



Opening a window into customer service issues and team coaching opportunities

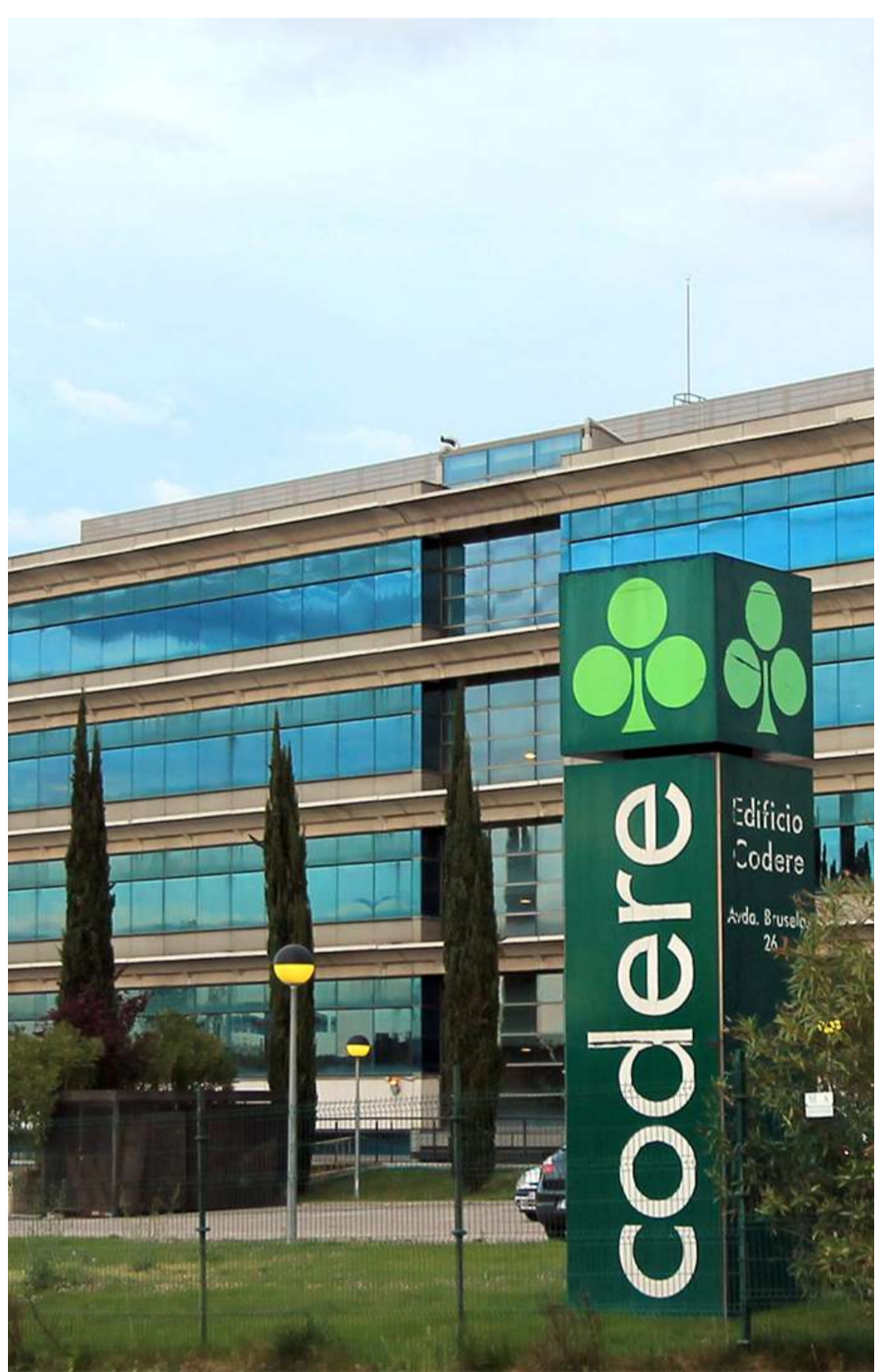
Overview & Challenges

Codere Online is a multinational group devoted to entertainment and leisure that is listed on the Nasdaq stock exchange. It is a leading player in the gaming industry, with four decades of experience and a presence in seven countries across Europe and Latin America (Spain, Argentina, Colombia, Mexico, Panama and Uruguay).

