



WEEK 39

FRIDAY 26 SEP 2014

THIS WEEK

- Columnist: Jasveer Matharu on call recording
- More German licensing delays
- Wynn gains Boston licence
- Tweets of the week

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TOP STORY

ULTIMATE LEAVES NEW JERSEY

Operator departs online market following cancellation of Trump partnership



Photo: Shabab Liu (Flickr: Shabab Liu)

Ultimate Gaming's land-based partner in New Jersey, the Trump Taj Mahal

Ultimate Gaming has withdrawn from the New Jersey internet gaming market. The operator has terminated its online agreement with Trump Taj Mahal Associates, the partner with which it entered the state's market, following what it described as "multiple breaches" by the land-based casino firm.

Earlier this month Trump Taj Mahal owners Trump Entertainment Resorts announced that it expected the casino to close down on 13 November, barring any "significant expense reductions". Trump Entertainment Resorts also revealed that it had filed for Chapter 11 bankruptcy protection.

The partnership between Ultimate and Trump Taj Mahal was created in July 2013, with the online service launching in November of the same year. The financial performance of the poker site hasn't been good, with poker win for the year as of the end of August standing at \$451,321, compared to market leader Borgata's figure of \$11m.

Ultimate's New Jersey casino brand has at least fared better, with August 2014 reports detailing revenue

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of \$579,496 and a yearly win totalling \$4.47m. However this still leaves the partnership bottom of the casino revenue rankings in the state.

Ultimate Gaming is majority owned by Station Casinos, with the *Las Vegas Review Journal* reporting that a Bankruptcy Court filing in Delaware lists Fertitta Acquisitions Co, a company associated with Station Casinos, as being owed nearly \$1.5m by Trump Taj Mahal.

Ultimate Gaming chairman Tom Breitling said in a company statement: "We are working closely with the Division of Gaming Enforcement to ensure a smooth transition for our online gaming customers as we wind down our New Jersey operations."

It was also confirmed that Ultimate's existing online poker operation in Nevada would be unaffected by the move.

Another Trump Entertainment Resorts venue, Trump Plaza, closed earlier this month, leaving online operator Betfair without a land-based casino partner, as is required by New Jersey law. However Betfair has been allowed to continue operating in the state until it finds a new partner or withdraws from the market.

KEY POINTS

- Ultimate Gaming withdraws from the New Jersey online gaming market
- Operator has also terminated its partnership with Trump Taj Mahal
- Trump Taj Mahal owner filed for bankruptcy this month

REGULATION

GERMAN LICENSING HALTED

Legal challenges cause further delays

The latest development in Germany's

sports-betting licensing saga has seen the process halted shortly before permits were due to be issued. A total of 20 federal licences were set to be granted to operators, but this has now been delayed by the Wiesbaden Administrative Court following legal challenges from at least 12 firms who had been unsuccessful in their applications.



The likes of Betfair, BwinParty and Ladbrokes were set to receive licences, while it has been reported that firms such as Bet365, BetVictor and Lottomatica were behind the legal appeal.

The licensing process is now set for a lengthy delay, with some reports even suggesting that the already long-running situation could be further extended by up to a year. A statement from Mybet Holding, one of the 20 successful applicants, said it is "not foreseeable when exactly the licences will now be issued".

KEY POINTS

- Germany's issuing of sports-betting licences is halted just hours before permits are due to be granted

- Delay follows a legal challenge from at least a dozen unsuccessful applicants

US

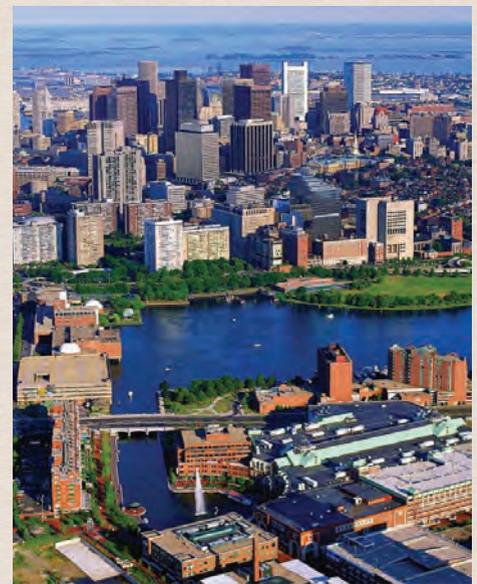
WYNN HANDED BOSTON LICENCE

Operator defeats Mohegan Sun following regulator vote

Wynn Resorts has been granted the sole casino licence for Boston. The Massachusetts Gaming Commission selected the operator ahead of Mohegan Sun by a vote of 3 to 1. Wynn's proposal for a \$1.6bn venue at a chemical landfill site was chosen for what the Commission deemed to be its stronger financials and ability to attract gamblers from beyond the immediate region. The Mohegan project would have created an establishment at the Suffolk Downs thoroughbred raceway, which will now close following the unsuccessful bid.

