

GAMING

With GBG identity data verification, Atlantic Lottery's pass rate for new iCasino players increased from 68% to 82%, a 14% increase in players.



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The challenge



The solution



The outcome



“When we switched on GBG identity data verification for Casino players, our pass rate improved from 68% to 82% – that’s over 10,000 extra players last year. We were very happy with the results.”

Adam MacLeod, Digital Product Manager,
Atlantic Lottery

The customer

Serving more than 650,000 customers, Atlantic Lottery operates in four Canadian provinces: New Brunswick, Nova Scotia, Newfoundland and Labrador, and Prince Edward Island. It relies on automated identity verification (IDV) to onboard 80,000 to 120,000 new players online every year.

The challenge

Atlantic Lottery's legacy IDV approach included basic KYC checks to ensure lottery players live within its territory, plus enhanced AML checks for casino players, but offered little insight or control of onboarding results.

“We could only see pass/fail results and couldn't analyse why new applicants were failing KYC,” says Adam MacLeod, Digital Product Manager at Atlantic Lottery. “That prompted us to try other solutions to improve our pass rate and the player experience, while maintaining the required verification standard.”

The solution

Atlantic Lottery switched to GBG identity data verification for onboarding online players in 2020. Improvements came rapidly.

“I could now view our customers' pain points during the registration process,” explains Adam, “and I quickly made configuration changes to address the player concerns, resulting in a 7% uplift in pass rates. We continue to monitor and analyse the player data using GBG's monthly reporting, giving us regular insights into our data that we never had before.”

In 2023, Atlantic Lottery also adopted GBG identity data verification to verify its casino players, to comply with Canada's FINTRAC fraud and money laundering regulations.

“Our casino player pass rates had been declining but, again, we had no way of knowing why,” says Adam. “GBG was the only identity verification supplier we found that checked against both Canadian credit agencies while also giving us flexibility in configuration.”

The outcome

"When we switched on GBG identity data verification for casino players, our pass rate improved from 68% to 82%," says Adam. "That meant 14% more players joined in the past year as a result."

More first-pass approvals also cut manual verification calls to Atlantic's call centre by at least 30%. "That's a huge saving and a big win for us and our customers," says Adam.

Atlantic Lottery uses GBG's ID Scan technology to help validate drivers' licences and verify bank accounts.

"We look forward to the partnership continuing as we explore options to further enhance player onboarding experience."



"The way data is presented and used is very smart and the expert personal support I receive from GBG is top notch. They collaborate on proof of concepts and cost/benefit analysis with every change we make. I don't see GBG as a vendor, it's a very strong strategic partnership."

Adam MacLeod, Digital Product Manager,
Atlantic Lottery

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