

PARTNER SALES DECK

IGAMING INDUSTRY

Win More Players, Serve Them Better: Text for iGaming

A partner guide to delivering instant, 24/7 customer engagement for online casinos, sportsbooks, and gaming platforms





MARKET CONTEXT

The iGaming Customer Experience Challenge



The iGaming industry operates in a uniquely demanding environment where player expectations are sky-high and competition is fierce. Operators face constant pressure to deliver flawless experiences across multiple channels, languages, and time zones.

Always-On Expectations

Players demand instant support 24/7, regardless of time zone or device. Delays mean lost deposits and player churn.

Global Player Base

Operators serve diverse markets requiring multilingual support and localized experiences across dozens of languages.

Regulatory Pressure

Compliance requirements demand documented interactions, responsible gaming protocols, and audit-ready communication logs.

High-Stakes Moments

Payment issues, bonus disputes, and verification questions require immediate resolution to prevent player frustration.

Six Critical Pain Points Your iGaming Clients Face

1

Slow Response Times Kill Conversions

Players abandon registration or deposits when they can't get instant help. Every delayed response is a lost revenue opportunity.

2

Support Teams Drowning in Repetitive Questions

Agents spend hours answering the same questions about deposits, withdrawals, and bonuses instead of handling complex issues.

3

No Context During Player Interactions

Agents lack visibility into player history, active bets, and account status, leading to frustrating, disconnected conversations.

4

Language Barriers Block Market Expansion

Limited multilingual support prevents operators from effectively serving players in new markets and geographies.

5

Inconsistent Experience Across Channels

Players start conversations on mobile, switch to desktop, and lose context. Support feels fragmented and unprofessional.

6

Compliance and Documentation Gaps

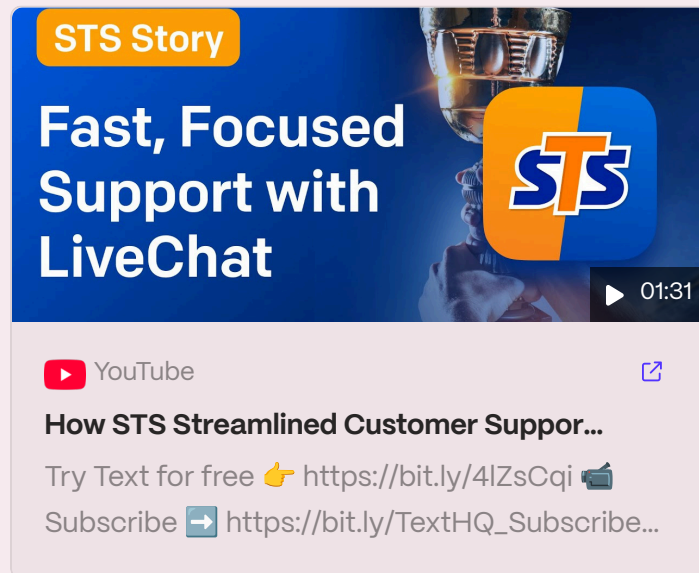
Incomplete chat transcripts and poor record-keeping create regulatory risk and make dispute resolution difficult.

Why Traditional Solutions Fall Short

The Reality

Most iGaming operators rely on outdated tools that weren't built for the speed and complexity of modern gaming platforms.

Check how STS Streamlined Customer Support with LiveChat & ChatBot:



The image shows a YouTube video player interface. At the top left, there is an orange tab labeled 'STS Story'. The main video area has a dark blue background with a close-up of a champagne glass being raised. Overlaid on the video is the STS logo, which consists of the letters 'S', 'T', and 'S' in a stylized, overlapping font. The text 'Fast, Focused Support with LiveChat' is written in white, bold font across the middle of the video. In the bottom right corner of the video frame, there is a play button icon and the duration '01:31'. Below the video frame, the YouTube logo and the text 'YouTube' are visible. To the right of the logo is a share icon. Below the video frame, the title 'How STS Streamlined Customer Support...' is partially visible. Underneath the title, there is a line of text: 'Try Text for free 👉 <https://bit.ly/4IZsCqi>'. Below that, there is another line of text: 'Subscribe ➡️ https://bit.ly/TextHQ_Subscribe...'.

