



## Sky Bet

*Leading betting company puts its smart money on mobile*

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### Overview

#### The need

With increasing numbers of customers accessing the website through mobile devices, Sky Bet decided to invest in developing a new mobile specific website and mobile applications.

#### The solution

Sky Bet turned to Tealeaf CX Mobile to allow them to see their mobile sites and apps through the eyes of their customers..

#### The benefits

Using Tealeaf CX Mobile, Sky Bet identified that several hundred customers a day were unable to register a new account on the iPhone app, and were able to quickly resolve the issue.

With the ability to analyze customer behavior, Sky Bet improved bet placement and increased conversions by 5.7 percent.

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Sky Bet is a wholly owned subsidiary of BSkyB and is one of the leading betting companies. Sky Bet has seen impressive growth in the past year, underpinned by a successful mobile channel. A third of SkyBet transactions are placed from mobile devices.

With Tealeaf, Sky Bet can see its digital channels, from websites to mobile apps, through the eyes of its customers. As more bets are placed through mobile devices, Sky Bet is using IBM Tealeaf solutions to monitor the online customer experience and increase overall revenues.

The UK's online betting industry is incredibly competitive. Getting players to register for an account and then encouraging them to keep playing with Sky Bet are both crucial to the success of the business. Since launching its first website back in 2002, Sky Bet has made online customer experience a strategic imperative for the business and has had a dedicated customer experience team since 2008.

Sky Bet has been using IBM Tealeaf Customer Experience Management solution on its main web site since 2009. IBM Tealeaf solutions gives Sky Bet the ability to see what its customers are actually experiencing when they come to the site, allowing the company to assess its business impact.

### Challenges

With increasing numbers of Sky Bet customers accessing the website through mobile devices, Sky Bet decided to invest in developing a new mobile specific website as well as mobile applications for iOS and Android devices. But the company recognized that, in this fast moving mobile world, the importance of a good customer experience was more critical than ever. IBM Tealeaf solutions had become such a vital tool throughout the business that Sky Bet knew it needed that same level of insight across its new mobile site and apps.



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*“It is essential that we provide the very best possible experience, not just online but via mobile devices as well. The knowledge we gain from Tealeaf allows us to optimize our digital channels and increase revenues. Customer experience is the hardest thing for our competitors to copy which is why it is such a key focus for us.”*

— Steve Morrison , Customer Experience  
Manager, Sky Bet

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## A better approach

To improve the experience for mobile customers, Sky Bet turned to IBM® Tealeaf® CX Mobile. This product extends the reach of IBM® Tealeaf® CX and IBM® Tealeaf® cxImpact, allowing Sky Bet to see their mobile sites and apps through the eyes of their customers. It provides the necessary context to help ensure mobile sites and apps are useful, engaging and functioning properly.

IBM Tealeaf CX Mobile was deployed on the new Sky Bet mobile site and apps when they launched in August 2011. Sky Bet was able to launch these new mobile platforms with the ability to document evidence of customer struggles on mobile devices and to quantify the business impact of customer challenges. Sky Bet can also conduct sophisticated analysis of customer behavior across digital channels to help ensure Sky Bet customers receive the best possible experience no matter which device they use.

By understanding how customers were using its online betting products, Sky Bet has been able to make customer experience a strategic focus that is helping to drive bottom line results; a third of all bets placed with the company now come through the mobile site or apps. In addition, the iPhone app is now the number one ranked UK sports betting app in the Apple app store.

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*Win 1 – Tealeaf CX Mobile identified that several hundred customers a day were unable to register a new account on the Sky Bet iPhone app.*

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## Challenge

After the launch of the new iPhone app, Sky Bet discovered it was receiving a number of negative reviews in the Apple app store. According to the comments, it seemed customers were having problems registering a new account through the app. The development team was unable to work out why this might be.

## Solution

With Tealeaf CX Mobile in place when certain customers tried to register, they were getting a HTTP500 error. With the insights from IBM Tealeaf solutions, Sky Bet could see exactly how many customers had been affected, quantify the business impact and take steps to rectify the problem.