KEY POINTS

- Wynn Resorts has been granted Boston's sole casino licence



Tweets of the week

"Ultimate's decision to exit NJ appears, from outside, to be driven almost entirely by a partnership with Trump Taj that became untenable"
Online Poker Report's
 Chris Grove [[@OPReport](#)]

"\$IGT & \$GTK amend merger agreement to speed up closing. Now SciGames & GTECH are competing to see who can close their mega deals the fastest"
Boutique research firm Eilers Research
[\[@EilersResearch\]](#)

"Suffice to say players do not like new revamped \$ZNGA Poker – gross rankings have trended lower since launch"
Eilers Research managing director
 Adam Krejcik [[@akrejcik](#)]



GUEST COLUMNIST

“DRIVE REVENUE AND MANAGE RISK THROUGH CALL RECORDING”



by Jasveer Matharu
Digital and social marketing executive

“The betting and gaming industry first felt the impact of technology following the launch of online gaming sites and more recently with the growth of mobile platforms. Nonetheless, more traditional methods are still very popular, especially among loyal customers who have grown accustomed to the personal touch and prefer placing bets via telephone.

Working with a number of gambling firms, voice and speech technology specialists Business Systems (UK) Ltd provide call recording solutions that record phone bets and have been able to see first-hand the key reasons why firms have made the decision to invest in the technology.

Demonstrate PCI compliance

When taking any payment over the telephone, it is an organisation’s responsibility to protect the card holder from fraud by ensuring they have a system in place that provides Payment Card Industry Data Security Standard (PCI DSS) compliance. Organisations that store, transmit or process card holder data must comply with PCI DSS. Call recording systems can demonstrate these obligations are being met by deploying features that ensure card

holder details are not recorded or stored, whether that be for screen or audio recording. Most new call recording solutions on the market should be able to comply with this requirement, and workarounds are available for existing call recording systems to help meet compliance obligations.

Duty of care

Call recording serves multiple uses when it comes to gambling regulations. It provides an efficient way of demonstrating that the relevant questions were asked during the call to ensure bets placed came from individuals who were in the right state of mind. It also provides evidence that due diligence was taken to ensure customers were of an appropriate age and reduces the risk of liability for organisations.

Dispute resolution

When dealing with customers over the phone, misunderstandings are a common occurrence. Operators who are unfamiliar with a particular sport or event can easily mistake and consequently misspell details related to bets placed. Having access to call recordings and being able to retrieve the correct recording quickly and efficiently when in doubt ensures errors can be quickly fixed and the correct bet placed.

It is not uncommon for an individual who has had bad luck to want to dispute the bet. Having the capability of retrieving the call quickly can help the company save time and money as well as improve the overall customer and employee experience by removing unnecessary doubt and resolving the dispute rapidly with the least amount of resource.

Training

Dealing with the pressure of some bets having to be placed in a matter

of seconds, particularly when a live race or event is in progress, requires highly skilled staff. Training staff to cope with customers and adverse situations is fundamental for business growth. Managers can use call recordings as part of a continuous programme of improvement in order to train and coach the team on how best to handle the influx of inbound calls coming through. An engaged and trained team should lead to a decrease in the average number of abandoned calls and ensure calls are handled efficiently and professionally.

There are a number of different call recording solutions available and Business Systems strongly believes that ‘one solution does not fit all’. Each individual organisation has different needs and unique internal processes, meaning solutions should be tailored specifically for the organisation and their requirements. It is often the case that a technology solution will be chosen and implemented but only half of its features ever used. Getting the right solution is not enough, training staff on how best to use it will deliver the most benefit.”

Jasveer is an enthusiastic member of the Business Systems Marketing team. With a passion for consumer behaviour, she believes that the success of a company is hugely dependant on the customer experience and service provided

Want to be a guest columnist in GI Friday? Write to: editor@gamblinginsider.com

OUT NOW: Look out for the September/October issue of Gambling Insider’s print magazine, featuring an in-depth Betting Special as we assess bookmakers’ plans for a profitable football season and the potential for widespread legal sports wagering in the US





HEAD OF MARKETING

Location: London or Bucharest
Contract: Full-Time **Salary:** Competitive

We are seeking a creative Head of Marketing for our offices. The team they will lead is new and will consist of three full-time staff. One team member is based in our Bucharest office, while the other in our London office. The ideal candidate will have strong marketing skills, backed up by industry knowledge. They will be offered training and support in understanding our products and services. We hold soft skills and the ability to grow and excel in high regard, priming over experience.

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PRODUCT MANAGER

Location: London **Contract:** Full-Time **Salary:** Competitive

The successful candidate will be responsible for the Casino Engine of EveryMatrix and will oversee the entire product portfolio. Casino collects a very large set of providers of RNG and live dealer games in a single wallet, with a highly customisable front, available on the EveryMatrix gaming platform or seamlessly integrated into the client's platform. The Product Manager will also be accountable for the successful creation of product features and services. This includes responsibility for coordinating with other departments to manage and develop the products and services, in line with market trends, protecting the ongoing and future revenues of EveryMatrix.

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