

# The 2024 Essential iGaming Share of Wallet Guide



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# About Purple Square CX

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We are a Customer Experience Advisory that offers a diverse range of services aimed at enhancing customer interactions for businesses.

Our expertise lies in three key areas:

1. CX Advice and Strategy
2. Marketing Automation
3. Customer Data Platforms (CDPs)

Our team comprises CX strategists, architects, engineers, developers and builders, all focused on delivering against the 5 Core Principles of CX: Vision, Operations, People, Data and Technology.

We build long term partnerships with our clients, that deliver their Customer Experience goals, both short-term and long into the future.

**Let's talk!**



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

The iGaming and online casino market is a highly competitive one. In the UK alone, the Gambling Commission has issued more than 3,000 licences to 2,400+ online gambling companies. (1) Fuelled by increased access to broadband, user-friendly gambling apps and an emphasis on promoting responsible gaming practices, the sector is well-placed to continue to flourish.

Revenue in the online casino market is projected to reach £5.09 billion this year and UK user numbers are expected to reach 12.4 million by 2029 (2), making it more crucial than ever for brands to prioritise customer experience (CX) to capture – and maintain – their market share in this crowded space.

Drawing on more than a decade of knowledge and first-hand experience helping clients in the iGaming sector, the team at Purple Square has identified critical CX areas that are all too frequently overlooked in the relentless pursuit of profitability and customer wallet share.



**1. Xace. Gambling Statistics 2022.**

**2. Statista. Online Gambling: Market Data & Analysis, “Online Casinos – United Kingdom” 2023.**



# 1. Adopt seamless registration and onboarding processes

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While it is essential to adhere to safe and responsible gambling guidelines from the start, it is important to make the registration process as welcoming and simple as possible for new users.

Working with User Experience (UX) specialists as well as CX experts like Purple Square can help you to streamline the registration and account creation process to boost user retention, making it quick and user-friendly, while still remaining compliant with Anti-Money Laundering (AML) controls and other required regulations.

The more hoops a prospective user must jump through, the greater the chance they will give up and go elsewhere, so examine every click or finger tap ruthlessly to ensure it is necessary. Providing clear guidance, tips, FAQs and support throughout the onboarding process helps to ensure a smooth start for your new customers. And don't forget to monitor your customer journeys closely for struggles that need resolving to prevent prospects from walking away at the first hurdle.



## 2. Deliver a [hyper]- personalised experience

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One of the most powerful tools at your disposal is that of personalisation. True personalisation goes beyond recommending games based on past behaviour. It is about getting to know your customers and crafting a dynamic, personalised gaming experience that feels tailor-made for each individual player, and using data-driven insights to create truly personalised experiences that resonate with each player.

As [our recent blog](#) post highlights, personalising this online experience is crucial for engaging with the 4% of customers who have chosen to forgo traditional marketing communications by opting out, leaving out those who self-exclude, of course.

For those that choose to 'opt-in', sharing well-timed promotions and bonuses through players' preferred channels also resonates on a personal level and helps to differentiate your platform from the competition.

Achieving this level of hyper-personalisation needs to go beyond a standard "Dear %%FIRSTNAME%%" prompt to be effective. Leveraging customer data to incorporate details like total amounts they've won or lost, ratios of wins and losses, games played or links previously clicked on into your communications shows your customers that you are paying attention to them and can help them to unlock the full potential of your iGaming platform.

## 3. Implement a channel and product preference centre

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Often overlooked, setting up an easy-to-use preference centre organised by channel and product is a simple way for customers to share their preferences with you. Without it, when a customer unsubscribes from an email, you have no awareness of the reason or the ability to contact them by a different channel, if this is appropriate.

To ensure it remains effective, you'll need to keep your preference centre options up to date as new communication channels emerge. If you need a hand, we can help set up and optimise your preference centre to ensure effective communication across channels.





## 4. Create engaging loyalty programmes

When it comes to encouraging repeat business, developing an engaging loyalty programme that rewards regular customers can go a long way. Always keep in mind that the vast majority of online gamers have multiple iGaming accounts. The Gambling Commission's stats suggest online gamblers hold an average of three accounts **(3)** (though we suspect the true number to be much higher), so the battle to win the attention and loyalty of your customers, even after multiple transactions, remains a reality.

