

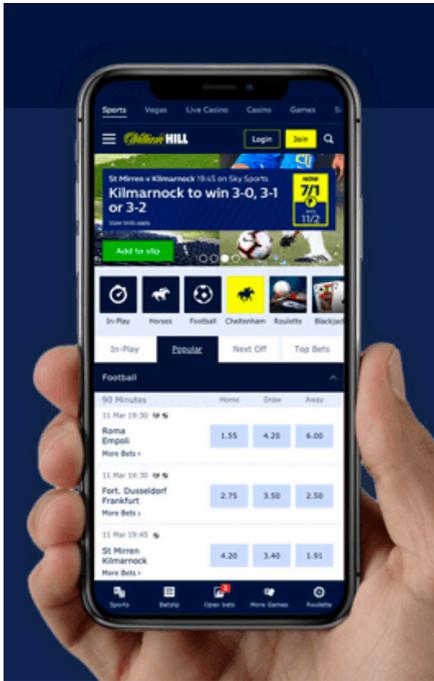
CASE STUDY



William Hill optimises online user experience thanks to thinkTribe's managed monitoring service

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‘thinkTribe has helped William Hill protect revenue for our key sporting calendar events and online games,’

Shanwaz Malik
Technology Supplier
Relationship Manager

As the coronavirus lockdown curtailed major sports betting opportunities, one of the UK’s leading gaming brands tasked thinkTribe to ensure that customers were still able to enjoy an exceptional online gaming experience on William Hills digital platforms.

COVID-19 saw an end to ‘business as usual’ for many companies, especially those whose operations depended on a thriving sports calendar. For William Hill – a trusted brand that’s been a familiar presence on the UK high street for half a century – the rapid shuttering of events across the sporting spectrum forced a swift reshuffle of the company’s online offering.

Pioneering innovation

Founded in 1934, William Hill employs thousands of people and operates in ten countries, including the United States.

The company has been quick to embrace innovation: William Hill has been operating online since 1998 and is now one of the leading internet betting and gaming providers in the UK, Southern Europe and Scandinavia. Over three million customers gambled with William Hill online in 2019, accounting for almost half the company’s revenue.

The online gaming market, especially in the UK, is highly regulated, enabling responsible brands like William Hill to raise the industry bar with a personalised customer offering that supports a safer gambling environment for all. At William Hill online, the primary focus is directed towards creating popular products and services that promote player protection and ease of use.

Against this backdrop, it’s crucial that William Hill can confidently deliver a customer experience (CX) that accurately reflects the company’s commitment to quality provision.



‘Modelling realistic customer journeys is essential to the rapid problem detection, alert and resolution necessary to maintain an optimal customer experience.’

Shanwaz Malik

Technology Supplier
Relationship Manager

Performance is paramount

thinkTribe has been William Hill’s monitoring partner of choice since 2008; throughout that time, we’ve successfully monitored customer journeys for key services in the UK and internationally.

Careful monitoring is essential, particularly during key events in the sporting calendar when revenue generation potential is at its highest and service interruptions are costly. In a normal year, thinkTribe’s expertise comes into its own during peak betting times – events including the Grand National and the Cheltenham Gold Cup generate significant traffic spikes (matched by equally significant revenue-generation opportunities) across a relatively short timeframe.

Even short outages are unthinkable during periods of peak demand. Which is why thinkTribe engineers have created a bespoke set of user journeys for William Hill that accurately reflect the complex paths taken by customers in order to detect and resolve problems before they impact performance.





‘We’ve been impressed not only with the scope of thinkTribe’s expertise but with the speed and responsiveness of the service team that has always been exceptional.’

Shanwaz Malik
 Technology Supplier
 Relationship Manager

Switching business focus

In 2020, the coronavirus pandemic resulted in the cancellation of most major global sporting events – and, with it, the opportunity for people to enjoy their normal betting entertainment was lost.

For William Hill, the logical step was to agilely switch focus from sports betting to online casino games and slots. The challenge was to establish whether customers could easily access all the games they wanted to play, regardless of the device they were using. The thinkTribe team was able to tailor a solution, creating journeys to efficiently monitor the games on mobile – a key platform for online gamers – and so ensuring an error-free experience.

Our bespoke approach enables 24/7 visibility of the customer’s perspective as they play. The scripted journeys for William Hill were based on real data: we were able to interact directly with games, checking whether they were being launched and if they were functioning correctly. Because it’s a cloud-based, fully managed service, it also offers optimum coverage with minimum disruption to operating teams.

‘It’s important for us to know exactly when there’s an outage during a customer’s journey as it has a significant impact on our bottom line. thinkTribe can report an outage within 2.5 minutes of the event.’

A flexible response

thinkTribe’s collaboration with William Hill has developed over the last twelve years in response to both advancements in technology and an evolving business model. Online customer journeys are varied and transactions complex, so that any performance monitoring approach must replicate actual customer behaviour to be effective.

By employing our flexible mobile monitoring protocols, William Hill has been able to optimise the CX, minimising downtime and maintaining revenue levels, even during periods of peak demand.

If you would like to schedule a free consultation regarding your website performance concerns, learn more about our performance testing services or arrange a free trial then please contact us.

About thinkTribe

Measuring realistic user experience for peak digital performance
Tribe cloud-based website performance monitoring and load testing services provide unparalleled insight into your customers' digital experience by behaving exactly as end users would. A unique combination of realism – delivered by an intelligent test engine, and expert human insight provides the most accurate, actionable data enabling you to take control of today's performance challenges.

For over ten years, Tribe has helped leading UK brands such as Transport for London, Cineworld, Dixons Carphone, Channel 4 and Debenhams optimise user experience and deliver peak performance.

To discover more about our services or to schedule a FREE consultation or software trial please get in touch;

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