ebo

Using AI to help gaming companies reach their audiences.

1. Our Mission

We believe the benefits of innovation in Artificial Intelligence should be available to companies of all sizes: whether big or small.

EBO helps gaming companies to use AI technology to better understand, serve and retain their customers' through automated conversations. We do this by specifically focusing on:

- AI enabled Customer Service
- Efficient marketing & cross-selling via AI conversations
- Sales, lead-management and churn-reduction through real-time dialogues and predictive models
- Data & Analytics — by helping companies gain deeper insights and subsequently improve business processes.

EBO helps businesses build valuable, long-lasting relationships with customers.

2.Better engage with your customer

What is the problem?

60-80% of inbound traffic to your Customer-Service (CS) team is centred around the same recurrent questions.

As an example our Virtual Assistant's in Financial Services have typically reduced inbound traffic to customer support teams by at least 80%

What's EBO's solution?

Our Engage Virtual Assistant (**VA-Engage**) helps customer support teams better manage the influx of customer enquiries, with the added benefit of helping gaming companies cut their cost base, whilst also increasing customer satisfaction.

It sounds too good to be true, but it isn't:

- **24/7 cover**, with not a single sick day a year. Always be there for your customers whenever they need you the most
  - As an added bonus VA-Engage can chat in multiple languages, meaning the majority of your customers' languages needs are covered
- **Cut running costs** – reduce your customer support costs by 50-80% (depending on your requirements)
- **Increase your employee productivity** – let them see only the conversations which need human intervention. The rest are deflected to VA-Engage
- **Boost your customer's satisfaction** by 30-50%, helping your own Net Promoter Score (figure taken from the FS sector)

What VA-Engage helps your team with:

- Frequently asked questions
- Product and service support
- Basic troubleshooting

How it works

- **Discovery** – VA-Engage works across all your channels, be that your company's Facebook or Twitter page, website or even your own App.
- **Respond** – VA-Engage works within strict parameters, it's powerful AI engine and Natural Language Processing can understanding customers questions, sentiment and instantly works out how to respond with the relevant information
- **Escalate** – if VA-Engage struggles to answer the customer's every question, the VA knows when to escalate the customer to a real agent, and passes on a complete history of the conversation

6 reasons to use VA-Engage:

- **Borderless support** – use VA-Engage to speak to your customers in their own language (perfect for gaming companies targeting new territories) at their own time.
- **Infinitely scalable** – there when you need to scale quickly for one-off events, such as sporting tournaments.
- **Similar customer enquiries** again and again can all be automated by VA-Engage, meaning your customer support team only answer the questions the VA cannot.
- **High costs** – each customer support agent costs around €25-30k (including constant recruitment, training and space) per annum – you could earn your ROI on VA-Engage back in just 3-6 months
- **Quick ROI** for implementing the EBO Virtual Assistants is normally around 3-5 months.
- **End-to-end of the cycle:** We will provide the full set of deliverables including the language training models and dialogue design that will make the project pain-free. Because we have a stable, mature and fully documented API layer we can connect VA-Engage to any of your internal systems.

3. Onboard more efficiently

What is the problem?

Long forms always equal high drop off rates. It's simple really, no one likes filling in forms, and what's more, it feels unnatural in today's world of instant messaging. Poor onboarding directly impacts your bottom line. You spend all that time driving traffic to your gaming platform, only for your onboarding process to let you down.

What's EBOs solution?

The Onboarding Virtual Assistant (<u>VA-Onboard</u>), helps Gaming sites easily onboard customers, helping to cut high drop off rates and getting customers in and gaming quickly. Better still the process is in-line with compliance regimes.

It sounds too good to be true, but it isn't:

- Be like your customers – get your customers to tell you their key details in conversation. Capture those variables and then move them into your CRM or core platform.
- Improve your conversion rate – lower your drop off rates to give your conversion rates a big boost
- Integrate your marketing channels into your platform by making them the real start of the signup funnel

What VA-Onboard helps your team with:

- **Being everywhere:** make every channel the start of your onboarding process, so seamless that the customer does not know they have already started to sign up
- **Saving data instantly:** data gets placed into your database instantly, meaning you save all the key info, and never have to ask the customer for the same info twice

How it works

- **Omni-channel:** our VA-Onboard works across all your channels, using AI and Natural Language Processing to talk with the customer and ascertain their needs
- **Signing up – when ready:** VA-Onboard works to begin to sign up the potential customers, working with your database to sign customers up
- **Cross-selling:** if the customer needs to be referred to a customer support agent, or cross-sold another product, VA-Onboard knows when to offer this, maximising every opportunity contained within the contact point with the customer
- **End-to-end of the cycle:** We will provide the full set of deliverables including the language training models and dialogue design that will make the project pain-free and highly efficient. Because we have a stable, mature and fully documented API layer, we can connect VA-Onboard to any of your internal systems.

4.Improving the AML funnel

What is the problem?

Friction in customer interaction always causes churn. For customers the entire AML process is a massive pain point. This is not helped by the usual manual processes which gaming companies use, meaning templated emails are sent out by hand and often after a while, all of which creates annoying delays in the sales/pay out funnels. This increases customer churn and frustrates your Net Promoter Scores. Customers dislike being left in the lurch, an emotion which is made more acute when their money is being held by an unknown force.

