



Ahead of the game
Helping gaming companies
understand their customers,
prevent fraud and protect
their business



Overcome the odds

The gaming industry supports more than 100,000 jobs and generates over £3bn in tax a year for the UK economy¹. But today gaming companies face an uncertain future as they balance attracting new customers and growing their businesses with preventing fraud, protecting vulnerable people and meeting the demands of tighter regulation.

£18m

In 2019 the UK Gambling Commission fined companies £18m due to failings linked to money laundering and social responsibility².

1.Source: Betting and Gaming Council
2.Source: UK Gambling Commission

At Experian, we provide leading data-driven tools that can help improve the way you:



Check a person's ability to afford to gamble and set individual gambling limits.



Authenticate and accept the right customers, helping you grow your business responsibly.



Reduce fraud risks and protect valid players to prevent fines and reputational damage.



Manage identities across multiple brands to protect vulnerable customers.



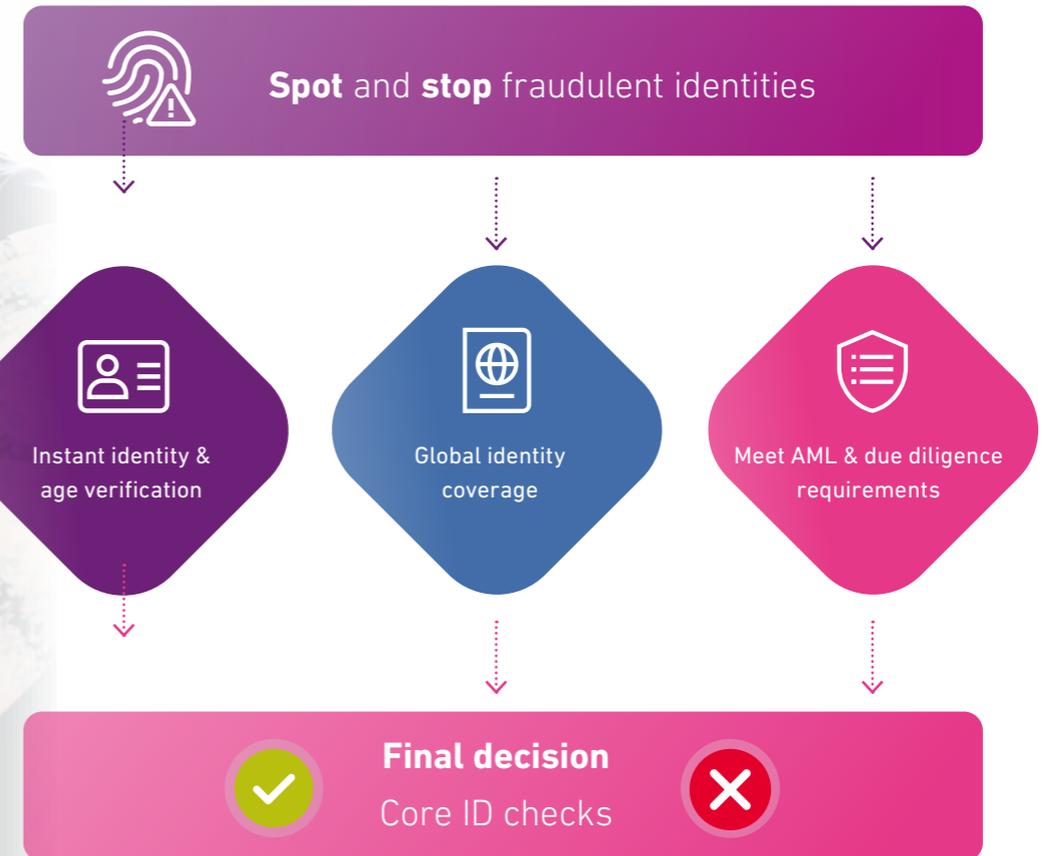
Understand the risks associated with your customers and identify problem gamblers earlier.