Generic Chat Tools Lack Gaming Context

Off-the-shelf solutions **don't integrate with gaming platforms**, payment processors, or player management systems. Agents work blind.

Email and Phone Support Are Too Slow

Traditional channels create friction at critical moments. **Players expect instant answers** when they're ready to play or deposit.

Basic Chatbots Frustrate Players

Simple FAQ bots **can't handle nuanced gaming questions** or account-specific issues, leading to escalations and dissatisfaction.

No Mobile-First Design

Over **70% of gaming happens on mobile**, but most support tools deliver clunky mobile experiences that drive players away.

Introducing Text: Purpose-Built for iGaming Excellence



Text delivers the instant, intelligent, in-game support that modern gaming operators need to win and retain players. Our platform combines powerful live chat, AI automation, and deep integrations to create seamless player experiences across every touchpoint.



Instant Response, Every Time

Players get immediate help without leaving the game. Our chat widget loads in under 1 second and supports proactive engagement at key moments.



24/7 Multilingual Coverage

Serve players in 45+ languages with real-time translation and routing to native speakers. Scale globally without multiplying headcount.



Seamless Cross-Device Experience

Conversations flow naturally as players switch between mobile, tablet, and desktop. Context is never lost.



Deep Platform Integration

Connect to your gaming platform, CRM, and payment systems. Give agents complete player context in one unified interface.

24/7 Customer Support

Multi-language support

Reporting & analytics

Multi-channel support

How Text Solves iGaming's Toughest Challenges

Every Text capability maps directly to measurable business impact for gaming operators. Here's how we turn pain points into competitive advantages.

Instant In-Game Help

Embedded chat widget means zero friction. Players get help without interrupting gameplay, increasing conversion rates by up to 35%.

AI-Powered Automation

Chatbots handle 60-70% of routine questions about deposits, bonuses, and account verification. Agents focus on high-value interactions.

Unified Agent Dashboard

Agents see player history, active bets, bonus status, and transaction records in real-time. Resolve issues 3x faster with full context.

Smart Language Routing

Automatically detect player language and route to appropriate agents. Expand into new markets without hiring massive multilingual teams.

Compliance Built-In

Complete chat transcripts, searchable archives, and responsible gaming flags ensure audit-ready documentation and regulatory compliance.

Mobile-First Design

Optimized for the 70%+ of players on mobile devices. Fast load times, minimal data usage, and intuitive mobile interfaces.



Industry-Specific Use Cases



Text powers critical player interactions across the entire gaming journey. Here are five scenarios where our platform delivers immediate value.

New Player Onboarding & KYC Support

Guide players through registration, document verification, and first deposit with proactive chat triggers. **Reduce drop-off by 40% during the critical onboarding phase.** Automated responses handle common verification questions while agents assist with complex cases.

Deposit & Withdrawal Assistance

Instant help when players face payment issues or questions. **Chatbots answer common questions** about payment methods and processing times. Agents with full transaction visibility resolve complex payment disputes quickly, reducing chargebacks and building trust.

