



CASE STUDY

# 188BET DELIVERS SUPERIOR CUSTOMER EXPERIENCE

188Bet has collaborated with Frosmo to reduce churn, grow lifetime value and deliver a superior customer experience through artificial intelligence.



## ABOUT 188BET

188BET is a leading online bookmaker, fully licensed and regulated by the Isle of Man Gambling Supervision Commission and the UK Gambling Commission. The company offers betting in multiple languages on a wider range of products, including Sports, E-Sports, Horse Racing, Financials, Progressive Slots, Casino, Poker and many more.

[www.188bet.com/en-gb](http://www.188bet.com/en-gb)

Online gambling  
United Kingdom



## MISSION

188BET has a simple mission:  
to offer you the best online entertainment experience.

## STARTING POINT

GOALS

ALGORITHM OUTPUTS BASED ON THE MINED DATA ARE A GREAT WAY TO UNDERSTAND THE NEEDS OF YOUR CUSTOMERS IN THE GAMING INDUSTRY. THIS ENABLES YOU TO DELIVER A PROLONGED ENJOYMENT OF THEIR ONLINE ENTERTAINMENT EXPERIENCE.



### Accelerated front-end user experience development

Using the Frosmo Platform, our customers can build and release personalized user experiences quickly and with the latest web technologies regardless of any platform or CMS.



### Deep customer experience data analysis

The Frosmo Data Pipeline enables combining multiple data sources to power idea generation and one-on-one customer personalization.



### Near real-time AI-powered customer journeys

The machine learning models can identify customers who are, for example, potential VIP users and create a new near real-time automated customer experience for them.

## CHALLENGES

It's always frustrating to lose a customer, more so if you don't know why. On the other hand, it may be difficult to recognize potential VIP customers. The answers to complex questions about customer behavior can be derived from the vast amount of data that online services produce. Mining the data to identify opportunities is the key step to truly understand the future behavior of your customers.

01

Staying relevant in a high-frequency and fast-moving industry

02

Remaining compliant with the latest data privacy and security requirements

03

Streamlining the digital transformation



# WHY FROSMO

## WORKING WITH FROSMO



### Frosmo software is best in class

Frosmo provides 188BET with the architecture, expertise, and insight that allows focusing on delivering the exact omnichannel experience our customers desire.



### Frosmo is an innovative software company

Frosmo solves problems and answers ever-changing needs, guarantees results, and creates business value using the best and most innovative methods.



### Frosmo Data Pipeline is platform-agnostic

The Frosmo Data Pipeline allows 188BET to combine multiple data sources to identify real-time customer interests and serve the correct content at the right moment.



“

We're investing in machine learning to understand what our customers require in today's busy gaming environment. Frosmo provides us with the architecture, expertise, and insight that allows us to focus on delivering the exact omnichannel experience our customers desire.

**Des de Silva**

**Head of Marketing, 188BET**



# SOLUTIONS

TACTICS AND STRATEGIES



## STRATEGY Data analysis and problem identification

Identifying the problem is the crucial first step of data analysis. Performing data analysis using data mining techniques can unravel hidden patterns and relationships in the data.

