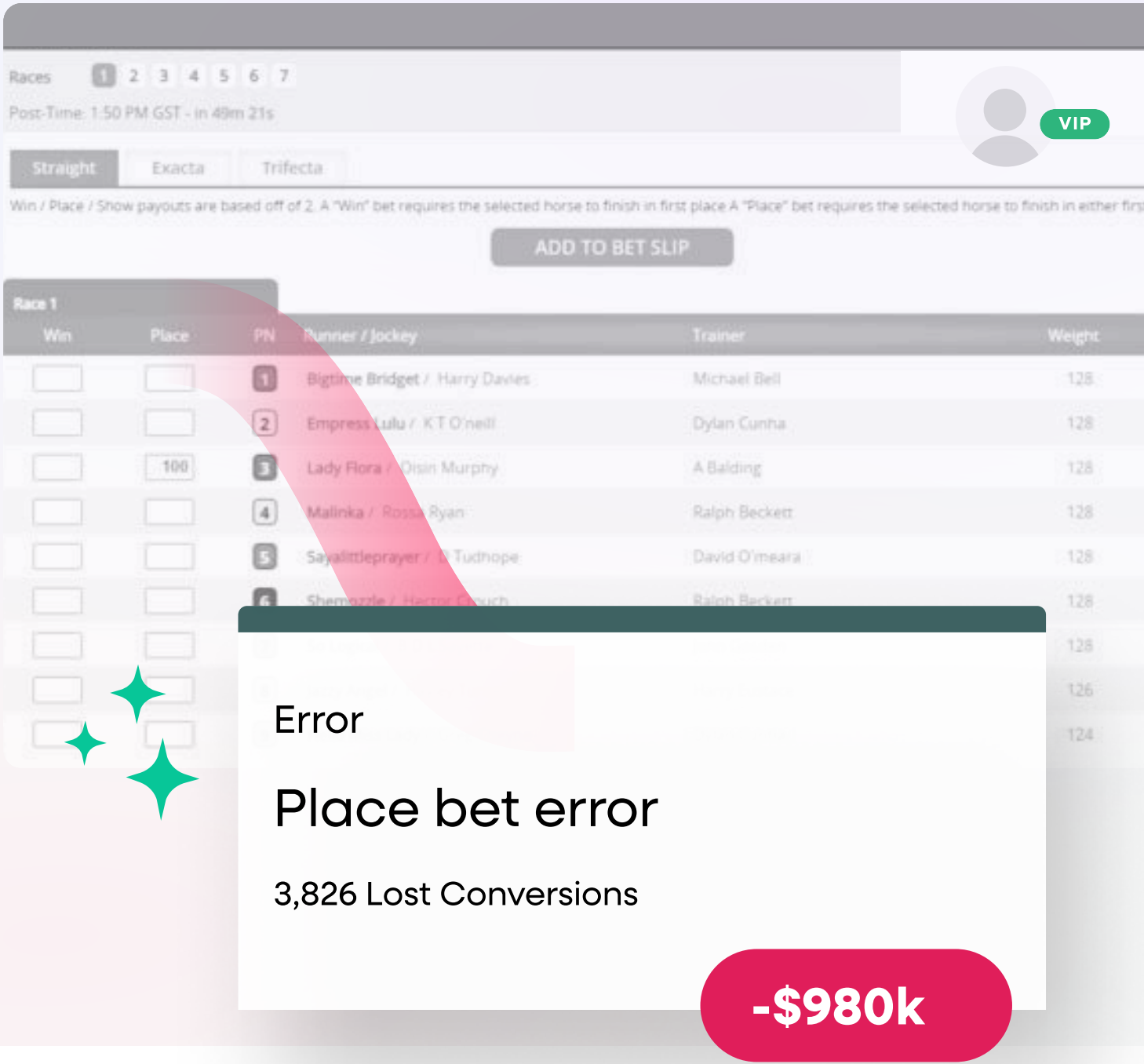## fullstory

GAMING & GAMBLING

Support high-value customers

High-value players expect a seamless, personalized experience. When they hit friction, it leads to frustration, churn, and lost revenue. Traditional support models react too late—waiting for a player to complain. That means longer resolution times and lower satisfaction.

Error

Place bet error

3,826 Lost Conversions

-$980k

FULLSTORY SOLUTION

Fullstory adds a behavioral layer to your fraud stack, streaming real-time session data that helps you spot and stop risky behavior sooner. Anywhere: Activation can trigger alerts the moment suspicious activity occurs—like credential stuffing, bonus abuse, multi-accounting, or KYC evasion. Investigators also gain the session replay context they need to resolve cases faster and close loopholes.
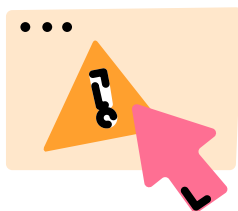
MEANINGFUL OUTCOMES

✓ **Proactive support**

✓ **Instant session context**

✓ **Increased lifetime value**

WHAT WE SOLVE
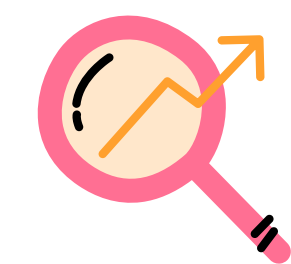
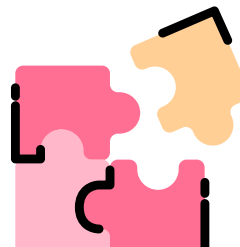### Identify high-value customers

Recognize high-value players using segmentation, intention signals, and behavioral patterns captured by Fullstory.

Trigger in-session support when it matters

Give support teams session context and a live link, reducing time-to-resolution by up to 87% (as seen at Casumo).

Connect seamless Integrations

Connect Fullstory with platforms like Zendesk, Salesforce, and Intercom—or integrate with your in-house tools.

WHO WE SERVE · Rank Group · CASUMO · GAMING¹ · game lounge · SUPERBET · GEMBET