Bonus & Promotion Inquiries

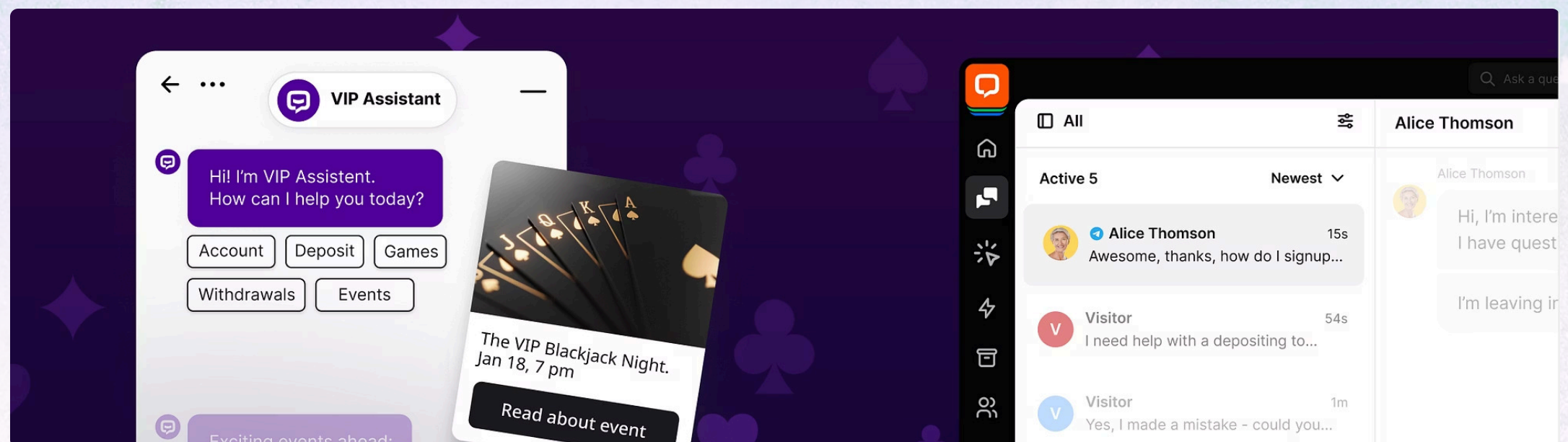
Players constantly ask about bonus terms, wagering requirements, and promotion eligibility. **Automated responses provide instant answers to FAQs.** For complex bonus disputes, agents see full promotional history and can resolve issues without escalation.

Responsible Gaming Support

Provide immediate assistance for limit-setting, self-exclusion, and responsible gaming tools. **Flagged conversations route to specialized agents trained in player welfare.** Complete documentation ensures compliance with regulatory requirements across all jurisdictions.

High-Value Player VIP Service

Tag and route VIP players to dedicated account managers instantly. Provide white-glove service with full player history, betting patterns, and preferences visible. **Strengthen loyalty and increase lifetime value** of your most profitable players.



Proven Results in iGaming

Leading gaming operators and platforms trust Text.com to power millions of player interactions. Our customers see measurable improvements in player satisfaction, operational efficiency, and revenue.

4.9M

Monthly Conversations

SOFTSWISS processes 4.9 million chats monthly across their gaming platform, delivering instant support at scale.

35%

Faster Response Time

Kinguin reduced average response time by 35%, directly increasing player satisfaction and conversion rates.

24/7

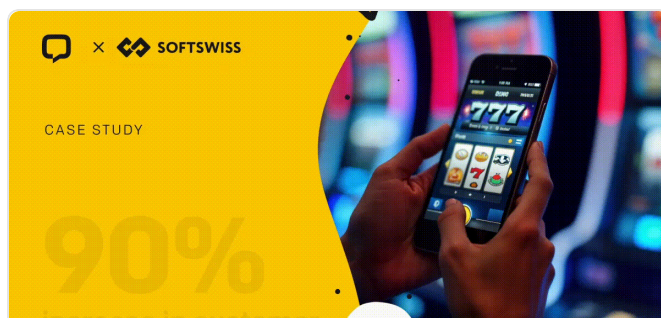
Continuous Coverage

STS delivers round-the-clock support to sports bettors across multiple markets without increasing headcount.



"Text.com helps us provide instant, professional support to players across all our casino brands. The platform scales effortlessly as we grow."

— SOFTSWISS, Gaming Platform Provider



LiveChat®

Read SOFTSWISS Case Study

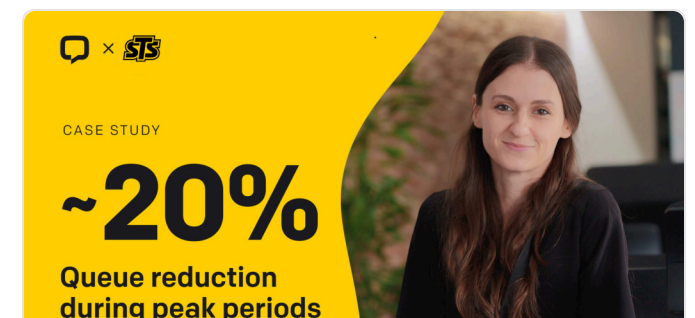
Discover how SOFTSWISS improved player experience with LiveChat and ChatBot,...



