

End-to-End Customer Operations Excellence: How Allwyn Ensures Player & Agent Experience in a High-Intensity Daily Environment

The evolution of Technical Support.
From a call center to a strategic pillar.



From a call center to strategic pillar

The evolution of Allwyn Technical Support

The power behind the daily
life of thousands of partners.



"4 years ago..."



- **Technical Call Center = simple phone support**
- **Low solution Quality at first contact**
- **Long times for final resolution**

- **Vision**: From call center → strategic pillar of Technical Support & Field Service
- **Goal**: To become a key pillar for the Allwyn network.
- **Challenge**: Stable workload volumes, reduced staff/outsourcing



The challenge and the vision - HOW did we do it?



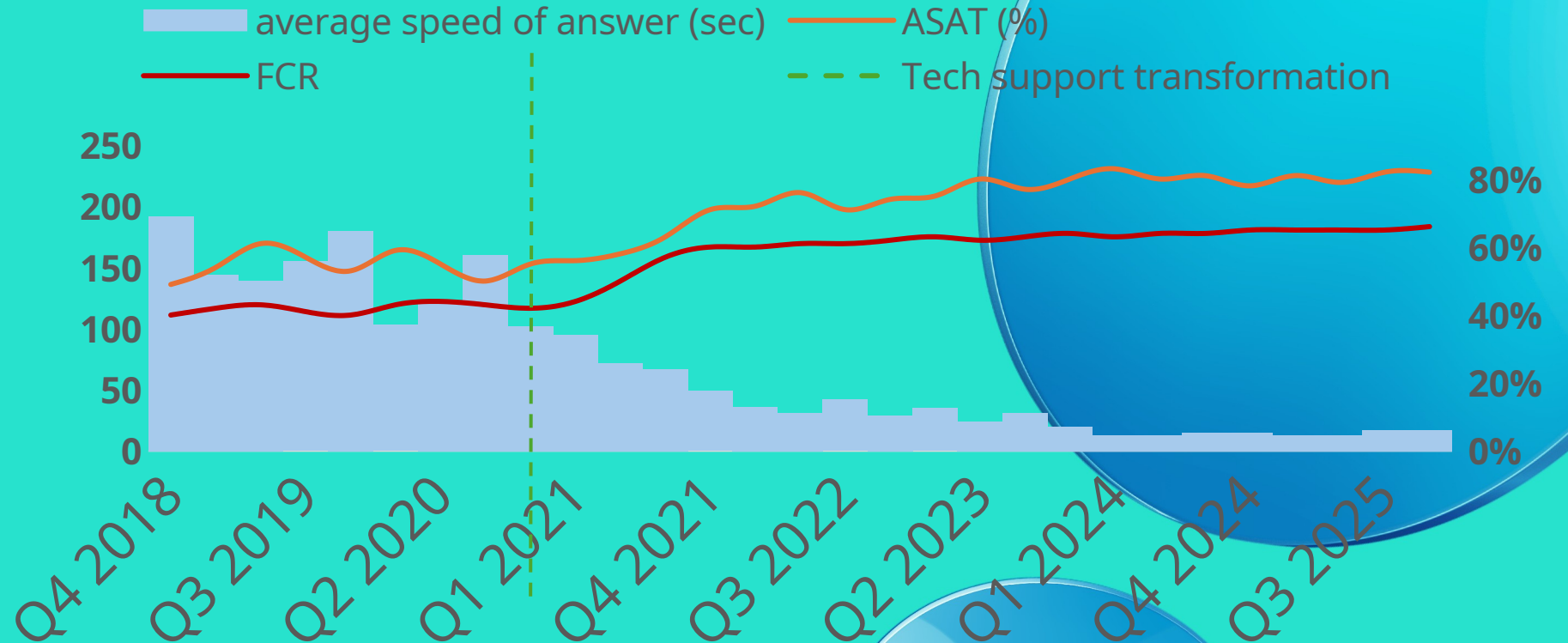
- **Organizational Changes (One Level)**
- **Dedicated training and monitoring system**
- **Robotic Process Automation solutions**
- **Redesigned staffing model (internal vs outsourcing)**

• **Change of Culture Treat the symptom → Treat the cause**



Before and after (transformation)

Year 2021, the year of change ... From a Call Center to a Technical Operations Support



The future as **Allwyn** – a new chapter

OPAP has become Allwyn



**Technology & Strategy – not just a support | CC →
Key pillar**



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