Codere Online's core values involve putting the customer at the centre of all decisions, a commitment to excellence, taking an innovative approach leveraged by technology with an emphasis on efficiency. These core values extend to the customer support team, where they handle thousands of customer support queries per day over the chat support channel.

Of course, serving millions of customers across many markets brings complications in delivering high quality customer support. Visibility into customer support data was difficult, confounded by teams using a mix of customer support tools. Codere Online struggled without a consistent view on performance across all teams and regions.

Understanding and reacting to customer issues was also very challenging and relied heavily on manual processes and anecdotal feedback. Without a clear way to detect and investigate issues, Codere Online worried that opportunities to improve customer experience by analysing customer feedback would be missed.



How EdgeTier Brought Customer Data to the Fore

EdgeTier integrated with multiple internal systems to analyse all customer service data. Data is read from two separate chat systems and brought into the EdgeTier system in real-time. All customer service queries are analysed in-flight to provide a centralised view of customer conversations and provide a platform for exposing issues to the management team.

Data Visibility

EdgeTier's explorable interface consolidates all customer service data in one place and allows the Codere Online team to quickly and easily explore contacts across all five markets. Each conversation is stored in the EdgeTier system along with metrics (such as queue time, handling time, average response time etc.) and tags (such as region, country, browser).

Providing a single view of all customer data provides Codere Online with an immediate jump in data visibility, allowing them to easily compare performance and identify issues across all markets.

TAGS	INTERACTION COUNT	AHT	ART	CSAT	AVERAGE EXPERIENCE SCORE	FRUSTRATION
Overall	12,974	10.6m	1.1m	84.4%	7.3	22.9%
Spain	348	11.1m (+4%)	54s (-21%)	89.9% (+6%)	7.4 (+1%)	30.7% (+34)
Argentina	225	9.5m (-11%)	1.2m (+11%)	34.1% (-6%)	8 (-1%)	12.7% (-39)
Colombia	521	1.5m (-1%)	3.3m (+17%)	54.8% (-15%)	3 (-8%)	45.2% (-45)
Mexico	1,521	2.3m (-6%)	23s (+2%)	9.5% (-1%)	3.6 (-4%)	23.3% (-25)
Panama	3,453	3.5m (-5%)	1.1m (+9%)	23.5% (+3%)	7.2 (-2%)	12.8% (-18)
Uruguay	1,456	4.5m (-2%)	12s (+1%)	34.2% (-4%)	3.2 (-7%)	65.9% (-55)
Account Issues	1,345	8.5m (-6%)	1.3m (+13%)	21.5% (-1%)	6.2 (-6%)	45.3% (-12)
Deposits	987	12.5m (-15%)	1.4m (+19%)	21.5% (+23%)	1.2 (-4%)	65.3% (-65)
Withdrawals	345	9.5m (-11%)	1.3m (+13%)	79.5% (-6%)	7.2 (-1%)	22.3% (-35)
Betting Issues	521	9.5m (-11%)	1.3m (+13%)	79.5% (-6%)	7.2 (-1%)	15 (-62)

REVIEW AGENT | Adian Farley (adian.farley@codere.org) | All Agents

DATE RANGE: 23/02/23 → 1/02/23 | PHRASE: | QUEUE: | INTERACTION TYPE: | INTERACTION TYPE: Chat

Interactions: 85 | AHT: 11.1m vs 10.1m Overall | ART: 1.4m vs 1.4m Overall | NPS: -97 vs -71 Overall | CSAT: 400% vs 400% Overall

AES: 15.3 vs 14.1 Overall | Frustration: 100% vs 94% Overall | Praise: 110% vs 91% Overall | Choose Tag: 100% vs 100% Overall

23 May 00:00 → 1 Jun 23:59

Deborah Guivisdalsky
Chief Operating Officer

"We now have highly detailed understanding of agent performance, not just on key agent metrics, but also on how customers react to our agents and the emotions of our customers feel when talking to our team."

