Gambling sector

GBG

The challenge

To comply with KYC and AML regulations and protect themselves from fraud, gambling operators must verify the identities of players opening accounts online in real-time.

In an extremely competitive marketplace, it is essential to optimise the customer journey with high match rates to maximise the number of genuine customers that can be onboarded.

The solution

Gambling operators have been leveraging a broader range of identity data with GBG's Multi Bureau functionality to boost match rates with the addition of a second major credit bureau.

Gambling operators using GBG's ID3Global solution can now verify customers against data from two of the three major UK credit bureaus via a single integration. GBG's Multi Bureau ensures true multiple matching compliance and has been designed to prevent common errors such as accidental double matching.

This can occur if using two credit bureaus without de-duping the credit types or if using two separate integrations of credit bureaus without any de-duping between them — for example counting electoral roll twice from two CRA's.

GBG's ID3global allows gambling operators to create infinite risk profiles and have complete control over the data they use to verify consumers against. With more than 7,000 unique result codes ID3global provides in-depth insight into the reasoning behind every pass and fail decision.

How GBG help

Higher match rates on first attempt

True multiple matching compliance

Create infinite risk profiles

In-depth insight into reasoning behind every decision

Complies with KYC and AML regulations globally

Complete control over data used to verify players

The outcome

Some of our top gambling clients that already use ID3global to verify players identities either as a first or second wash supplier have been trialling GBG's Multi Bureau solution and the increased match rates have resulted in some impressive ROI results. With increased match rates against data checks, fewer players need to produce their physical documents for manual processing, which can help reduce manual processing costs and prevent drop off, leading to increased onboarding rates, revenue and margin.

A leading sports betting provider

A trial with a sports betting provider who process 700 thousand customers per year resulted in:

- 5.88% improvement in onboarding rates
- £6 million extra in revenue
- £1 million in additional margin
- £250k saving in manual processing costs

A leading online betting operator

A trial with an online betting operator who process 1.2 million customers per year resulted in:

- 5% improvement in onboarding rates
- £9 million extra in revenue
- £6 million in additional margin
- £600k saving in manual processing costs

A leading online casino and slots operator

A trial with an online casino and slots operator who process 450 thousand customers per year resulted in:

- 2.6% improvement in onboarding rates
- £1.7 million extra in revenue
- £300k in additional margin
- £80k saving in manual processing costs

New customers can increase match rates with GBG's Multi Bureau via a single integration and existing GBG ID3global customers can enable Multi Bureau in just a few minutes.

To learn more, visit
gbgplc.com/multi-bureau