Wouldn't it be so much easier if this process was automated, with your systems immediately reaching out to your customers, explaining the problem and getting the customer's to submit the right documentation, ready for your team to examine when they get a moment (or integrated to an automated AML processing workflow)?. Wouldn't this be yet another plus point for your customers, as they refer their friends to your platform?

What's EBOs solution?

We've built a Virtual Assistant (<u>VA-AML</u>) to do the heavy lifting for gaming companies, meaning that when AML procedures are flagged up for a customer, our Virtual Assistant instantly kicks into action, informing the customer as to what is happening and requesting the documentation needed to help the customer get their funds.

How VA-AML helps your team:

- A customer has won in a game and attempts to make an immediate withdrawal of his winnings. This is flagged by the system and the withdrawal is blocked.
- The VA-AML immediately kicks into action and contacts the customer through a friendly chat.
- VA-AML explains the situation and assists the customer in sending in the correct documents.
- These are queued up for the compliance / operations team, who either quickly reject or accept the documents. If your AML workflow is automated, VA-AML can connect to that.
- VA-AML coordinates with the customer until the AML gate is passed and the withdrawal is made by the customer

5 reasons to use EBO's AML Virtual Assistant (VA-AML):

- **Improve delays**: the VA-AML is 24/7. It is important to immediately contact the customer and get the documents needed whilst having a degree of empathy and helpfulness.
- **Improve customer satisfaction, customer funds are involved:** the VA-AML informs the customer as to the problem and constructively works to remove the blocker
- **Reduce manpower:** there is little point in having a person simply copy and paste a template email to a customer, when the process can be automated and VA-AML can hold a conversation in natural language.

–   **Explainability:** VA-AML is built around the moral principle of trustworthy AI. Consequently we provide an 'Explainable AI' view which provides an auditable glance into the workings of our AI and explains why decisions are taken and how.
–   **Knowledge:** We have partnered up with best-of-breed AML experts to understand the conversational requirements of AML making sure that every natural-language dialogue is compliant,

5.Getting Responsible Gaming right

What is the problem?

Responsible gaming is a not just a nice to have, it's an obligation which is policed by the Gaming Authority and internal compliance teams. As the gaming sector matures, the compliance burden for gaming companies is growing and accordingly becoming more and more expensive and time-consuming to fulfill. And then there is the growing risk to gaming companies, as games scale beyond human intervention. This can be seen in for instance the way live gaming uses live moderation, meaning flagging of vulnerable people and the reporting of such is a struggle.

What's EBOs solution?

We've built a Virtual Assistant (**VA-ResponsibleGaming**) to assist you with Responsible Gaming. The VA plugs into your systems and monitors your customers' comments and actions, analysing sentiment and flagging any people to the relevant team members.

The machine learns as it goes along, which issues need to be flagged quicker, which are less important. And at the end of a game, the VA-ResponsibleGaming produces a report, saving the data and giving you a record for the compliance team to analyse. It really is as simple as that.

It sounds too good to be true, but it isn't:

- **Listen to your customers**: quickly discover which of your users are vulnerable.
- **Record the data points:** keep a record for compliance as well as understand the sentiment of your users.
- **Intervene:** get the customer flagged and act quickly to protect vulnerable customers. VA-ResponsibleGaming can also trigger workflows on your system to immediately ban or act upon any flagged data-point. More so VA-ResponsibleGaming will have valuable dialogues with the customer to take him/her through the first steps needed to get back on the right path.

6.   Effective Marketing (even where its impossible)

What is the problem?

Regulation and compliance are having an effect on every aspect of gaming. Perhaps the most notable impact is on how gaming companies are (un)able to market themselves to customers. Whilst many of the established gaming companies have large user databases, and may even be benefiting from the lack of competing marketing, the shelf life of their games are limited, and gaming companies need to find new ways to keep hold of their customer base and recommend new games.

What's EBOs solution?

EBO has developed <u>VA-Market</u>, a Virtual Assistant which plugs in to your messaging channels. Using it's AI engine and coupled with powerful Natural Language Processing capabilities, VA-Market works to keep your customers deeply engaged and moving onto recommended games.

How it works?

VA-Engage is able to identify your customers needs and responds to these in two ways:

- It cross-sells new games from your product suite to your customers enticing them in (perhaps even with bonuses). This is especially key in territories with advanced compliance standards, where you are unable to email or market to your customers
- It pushes content out to your customer, based on their previous gaming history and the willingness to engage through a messaging app.

It sounds too good to be true, but it isn't:

- **Fully integrated**: <u>VA-Market</u> integrates with major CRMs to manage customer data in a secure way.
- **24/7 cover**: with not a single sick day a year. Always be there for your customers whenever they need you.
- As an added bonus VA-Market can chat in multiple languages, meaning the majority of your customers are automatically covered
- Cut running costs - reduce your marketing-support costs by 30-50% (depending on your requirements) and in some cases be in a position to communicate in the first place!
- **End-to-end of the cycle:** We will provide the full set of deliverables including the language training models and dialogue design that will make the project pain-free and highly efficient. Because we have a stable, mature and fully documented API layer, we can connect VA-Market to any of your internal systems.

"85% of customer interactions will be managed without a human by 2020"

Gartner

EBO helps gaming companies get closer to their customers through exceptional AI conversations.

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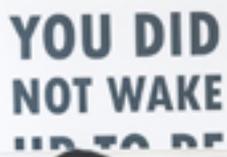Kemp House, 160 City Road,
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