



## Betway Testimonial

Enabling global growth for a multi-billion-dollar betting and gaming brand

## Who is Betway?

Betway is one of the leading online sportsbooks, providing top-notch sports betting and casino entertainment. It has a global presence, holding licences in Europe, the Americas, and Africa, and has partnerships with over 60 teams and leagues worldwide. Betway offers customised entertainment in a safe and fair environment. Today, bettors come in all shapes and sizes, and catering to their different preferences is paramount to international gaming businesses like Betway. Following a rapid expansion across continents, Betway's customer communications decision makers were faced with a problem: how to scale with that growth while catering to the different needs of their international and demographically diverse customer base? The answer lay in Connex One's Omnichannel platform. To see how this international gaming giant was able to increase the effectiveness of their customer service and engagement strategy, we sat down with Morne Van Deventer, contact centre manager at Betway.



“ Our agents are able to be a lot more productive, as they can run through their queries a lot quicker with simple things like canned responses and so forth. And that helps us obviously get through more contacts quicker. ”

**Morne Van Deventer**

Contact Centre Manager at Betway



## What does Betway do?

Betway is in the business of providing online entertainment in the form of sports betting, online casino, lucky numbers, live games, and so forth.

## What brought you to Connex One?

As a business, we needed to scale with the growth that we've experienced. We're set up in multiple territories across the globe, in Africa as well as in Europe, and we needed a solution that we could partner with that allowed us to scale with that growth. So omnichannel communication was the way to go

## How has Connex One's Omnichannel platform helped Betway?

Omnichannel allows us to meet clients' demands according to their needs. Some customers want to go the traditional route of speaking to somebody over the phone, whereas some customers prefer dealing with Live Chat, SMS, or even social media for that matter. And to have a solution like Connex One that caters for all those different channels in one place is exactly what we need to best service our customers' needs.

## What other features of Connex One has Betway benefitted from?

Connex One has given us the ability to have a lot more real-time data on what's happening in the contact centre space. The wallboards give us exact views around service levels, such as which customers are waiting the longest and who needs to be prioritised.

## What do your agents say about Connex One?

The agents absolutely love working with Connex One thus far because we have our internal CRM solution integrated into Connex One. So, it's a one-size-fits-all platform; there is no longer need for an agent to jump in between applications, and this allows them to get through their interaction handling a lot quicker as well.

## Would you recommend Connex One to other businesses?

I think it adds massive value from a cost effectiveness point of view. You're literally paying a licence fee, and it includes everything. I'll definitely be an advocate of Connex One. The support teams have been fantastic thus far. It's a cost effective solution; it's an omnichannel solution that takes care of everything, including quality management aspects. I'm really excited about the journey ahead, to see how we can automate future interactions, and to make customers' lives a lot easier by using Connex One.



To learn more about how Connex One  
is helping businesses to  
overhaul their customer journeys

visit: [www.connexone.co.uk](http://www.connexone.co.uk),  
get in touch with our team at [hello@connexone.co.uk](mailto:hello@connexone.co.uk)  
or request a free demo of our platform [here](#).

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