

CASE STUDY

BETTING ON INNOVATION

How a Global Sports Betting & iGaming Leader transformed Workforce Management in the UK & Ireland

In an era where customer experience (CX) can make or break betting operations, a global sports betting and iGaming leader's UK & Ireland region has raised the stakes with a revolutionary approach to workforce management (WFM). Through an innovative partnership with Sabio Group, this organisation has not only unified its operations across major brands but has also set new industry benchmarks for employee experience and operational excellence.

ABOUT The organisation

At the heart of the global betting industry stands this global leader that has redefined the landscape of sports betting and iGaming. Operating global, household brands, the organisation has built a Group that spans international markets and serves millions of customers daily. Their operation represents one of the most complex and dynamic customer service environments in the betting industry, with a workforce distributed across four international locations handling over 3 million annual customer interactions.

THE CHALLENGE

The sports betting industry presents unique WFM challenges that would make even the most seasoned contact centre veteran pause.

The complexity of the organisation's operation cannot be overstated. When major sporting events kick off, **customer interaction volumes can surge by 400-500% within minutes**. These dramatic spikes, often lasting just 15-20 minutes, require precise resource planning and immediate response capabilities. Adding to this challenge, the team of **1,100 agents spread across four international locations** needed to navigate not only these demand fluctuations but also strict regulations and sensitive customer care requirements.

“ The market has always been incredibly challenging. Demand can rise and fall significantly around sporting events and so we needed to transform our approach to resource planning while improving both customer and colleague experiences.”

Resource Planning and Performance Operations Manager in the UK

500% call surge
when major sports event kick off

1,100 agents
across 4 international locations



THE SOLUTION

Sabio Expert Services

What truly set this partnership between this global sports betting and iGaming org and Sabio apart was its revolutionary departure from traditional client-vendor relationships.

The partnership thrived on a foundation of shared values and innovative thinking. The sports betting and iGaming organisation’s commitment to employee empowerment perfectly matched Sabio’s collaborative, people-first approach to transformation. Rather than providing hundreds of hours of training videos, Sabio embedded their consultants directly within the organisation’s teams, creating an organic learning environment where knowledge transfer happened through constant – sometimes daily - interactions.

This approach proved particularly valuable when working with the organisation’s existing team, which already had its WFM process and tech in place. Instead of imposing their methods, Sabio’s consultants worked to understand and build upon this team’s institutional knowledge, creating what Scott Doherty, Sabio Group’s WFM Solutions Consultant describes as “A two-way learning street where both organisations grew stronger.”

The partnership’s effectiveness was dramatically demonstrated during a critical migration phase, where they accomplished what typically takes weeks in just two days - successfully transitioning 400 agents to a new Verint WFM system. This wasn’t treated merely as a technical challenge but as an organisational change project, considering both technical and human factors.

“ Instead of following the standard approach of implementation followed by handover, both organisations created an integrated team that fostered continuous knowledge exchange.”

Scott Doherty,
WFM Solutions Consultant at Sabio Group



4%
Attrition rate
dropped from 5%

Forecast accuracy improved
from 10% variance to
5%

3 million
customer interactions
streamlined and **CX improved**

THE RESULTS

Transformative Impact

The transformation has delivered remarkable results that have reshaped the sports betting and iGaming giant’s operational landscape. With 1,100 agents now using the Verint WFM solution, the organisation’s UKI operation has achieved unprecedented agility in responding to customers’ sports betting enquiries across their entire brand portfolio.

Monthly attrition has dropped from 5% to 4%, while forecast accuracy improved from 10% variance to within 5% variance. The successful implementation of an uncapped leave policy in the UK and Ireland region has also revolutionised how the company approaches work-life balance, setting a new standard for the industry.

The unified management of **3 million annual customer interactions across four international sites** has streamlined operations and improved CX. Agents now have unprecedented flexibility in managing their schedules, leading to improved engagement and satisfaction scores.

However, and perhaps most significantly, the organisation’s UKI operation has now undergone a profound cultural transformation, moving from traditional command-and-control management to a **collaborative, data-driven approach that benefits both employees and customers**. This shift has created a more engaged workforce and a more responsive organisation.

THE FUTURE

Accelerating momentum

The sports betting and iGaming organisation’s transformation journey continues to gather momentum with the team now focusing on expanding self-service capabilities and enhancing back-office automation.

The collaboration with Sabio remains strong as new initiatives focused on further enhancing the employee and customer experiences take shape. As the organisation looks to the future, they’re not just maintaining their momentum – they’re accelerating it.

This transformation showcases what’s possible when innovative thinking, strategic partnership, and employee-centric design come together. The sports betting and iGaming firm’s UKI business hasn’t just improved their operations – they’ve created a blueprint for the future of workforce management in the betting industry.

“This transformation has been about more than just implementing new technology or processes,” reflects the organisation’s Resource Planning and Performance Operations Manager. “Without the right approach to WFM, initiatives like our uncapped leave policy could have been a resource planning nightmare. Instead, we’ve created a system where people have collaborative conversations about subjects such as time off, without management pressure. It’s revolutionised how we approach work-life balance and set new standards for what’s possible in our industry, thus enhancing both colleague and customer experiences, which was our initial goal.”



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Resource Planning and Performance Operations Manager in the UK

Through this transformation, the sports betting and iGaming organisation has demonstrated that when it comes to WFM, the biggest wins come from making bold, strategic moves backed by expert partnerships and innovative thinking.