Proven Business Impact

This case study was selected in July 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: An India-Based Online Skill-Gaming Company - Player Protection as a Growth Engine

Company Overview

An India-based online skill-gaming company serves players through digital entertainment platforms. In a real-money gaming business, sustainable growth depends on long-term player trust and healthy engagement, making responsible gaming both a customer priority and a business imperative.

Business Challenge

The company identified a group of active players showing early signs of financial discomfort, including changes in deposit cadence, loss-chasing behavior, and session patterns that could precede complaints, disengagement, or attrition. Conventional reporting was more likely to surface these issues after harm or churn had already occurred.

The company also needed to challenge a prevailing assumption: that player protection inevitably reduces engagement and revenue. Its goal was to detect risk earlier, intervene in a genuinely helpful way, and demonstrate that protecting players could strengthen trust and support durable business value.

Customer Experience Initiative: Responsible Gaming Charter

From June 2023 through August 2025, the company developed a Responsible Gaming Charter that treated player protection as a sustained operating capability rather than a single feature or compliance exercise. The initiative brought together customer experience, customer support, data science, product, compliance, revenue, and senior leadership.

The charter was built around three elements:

- **Early detection:** An AI and machine-learning model analyzed player behavior to identify a propensity for financial distress before traditional lagging indicators appeared.

- **Personalized intervention:** Players received information, behavioral nudges, limits, or direct support matched to their assessed level of risk.
- **Product philosophy:** Player well-being and long-term business growth were treated as aligned objectives and embedded in experience design.

Testing the Concept

The company began with an operations-led proof of concept before committing to a large technology build. An internally developed behavior-detection model achieved 94% accuracy, providing the confidence to test the approach with active players.

During the 30-day pilot, the team manually ran the model each day, identified players at risk, and trained experienced support professionals to interpret the behavioral insights. Identified players received three proactive contacts during the test period. The team compared pre- and post-intervention behavior through an A/B test to assess the effect.

Interventions varied by modeled confidence level:

- Players in the 80% confidence cohort received targeted information at relevant points in the journey, encouraging them to monitor deposit behavior.
- Players in the 90% confidence cohort received soft nudges highlighting outlier behavior, such as deposits exceeding their recent averages.
- Players in the 95% confidence cohort received stronger interventions, including suppression of additional deposits after defined limits were reached.

Scaling and Embedding the Program

The pilot demonstrated the viability of the idea, established an operating model, and translated player protection into financial and retention terms. This helped secure sponsorship from the revenue team, executive leadership, and the company's founders despite the expectation of potential short-term revenue tradeoffs.

The company then created a Customer Success team to continue direct engagement with the highest-risk players and assigned dedicated product management resources to build personalized journeys at scale. Compliance approval was incorporated before the pilot and full-scale technology development.

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Reduced player distress

- The incidence of financial distress among the tested player population decreased from 9.6% to 8.3%.
- This represented an approximately 12% reduction in players experiencing financial distress.

Validated potential for durable revenue

- Finance validated the pilot data and the model used to project the potential annual revenue benefit of a full-scale launch.

- The projection incorporated the measured reduction in distress, cohort-level average revenue per user, and cohort engagement data.
- The initiative established player protection as a retention and trust strategy with measurable potential to protect long-term revenue.

A New Leading Indicator of Player Experience

Rather than relying on a survey measure such as NPS or CSAT, the company tracked active player behavior, daily engagement, and the incidence of financial discomfort. This gave the company a direct behavioral view of whether interventions were helping players establish healthier patterns while remaining engaged with the platform.

Key Lessons

- **Look for the customer problem inside the business problem.** Player distress appeared in the business through churn and trust risk, but addressing the underlying customer need created a stronger path to sustainable value.
- **Use leading signals.** Detecting changes in player behavior made it possible to intervene before complaints, disengagement, or attrition.
- **Test before scaling.** An operations-led pilot allowed the company to validate the model, intervention, and business case before making a major technology investment.
- **Tailor the response to the level of need.** Tiered interventions helped the company provide proportionate support rather than imposing a single restriction on every at-risk player.
- **Build cross-functional ownership.** CX, support, data science, product, compliance, revenue, and leadership all played distinct roles in moving the initiative from experiment to sustained capability.
- **Frame protection and growth as compatible.** Designing for healthier, longer-term engagement helped overcome the belief that responsible gaming is only a compliance cost or a brake on business performance.

Core Business KPIs Impacted

- Incidence of player financial distress
- Engagement among at-risk players
- Retention and churn among at-risk and high-value players
- Protected revenue and projected annual revenue impact
- Behavior-detection model accuracy
- Player trust and responsible gaming outcomes