Know your customers

In a competitive market, it's vital you make it as quick and easy as possible to bring new customers on board. If the onboarding experience is too time-consuming or onerous, you run the risk of losing players to competitors with a more slick, attractive process. At the same time, you also need to ensure new players are who they say they are – and can safely play within their limits.

Identity and age verification

Using our CrossCore single API you can approve true players online with confidence by completing instant robust identity and age checks ensuring there is no disruption to your players onboarding journey.



Experian identity and fraud solutions offer global coverage to allow you to broaden your player reach to over 50 countries, including our document verification service that can be used as an extra layer of authentication.

Our solutions allow you to:



Instantly authenticate and accept more players



Reduce fraud risks and protect valid players



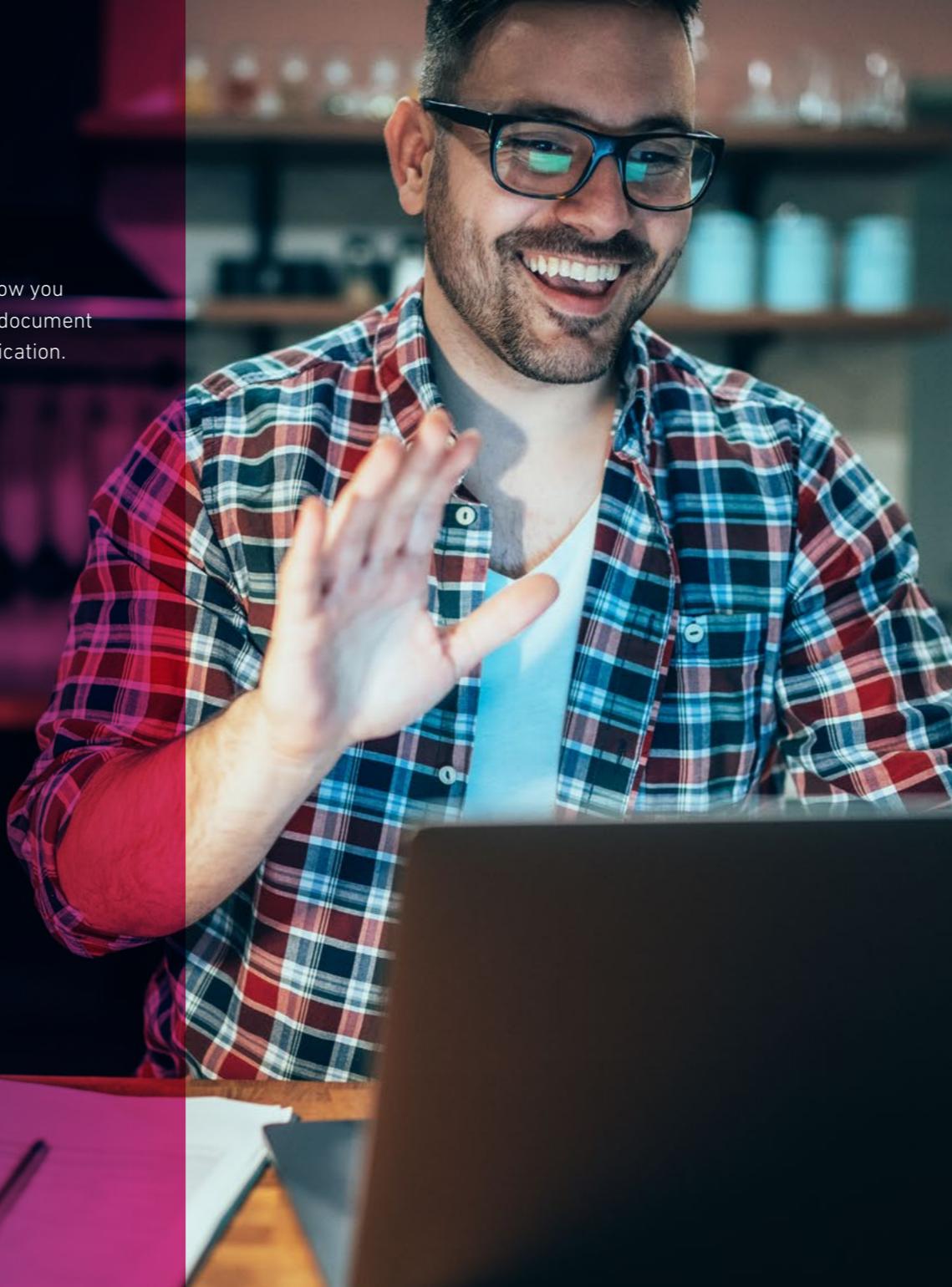
Improve the player experience



Satisfy regulation requirements such as AML and KYC including screening against Peps and Sanctions



Remove the need for paper based proof of ID

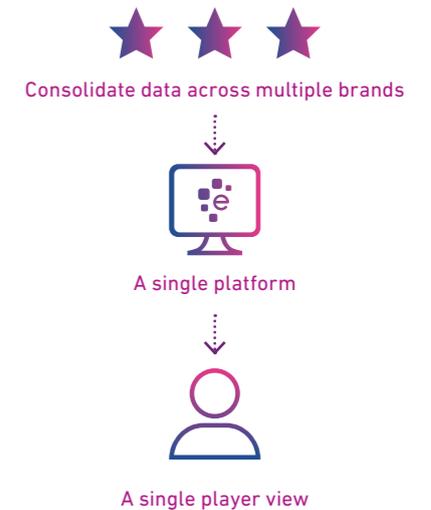


Single player view

Understanding whether you already have a relationship with a customer, even across multiple brands, is key to empowering real-time decisions and providing high levels of player care.

Our tools help you easily migrate and consolidate disparate data across multiple brands, all within a single integrated platform. This allows you to gain a holistic view of your customers and provide a more personalised, rewarding experience.

Furthermore, the system scales as you do, smoothing out data migration challenges throughout mergers and acquisitions.



Improve customer experience

Once new players are on board, you want to provide an enjoyable experience, enabling them to play in the safest, most convenient way.

Experian's data-management tools help you improve customer service and increase marketing return on investment by ensuring the data you have on your customers is robust and up to date. This includes verifying that email addresses, phone numbers and postal addresses are correct, in the right format, up to date and deliverable.

We can also help you overcome the common problem of the same person creating multiple accounts, whether due to forgotten security details or wanting to receive multiple free bets.

