

Leveraging the Power of Data

Client Impact

This course was designed for colleagues working within the gambling industry to explore the benefits and challenges faced when analysing customer data.

This course has a central focus on enhancing the ways in which businesses can use customer data more effectively within customer interactions to prevent and mitigate gambling-related harm.

Learning Objectives

- Identify the benefits and challenges of data collection
- Explore the role of data within the customer journey
- Build accountability through the power of communication
- Recognise behavioural trends through data

Target Audience

- AML / CDD
- Customer service
- VIP / HVC / KAM
- Compliance teams
- RG / SG teams
- Supervisors/Managers

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face



8+/10

quality of
delivery



9+/10

session
satisfaction