Ideally, your loyalty programme should be linked to your personalised communications strategy and offer relevant incentives – such as exclusive promotions, bonuses, or rewards – to regular customers in line with their needs and preferences.



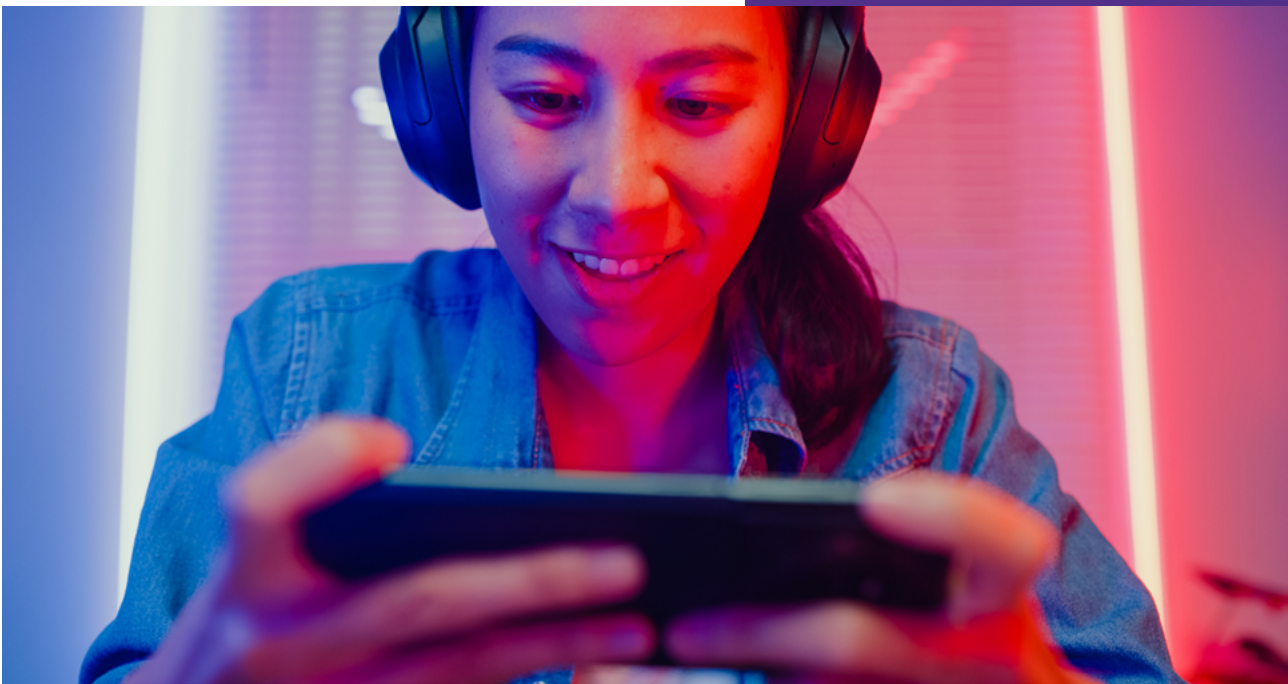
**3. Gambling Commission. Taking a more in-depth look at online gambling.**

## 5. Make room for mobile

Mobile gaming is on the rise and is a key driver in the sector's projected growth. As the number of iGaming apps continues to grow, making sure yours provides an intuitive, user-friendly experience is essential to garner positive reviews and loyal players. Easy navigation, clear layouts, and intuitive controls all contribute to a positive customer experience.

Prioritise a responsive and mobile-friendly design to provide a consistent and seamless experience across all devices, so that when someone puts down their phone and picks up a tablet, their train of thought can be continued uninterrupted.

For those who still prefer to play on larger screens, ensure that your platform is optimised for desktops and laptops as well – and that the web version functions across a variety of browsers. Pay attention to any error messages picked up by the backend as the frontend attempts to render your platform – at best these errors can be an annoyance to customers, and at worst, prompt them to deposit their money on another platform.



