



Betting Brand Uses Insight to Encourage Responsible Gambling

About SkyBet

Founded in 2002, SkyBet is the UK's most popular online sportsbook, offering gambling experiences across a range of media including online websites, mobile apps, telephone betting and interactive televisions. The success of SkyBet has prompted its parent company to branch out further in the industry, leading to the creation of four additional brands: SkyVegas, SkyCasino, SkyBingo, and SkyPoker.

As the brand has grown in recent years, the team have been taking action to promote responsible gambling practices, underpinned by insight into how customers use Sky Betting and Gaming services.

Case Study Summary

SkyBet aim to become the UK's best digital business; something that can only be achieved by placing customer experience at the heart of everything they do. However, in the betting and gambling industry, delivering well-designed, quality experiences is not only important for customer satisfaction, but also customer health. The research team are responsible for feeding back insight that inform and shape these experiences.

The team at Sky Betting and Gaming chose to work with FlexMR, as we enable them to research independently with InsightHub, with access to our expert team as required. This setup means the SkyBet insight team can work to their own schedule, generating quality insight that has a real, tangible impact on user experiences and shape the brand's responsible gambling projects - including the launch of a responsible gambling visualisation tool.

"The fantastic, agile support we receive from FlexMR enables us to use our InsightHub tools to conduct quality research as and when we need to."

Frances Clixby, Research Analyst

THE CHALLENGE

As a responsible gambling operator, Sky Betting and Gaming are dedicated to reducing the potential for customers to develop problematic gambling behaviours; the company, ever committed to the promotion of responsible gambling practices, are always seeking new ways to deliver safe services to their customers.

Developing new services, especially with groups at risk of gambling addiction, requires robust and reliable research. It's therefore important that the team at SkyBet have access, at all times, to high quality qualitative and quantitative tools that can produce results at speed. Additionally, because the number of responsible gambling initiatives the team work on at any one time can vary, SkyBet sought a research partnership that could work in an agile, flexible manner.



TOOLS USED



LiveChat^{MR}



Survey^{MR}



Diary^{MR}

THE SOLUTION

FlexMR provides an InsightHub package consisting of our Live ChatMR, DiaryMR and SurveyMR tools. This combination of online tools coupled with flexible support services enables the insight team to meet a challenging research schedule.

Using online focus groups and targeted surveys, the SkyBet insight team are able to build an accurate portrait of how consumers expect a responsible gambling operator to behave and what they would expect out of a responsible gambling tool.

"While we use surveys for most of our research, when deeper insight is required we are able to easily add on qualitative tools such as focus group and diary studies at any time."

Frances Clixby, Research Analyst

The SurveyMR tool enables SkyBet to easily programme their own custom surveys that informs later stage qualitative research. Importantly, the team are able to create and publish these in less than a day.

Live ChatMR allows SkyBet to interact directly with consumers and follow up

with more in-depth questions focused on online betting experiences and responsible gambling practices. The SkyBet team use the answers and data gathered from surveys to guide these discussions and ensure they look at topics their audience has expressed interest in.

SkyBet also uses focus groups to gather sentiment-led, collaborative information on visual mockups of their responsible gambling tool. This data is being used to drive improvements in the tool, ensuring it lives up to and exceeds customer expectations.

"The Onboarding and Project Managers we work with added real value to our research. They are incredibly supportive, and are always available to help us with any questions that we have throughout our projects."

Frances Clixby, Research Analyst

Throughout all research tasks, the FlexMR research team ensures that the voice of SkyBet's customers is well-represented and considered in all decisions.

THE RESULTS

"We incorporate research into everything we do. The insights we gathered through the InsightHub platform have helped us better understand how to encourage responsible gambling."

Frances Clixby, Research Analyst

Guided by both their customers and the wider betting community, SkyBet have developed a popular and effective responsible gambling mechanism. This takes the form of a profit and loss visualisation tool which guides customers to responsible practices and options.

In addition to this particular tool, SkyBet have gained valuable insights into other improvements that can be made to facilitate responsible gambling, such as streamlining communications and making tweaks to the overall experience.

Want to find out how our enterprise-grade research platform could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455, or send an email to enquiry@flexmr.net for more information.

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