### AI-powered recommendations

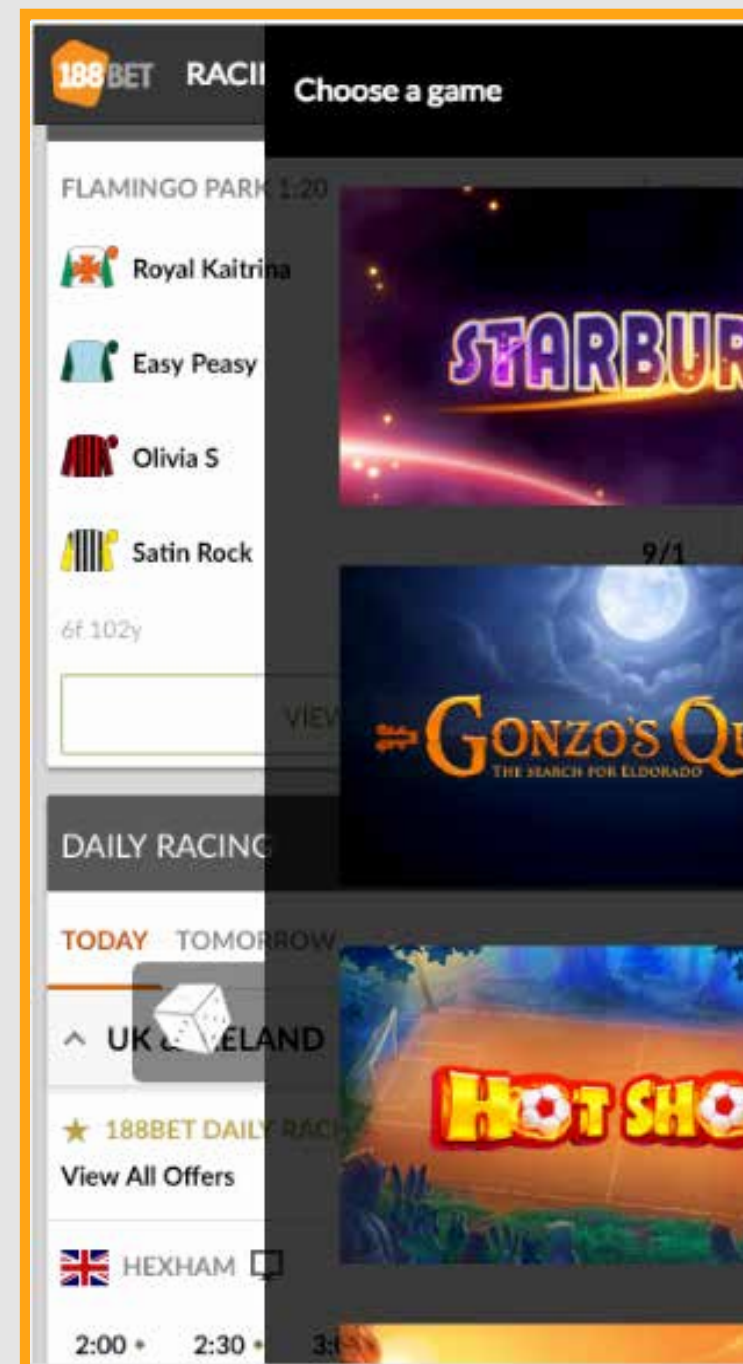
Frosmo provides product recommendations powered by AI models based on NLP (natural language processing), collaborative filtering, trends, and user interactions. Data-driven solutions such as VIP user classification, churn forecasts, and next game predictions help to reach the target audience efficiently.

### Accelerated UX development

Frosmo is perfect for making any changes to your website, regardless of your current setup. Fast and easy – that's how Frosmo believes front-end development should be.

### Continuous feedback and model improvement

Once the AI model is validated as predictive, it is improved further using continuous feedback ensuring that the model stays relevant.



The Mobile Casino Slider aims to allow for smooth transition between different types of activities on the site.

# RESULTS

## BENEFITS

WITH FROSMO, 188BET CAN BE SURE THAT THEY ARE SERVING THE RIGHT CONTENT TO THE RIGHT CUSTOMER AT THE RIGHT TIME. THERE ARE MULTIPLE DIFFERENT PRODUCTS AVAILABLE, AND WITH MACHINE LEARNING, FROSMO HELPS SELECT THE RIGHT ONE BASED ON A DEEP UNDERSTANDING OF THE PLAYERS' PREFERENCES.