## **6. Provide quick and efficient customer support**

Promptly addressing customer inquiries, concerns, and issues is crucial to keeping your players engaged and happy. Offer multiple support channels – especially live chat, email, and phone – with knowledgeable and responsive customer service representatives who are available 24/7. While Generative AI Chatbots are becoming more prevalent, there is no substitute for speaking to a human being who can empathise with and swiftly resolve your issues.

Any matters that can't be resolved immediately should be incorporated into future application design, FAQs, and helpful tips for an enhanced user experience.

## 7. Implement a secure and trustworthy platform

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As with any online transaction, iGaming players need to feel safe when they are on your platform. Deploy robust security measures to protect your customer data and transactions, using appropriate accredited third parties to monitor and mitigate risk, fraud, and compliance.

Clearly communicate your security protocols; do not just bury them deep in your privacy policy. Be sure to obtain the certifications and licences from relevant regulatory bodies like the UK Gambling Commission and organisations like Gamble Aware – and keep them up to date. These should be displayed proudly and prominently to help you build trust with your customers, showing that that you take their safety very seriously.

## 8. Analyse your responsible gaming measures

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The rise of responsible gambling is one of the reasons for growth in the sector and having the right measures in place – including self-exclusion options, deposit limits and problem gambling support resources – is essential in winning and building the trust of your customers. Be sure these are reviewed and improved regularly.

Regularly analysing the number of players being detected by, or making use of, these processes can also help you to understand whether there are any trends that could indicate a wider issue with engagement on your platform.

Diligently monitoring your responsible gambling measures will promote a safe and ethical gaming environment for your customer – as well as help to keep you ahead of compliance requirements from regional legislative bodies.



## 9. Encourage community engagement and social integration

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Community engagement is more than just a buzzword in the iGaming industry; it is a cornerstone for building lasting relationships with players.

There are a number of ways to get involved:

- Participating in online forums dedicated to discussions about gaming strategies and experiences
- Encouraging user-generated content via social media – such as sharing gameplay videos and screenshots
- Hosting live or virtual events to bring community members together.

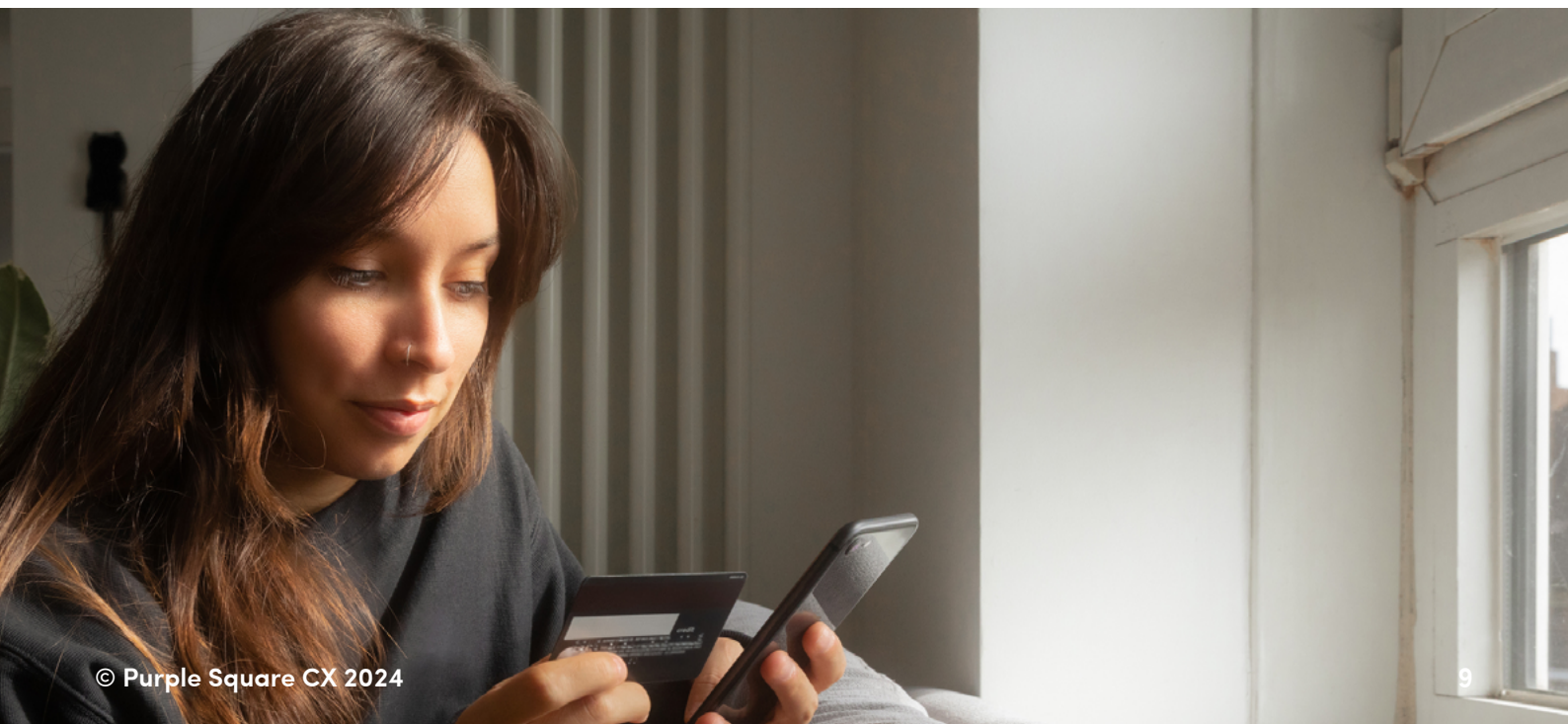
By fostering a sense of belonging among your player base, you can create an environment where users feel safe, connected, valued, and invested in your brand.