Agent Coaching

With all data now centrally stored, comparing performance across different teams, and the individual agents within those teams, is now straightforward. A single 'Agent Dashboard' provides a view of each agent's performance when compared against their team-mates, or different teams across the company. EdgeTier's phrase tagging system tracks agent comments and highlights issues in agent messages in real-time.

Analysis which previously took hours and days of manual effort is now possible instantly, while agent evaluations are now well informed with clear and consistent data which is being used to improve agent performance.

Customer Monitoring

Each customer message is analysed and can be tagged depending on what the customer types. Any message where a customer expresses frustration, complains about wait times, asks to speak with a supervisor, etc. is automatically tagged.

This tagging allows Codere Online to understand what customers are talking about without having to rely on manual annotation, while also allowing them to compare how often customers talk about certain topics across markets and regions.

Agent Name Interactions (30 of 15,191)

DATE	MESSAGE
24 May 2023 2:36 AM	buenos dias ... aun no me han abonado mi promocion y ya realize el deposito antes de las 48 h dura la promocion ... claro que si es 10isialas ... me ofrecieron un bono de 200 de deposito oara 200 de freebets ... fue por este medio por chat
08 Apr 2023 12:04 AM	buenia dias ... he estado constantemente solicitando cambiar mi cuenta a la que retiro dinero ... no la han cambiado, lo he solicitado mas de 3 veces por chat y mas de 3 veces por correo ... q tengo que hacer para que esto suceda ?
08 Apr 2023 12:04 AM	Buenos dias ... me ofrecieron una promoción ... la de depositar al menos 200 pedod ... pars recibir in freebets ... de 200
08 Apr 2023 12:04 AM	gracias ... no ninguna ... entendi que ya se ve reflejado el retiro con ustedes y solo es esperar e deposito ... de 24 a 72 horas ... tengo otra duda
08 Apr 2023 12:04 AM	buenos dias ... mellego un correo donde median 5 giros gratis... ok ... ya la envie
08 Apr 2023 12:04 AM	No me gusta participar en promociones. ... Entonces, ¿no puedo disfrutar de nuestras recompe No tienes ninguna recompensa que devolverme, y no tiene ningún sentido seguir jugando. Tamp que no me gusta participar en sus promociones.

I'm having problems resetting my password
06 Jun 2023 4:25 AM
Model: Reset Account
Increase in interactions about "Reset", "Resetting".

I can't make a deposit
05 Jun 2023 8:09 PM
Model: Customer Complains
Increase in interactions about "deposit".

I can't verify my account
04 Jun 2023 2:36 PM
Model: Verification Account
Increase in interactions about "Verify", "Account".

I was playing a game and is not working
03 Jun 2023 6:21 PM

Proactive Anomaly Detection

EdgeTier's AI actively monitors customer conversations and automatically detects any unusual topics being discussed (for example, customers having issues with promotions, having technical difficulties etc.). Once detected, the system sends a real-time alert to management summarising the issue.

Anomaly detection not only detects unusual issues in real-time, it also quantifies the size of the issues and breaks down which customers are talking about the issue in a completely automatic way.

Codere Online is now able to react to issues faster than before, while also finding hidden issues that may have gone unnoticed for days.

EdgeTier's platform has allowed us to deliver better customer experience as well as the reassurance that we will be proactively be informed of any customer issues that arise.

EdgeTier have hugely increased our data visibility and the speed that we can react to customer issues. We are now able to detect and resolve issues instantly, where previously it may have taken hours or even days spot an issue.

It's very reassuring to know that EdgeTier's AI is monitoring all conversations and will proactively inform us any unexpected issues that arise.