LiveChat®

Read Kinguin Case Study

With over 6 million customers, Kinguin's mission is to deliver customers a top-notch...



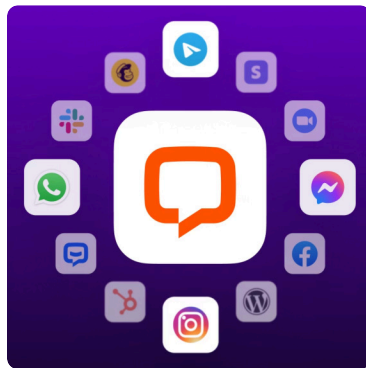
LiveChat®

Read STS Case Study

Handling 50,000 chats a month, STS needed a support system that could stay fast,...

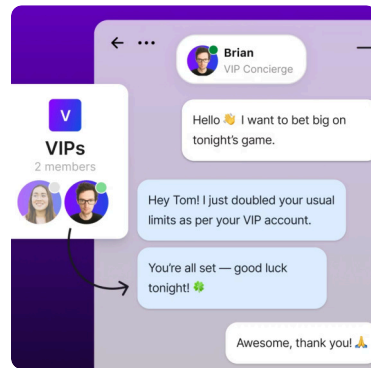
What Partners Can Sell Around Text

Text is powerful out of the box, but your expertise unlocks exponential value for iGaming clients. Here are high-margin services you can deliver as a solution partner.



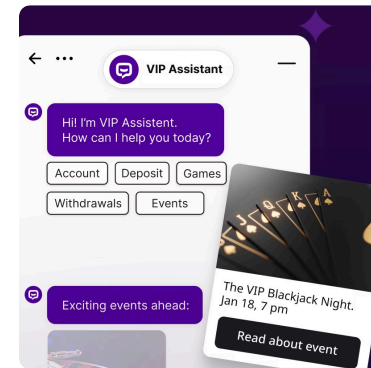
Platform Integration & Technical Setup

Connect gaming platforms, CRMs, payment processors, and player management systems. Configure custom data flows, webhooks, and API integrations to give agents a complete player context.



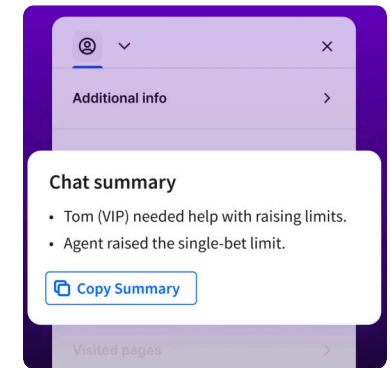
Custom Workflows & Automation Design

Build intelligent chatbot flows for common player questions. Design routing rules based on player value, language, or issue type. Create automated triggers for proactive engagement at key moments in the player journey.



CX Optimization & Performance Consulting

Analyze chat data to identify bottlenecks and opportunities. Optimize agent workflows and response templates. Provide ongoing recommendations to improve CSAT, reduce handle time, and increase player lifetime value.



Managed Services & Ongoing Support

Offer white-label chat support services for operators who want to outsource. Provide continuous platform management, bot optimization, and performance monitoring. Become your clients' trusted CX operations partner.

Why iGaming Operators Should Buy Through You

Gaming operators need more than software—they need strategic partners who understand their unique challenges and can deliver complete solutions. That's where you come in.

Text Provides the Platform

- Enterprise-grade chat infrastructure
- 24/7 platform reliability and uptime
- Continuous product innovation
- Security and compliance foundation
- Global scalability and performance

You Provide the Expertise

- Deep iGaming industry knowledge
- Custom implementation and integration
- Workflow design and optimization
- Ongoing strategic consultation
- Localized support and services

The Partner Advantage

Gaming operators who work with solution partners see **2-3x faster time-to-value** and **40% higher long-term platform adoption**. You bridge the gap between powerful technology and real business results.

Together, we help iGaming operators win more players and serve them better.

[Check Partner Opportunities](#)

[Explore iGaming Solutions](#)

TEXT