## Benefit

Tealeaf revealed that several hundred customers were unable to register a new account on the Sky Bet iPhone app, potentially putting revenue at risk. Sky Bet knew there was a problem because of the negative comments that were being posted in the app store. But these only became actionable after the company connected this voice of customer information with insights from Tealeaf.

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### Solution Components:

- IBM Tealeaf CX
  - IBM Tealeaf CX Mobile
  - IBM Tealeaf cxImpact
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Tealeaf helped Sky Bet get to the root of the problem so that no other customers were affected. Sky Bet could also contact affected customers because Tealeaf allowed the company to identify the email address that had been entered earlier in the registration process.

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*Win 2 – Using IBM Tealeaf solutions to analyze customer behavior, Sky Bet improved bet placement and increased conversions by 5.7 percent.*

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### Challenge

Fixing problems with mobile apps was important, but Sky Bet also wanted a more in-depth understanding of customers behaviors so the company could improve its digital channels, optimize them and remove obstacles.

### Solution

Using IBM Tealeaf solutions, Sky Bet put in place a strategic program to continually monitor customer behaviour to identify ways to improve usability and the overall customer experience. One area that was subjected to intense scrutiny was bet placement – understanding how customers behaved when deciding whether or not to place a bet. Using IBM Tealeaf solutions, Sky Bet could see that customers were abandoning in high numbers on the bet slip screen specifically when odds changed or when bets were suspended.

### Benefit

Having identified the reasons why customers were struggling on the bet slip screen, Sky Bet was able to simplify the way it presented odds and suspended bets. Sky Bet also created alerts in IBM Tealeaf solutions to monitor and flag instances of similar customer experiences. Without insights from IBM Tealeaf solutions, Sky Bet would not have understood that customers prefer that odds and suspended bets be presented in a different way. In addition to improving the overall customer experience this simple change led to a 5.7 percent increase in conversions.

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### *Win 3 – Tealeaf CX Mobile enabled Sky Bet to see poor customer experiences on its new mobile web site*

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#### **Challenge**

When Sky Bet launched their iPhone and iPad apps, the company simultaneously replaced its old WAP mobile site with a new one that was optimized for touchscreen devices. Since the goal of the new site was to improve the customer experience, Sky Bet was keen to ensure customer struggles on the new site were identified and analyzed as quickly as possible.

#### **Solution**

Using IBM Tealeaf solutions, Sky Bet set up alerts that pro-actively notified them of abnormal customer behavior or indication that the new mobile site was not performing as effectively as the old one. Following the launch of the new site, analysis of the customer experience data from IBM Tealeaf solutions suggested several areas for improvement including bet placement on multiple selections and withdrawals.

#### **Benefit**

IBM Tealeaf solutions enabled Sky Bet to spot adverse changes in mobile customer behavior and gave the team the ability to replay specific sessions and conduct a detailed analysis of how many other customers were having similar experiences. Sky Bet could now see their mobile customers and quantify each poor experience as a one-off or as a symptom of a broader issue which could be prioritized and addressed.

## About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, efficient, timely, and measurable business outcomes.

Delivered on premises or in the Cloud, the IBM EMM Suite of software solutions gives marketers the tools and insight they need to create individual customer value at every touch. The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

Designed to address the specific needs of particular marketing and merchandising users, the IBM EMM Suite is comprised of five individual solutions. Digital Marketing Optimization enables digital marketers to orchestrate relevant digital interactions to attract and retain new visitors and grow revenue throughout the customer's lifecycle. With Customer Experience Optimization eCommerce professionals can turn visitors into repeat customers and loyal advocates by improving the digital experience of every customer. With Cross-Channel Marketing Optimization customer relationship marketers can engage customers in a one-to-one dialogue across channels to grow revenue throughout the customer's lifecycle. Price, Promotion and Product Mix Optimization allows merchandisers and sales planners to make price, promotion and product mix decisions that maximize profit and inventory utilization. And with Marketing Performance Optimization, marketing leaders, planners and decision-makers can model and assess mix, and manage marketing operations to maximize ROI.

Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results. IBM's time-tested and comprehensive offerings are giving companies such as Dannon, E\*TRADE, ING, Orvis, PETCO, Telefonica | Vivo, United Airlines and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today – a more consistent and relevant experience across all channels.



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Produced in the United States of America  
April 2013

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