

Performance is Key

The Challenge

Our client had recently implemented a “shared purse” technology that allowed customers acquired on one of the group’s sites to play on another. This effectively allowed poker customers to make sports and casino bets without having to open a new account and vice versa.

With the quarterly announcement only a short time away, our client was keen to demonstrate the cross-sell benefits of the new technology but needed our help to do so because the customer data was held disparately within each business unit’s own database.

The Solution

Our expertise in database engineering coupled with our proprietary hyperspeed data handling environment quickly enabled our team to stitch together these disparate datasets into a single customer view in a very short space of time. Our analytics team then took over the reigns producing accurate and meaningful Key Performance Indicators.

The Results

The Key Performance Indicators demonstrating the benefits of shared purse technology formed an integral element to the quarterly announcement to the City and were a major factor in driving the increase in share price observed at this time. Building on this success, we have gone on to develop a complete suite of KPIs covering a number of business metrics which are regularly used for monthly board reports across the business as well as quarterly and annual announcements.