

CUSTOMER SUPPORT EXPERIENCE AT BRAZILIAN ONLINE CASINOS

By ENV Media

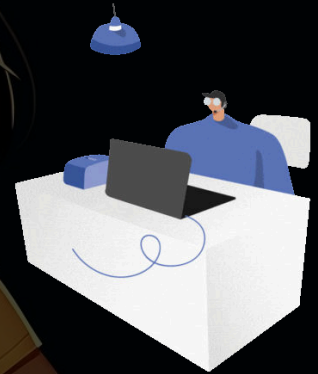
Do you want to find out how iGaming Customer Support actually performs in Brazil?

ENV Media tested some of the biggest online casino operators and here are the results!

How We Evaluated the Casino's Customer Service?

In a Nutshell:

The customer support teams were tested **anonymously** and **repeatedly** over the course of **a week**. Responses to identical questions and player needs were **double-checked**. Operator "promises" were **verified** by different market researchers at **different times**.



Users recorded how this impacted their:

Playing
experience

Overall
satisfaction

Perception of
tested brands



Data Combination



Quantitative
+
Qualitative

Focus Areas



**Payments,
Bonuses,
Regulation, and
Responsible
Gaming**

Tested Channels



**Live chat and
email for
Responsiveness
and
Effectiveness**

KPIs Measured



SPEED



3-point scale
Fast, Regular, Slow



EFFECTIVENESS



Ability to **address**
and **resolve** player
issues



ETHICS



**Responsible
Gambling Test**

KPIs Measured

SPEED

KTO



The fastest **email** response time (16 hours)

betfair

betway

sportingbet



All three had **chat** response times under 3 minutes



ESTRELA BET



Chat average waiting time of 1 hour (slow)

KPIs Measured

EFFECTIVENESS

KTO

Scored **4.2** on effectiveness, the **highest** average rating

betfair **betway**

sportingbet

All three **scored 4**

bet365

Scored **3** the worst commitment

ETHICS

KTO

BETANO

Excelled with an **empathetic** and **effective** approach

bet365

Struggled with ethical standards in responsible gaming

Overall Performance: The Winners and Losers

WINNERS



Betano, KTO, and Betfair were top performers in general



Why do they lead the pack? Timing, consistency and effectiveness



Areas for Improvement: actionable RG support and more CS channels

THE LOOSER



Bet365 had the lowest scores across various metrics



Struggled with responsiveness and RG knowledge

Common Improvement Areas



Deliver actual 24/7 support!



Step up response times!



Enhance Responsible Gaming – knowledge, resources, training!

Verified Opening Times

#	Operator		Active Hours
1		Bet365	24/7 (only chat)
2		Betano	10 AM to 12 AM, every day
3		Betfair	9 AM to 9 PM, every day
4		Betway	24/7
5		EstrelaBet	24/7
6		KTO	9 AM to 12 AM, every day
7		Sportingbet	8 AM to 1 AM, every day