

Playtech BGT Sports set to showcase innovative new products and features at ICE 2019

Market-leading solutions offer customer convenience and engagement

Nicosia, 1st February 2019 – Playtech BGT Sports will unveil a range of new products and features at next week's ICE 2019 that will boost both customer engagement and revenues for retail operators.

The market-leading provider of omni-channel sports betting solutions will reveal the new cashless Tap2bet functionality on its market-leading self-service betting terminals. Currently being trialled in Paddy Power's shops, the feature allows customers to simply 'tap' their debit card in order to place a bet.

This will be joined by PBS' state-of-the-art content Bet Recommender engine, which uses artificial intelligence to suggest relevant selections and interesting content directly to shop customers. Available in Coral's retail estate at the moment, it is built with anonymous users in mind and harnesses millions of previous calculations and comparisons.

In a move that brings further innovation to the retail space, Playtech BGT Sports will also be discussing its new collaboration with leading content provider Vermantia. The combined retail solution will give customers the chance to bet on over 36,000 live betting events using pictures and data supplied to in-shop screens by Vermantia, with ready access to PBS's odds and betting markets on its SSBTs.

These unique features and others like it are set to help spearhead PBS' move into the U.S. market this year, with a dedicated U.S. area featuring products specific to that growing market featuring on its stand too.

Another significant area of expansion is online, giving PBS the opportunity to talk visitors through a host of developments with its digital client, including its new Level Up gamification feature. This original feature encourages customer loyalty by using sports-focused challenges, milestones that educate them on the depth of the product, and achievements that can reward them with free bets or casinos spins.

Playtech BGT Sports CEO Dr Armin Sageder, MBA, said: "The PBS offering provides operators with a complete armoury of engaging content and customer-friendly tools with which to win over new customers and retain existing ones.

“Collectively, it forms an in-shop sweet spot at the junction of data, pictures and betting convenience which is proven to generate additional income for operators in markets around the globe, including the United States where retail is likely to be a key battleground.”

PBS executives will be speaking to show delegates about new functionality for its BetTracker retail mobile app, including free bets triggered by fun side games accumulator insurance, location-based betting using Sensepass, and a virtual customer card they can use to log in to SSBTs.

They will also be showcasing the company’s Bonus Engine. Integrated with IMS to allow seamless bonusing across all Playtech products, it is capable of offering free bet tokens, vouchers, Acca Insurance and Boosts, deposit bonusing and event triggered bonuses.

To experience these exciting solutions first hand visit Playtech BGT Sports on stand N6-140 at London’s ExCeL conference centre. To arrange a meeting with our commercial directors, please email sales@pbs.one.