time, average handle time (AHT), number of customers in queue, number of closed tickets, and net promoter score (NPS)
- Decreased wait times
- Reduction in customer service tickets
- Increased CSAT scores