Up to 86% accuracy in churn prediction



The process was completed in 2 weeks



1 week to build, test, and release the World Cup page



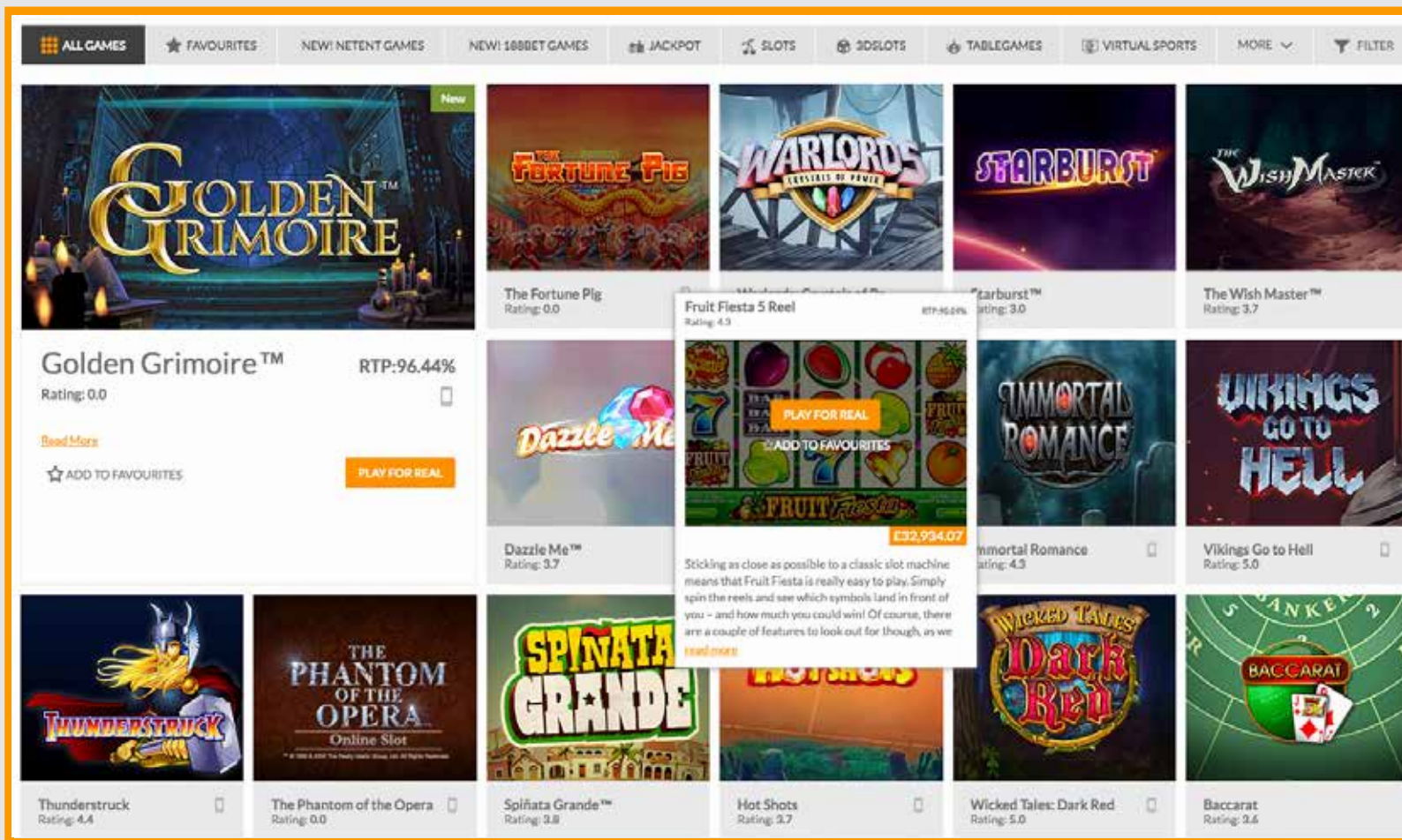
Reduced churn to its lowest continuous level



AI-powered personalized customer journeys



Data analysis and business intelligence



Most viewed and favorite games are displayed on the main page to enable visitors landing on the main page to immediately start playing the casino games.



# Meet the team

Here are the people who made it happen.



Alexander Vieler-Porter



Kamal Memon



Vesa-Matti Hyppönen



Matias Sjöblom



Pierre Erfan



James Ho



My Linh Nguyen



Filip Sannholm



Quan Duong



**FROSMO  
WORKS WITH  
LEADING  
ONLINE  
GAMING  
COMPANIES  
TO REDUCE  
CHURN TO  
RECORD-LOWS**



**FROSMO**

[www.frosmo.com](http://www.frosmo.com)

## **ABOUT FROSMO**

Frosmo is a Finnish software company based in Helsinki with offices in Poland and the UK.

Frosmo is the most versatile personalization software, delivering personalized customer journeys 1.5 billion times a day. Frosmo empowers marketing and ecommerce teams that aim for a competitive advantage and unique brand expression by creating unique visitor journeys through dynamic content, recommendations, and AI.