## 10. Listen to your customers

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Ensure you are regularly gathering customer feedback through a combination of surveys, usability testing, beta programs and analytics.

Use these insights to identify areas for improvement, especially areas where the users might be struggling, and work to introduce innovative features or services that enhance the overall customer experience. These product improvements can be presented with a highly positive loyalty affirming “you asked, we delivered” approach.



# 11. Learn from your competition

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An easy way to keep up to date with industry trends and what your main competitors are doing in the marketplace is to sign up to their marketing communications. When they arrive on your phone or inbox, click on them and – if you can – redeem a few of their offers, place a bet or two: win and lose. Keep track of what happens, and when – both in how the comms change, and what you see within the platform.

Becoming a customer with your competitors' can also help you to benchmark their platform's performance against your own (and vice versa), spark new ideas (and no, we don't mean copy!) and stay informed.

By paying close attention to the cadence and flow of their communications, you can also reconstruct their customer journeys; a fascinating exercise that can help you plan tactics designed to swing the share of wallet in your direction.

And trust us, they are doing it too!

## In conclusion

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Purple Square's team of CX experts can help iGaming companies focus on these areas that are often overlooked. Together with your team, we can help to create a compelling and differentiated offering that stands out in the crowded marketplace, attracts and retains customers, and fosters long-term loyalty.

If you'd like to have an open and transparent discussion about how we can help you apply any of these tips to your business, we'd love to hear from you!

Please get in touch at [letstalk@purplesquarecx.com](mailto:letstalk@purplesquarecx.com)

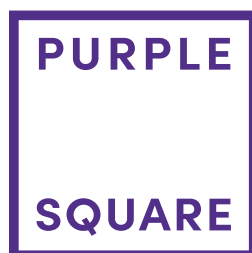
# About the author

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## Timothy Biddiscombe

With over two decades of experience in navigating marketing-centric technical challenges, Purple Square CX's CEO is a seasoned authority. Spearheading diverse industry verticals, including the dynamic landscape of iGaming, he has played a pivotal role in positioning the company as a leading customer experience advisory.

Drawing from previous experience at industry powerhouses such as Acxiom Data, Wegener Direct Marketing, and Alchemetrics, his expertise has been instrumental in shaping Purple Square's success. Outside the professional realm, his interests span filmmaking, writing and traveling whenever possible!



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