

Enhancing security and customer service in the gaming industry

Migrating from Zendesk to Salesforce Service Cloud

Overview

Our client is an online sports betting company that operates several branded gaming websites and mobile apps in North America. Their services enable customers to play casino games and make bets on various sports events from computers and mobile devices. One of their key objectives is to create a premium customer experience while also maintaining baseline requirements of privacy, security and rigorous compliance.

The client was growing rapidly, with each new geographical area requiring different rules and regulations. While scaling their ability to support an expanding customer base, the company worked closely with RSM to provide customer-facing self-service options embedded in their application to minimize manually intensive support cases while providing a value-added experience for end users.

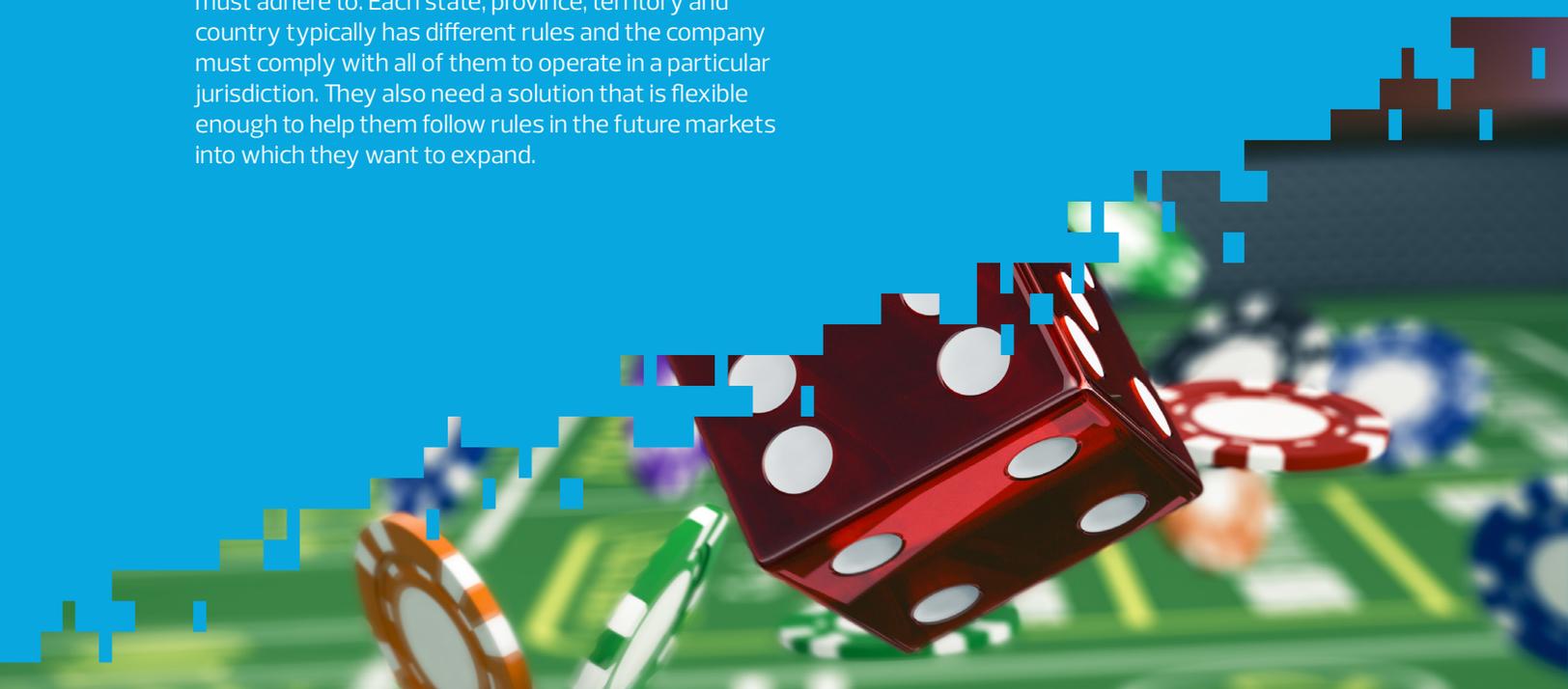
The challenge

Online gambling is a highly regulated market and the client has several compliance requirements that they must adhere to. Each state, province, territory and country typically has different rules and the company must comply with all of them to operate in a particular jurisdiction. They also need a solution that is flexible enough to help them follow rules in the future markets into which they want to expand.

Customer data, particularly of their best customers, is highly sensitive and their previous Zendesk customer service solution could not lock down agent access to personally identifiable information (PII). The client requires the highest standards of discretion as well as protection against customer lists "walking out the door."

The client operates in a tightly regulated gambling market that requires sophisticated audit logs, one-time passwords, challenge questions for all channels (including chat) and more. Any solution would need to meet the highest industry compliance standards.

However, customer service through Zendesk and its applications were not connected, causing a disjointed experience. Access to help resources and chat were not available within the apps. New customer sign-ups didn't quickly show up in the support system; providing immediate customer service was cumbersome. Existing knowledge bases and customer routing of cases were not managed on a geographical basis which added additional manual steps.



The solution

RSM focused on helping the client move their customer service operations from Zendesk to a more extensive Salesforce Service Cloud solution. With this new platform, RSM helped the client track much more detailed audit logs so that they could provide better reports for regulators. The overall customer experience was also enhanced because Salesforce Service Cloud has much more sophisticated chatbot technology that integrates seamlessly right into the company's apps. The customer couldn't tell the difference between the application and the support site as they went back and forth between playing games and getting assistance.

RSM also built the support site so it could provide context-sensitive knowledge bases. For example, the company can now provide responsible gaming content and gambling addiction hotline numbers based on specific locations. This information is not only relevant but also now more efficient to manage on the back end of the Salesforce system. The RSM team even integrated language.io so Quebec users would have articles and conversations translated into French in real time.

Gambling can be a sensitive subject, so security is highly important. Protecting the identity of users is not only a regulation but that type of trust is necessary to operate a successful service in this space. Many security features were implemented for the client such as Service Cloud chatbots built with much stronger challenge questions to better authenticate customers requesting support. PII was also fully encrypted so customer service agents couldn't identify the user to potentially determine if they were a celebrity, or to steal profiles of highly active customers to sell to other competing sites.

The takeaway

Overall, RSM delivered a Salesforce solution that locked down the client's extensive PII and created a platform that will allow them to be compliant now and in future jurisdictions. Also, Service Cloud customer service features were established right within the app with context sensitivity so that the right information in the right language gets delivered at the right time. This strengthens the customer experience and further establishes the client's brand as a premium gaming site.

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