Many companies fail to properly capture email addresses and mobile phone numbers, leaving customers unable to reset their details. Our machine learning technology helps you match and validate customers quickly and effectively, combatting this frustrating problem, improving customer service and reducing fraud.



Reduce fraud risk

Fraud comes in all shapes and sizes, and the industry is locked in a constant battle to protect businesses and their customers.

One of the most common problems facing companies is bonus abuse. Wager requirements are no longer enough to deter this practice, so it's vital to carry out thorough checks to ensure customers are who they say they are.

As well as providing robust identity and age checks, Experian gives you detailed risk profiles by:



Confirming a player's bank account is genuine and belongs to them, reducing fraud and minimising payment errors.



Checking email addresses are real by analysing more than 5 billion addresses and providing fraud risk scores.

Improve social responsibility

With increasing media and public scrutiny, gambling companies are under pressure to better identify and protect vulnerable customers.



To effectively and responsibly manage self-exclusions and your own exclusion lists, you need accurate and up-to-date customer information and single player views. Our data management platform enables you to easily match exclusion lists with your own contacts, all via an integrated, automated process.



Experian can also help you gain greater understanding of customer affordability. Our **Affordability IQ for Gaming tool** draws on extensive bureau data, such as income, credit commitments and essential expenditure, helping you understand customer affordability on an individual level.



With this powerful and detailed information, you can better manage customer relationships even as people's circumstances change, quickly identifying at-risk customers, so you can offer appropriate support at an early stage.

Unlock the power of data

In a competitive market with tougher regulation on the horizon, the gaming industry faces a challenging future. Experian can help you weather the storm by providing data-driven tools and services that allow you to attract and retain customers, keep them safe and protect your business from fraud and bad publicity.

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