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TruNarrative deliver Holland Casino's end to end customer onboarding strategy

Holland Casino was one of the first operators in the Netherlands to be awarded a remote gambling licence by the Dutch gambling regulator, KSA, going live with their online gaming product in October 2021.

Challenge

Holland Casino are required by the KSA to comply with strict anti-money laundering, risk management and responsible gambling regulations. This includes checking their players against the CRUKS exclusion register and the CCBP to highlight when players are potentially in a position of vulnerability or financial difficulty.

Breaking new ground for regulated online gaming in Netherlands, Holland Casino committed to delivering a first-class customer onboarding experience, whilst building a market leading robust responsible gambling framework.

The challenge was to combine and make decisions based on different data sources as well as to conduct effective player monitoring; all whilst providing a quick and seamless journey for their players.

Holland Casino also required a solution for effective case and exceptions management, which would allow them to manually work referrals when needed, to help them identify and support potentially vulnerable players at each touchpoint in the customer journey.

The technology required for Holland Casino to remain future-proof and needed to be agile and adaptable to deliver compliance with current and future regulatory conditions.



8 data sources integrated



40 steps of customer verification

“ For Holland Casino, responsible gaming and player protection is more than a legal requirement. It is our guiding principle in all that we do. Holland Casino will raise the bar high when it comes to compliance and taking care of our online guests.

We have chosen TruNarrative's technology to help us ensure that people can use our new platform in a safe, reliable and responsible way.

Jeroen Verkroost, Directeur Digitale Transformatie, Holland Casino








Solution

Following their regulatory discussions that began in 2020, Holland Casino went to market for an orchestration platform that would meet their stringent requirements.

As Holland Casino were the one of the first operators in the Netherlands to be awarded a remote gambling license; TruNarrative developed a bespoke configuration within the TruNarrative Platform to deliver the requisite data sourced for Holland Casino to go to market.

Through TruNarrative's orchestration Platform, Holland Casino are able to bring together CRUKS and CCBR data, address, age and document verification, KYC and AML checks, transaction and behavioural monitoring.

The TruNarrative Platform now provides Holland Casino with end-to-end customer onboarding and monitoring technology, enabling...

-  Effective IDV
-  Reliable player monitoring
-  Seamless address verification
-  Intuitive case management
-  Accurate MI and reporting on overall customer acquisition metrics and for regulatory audit purposes



“

The Netherlands market is one of the most thoroughly regulated markets I've worked in. We've worked closely with Holland Casino to assure they can access all the services and data sources they require via our single API.

”

Adam Doyle, Head of Gaming

Outcome

Since their licence was granted in September 2021, Holland Casino has successfully onboarded a continuous stream of customers (new accounts opened) in the first few weeks of go live, through TruNarrative's Platform.

“Through TruNarrative we are able to onboard most customers within a matter of minutes and monitor them throughout their entire player journey. We've been able to set triggers and alerts to allow us to manage referrals and players manually, so we can deliver the highest level of player protection and customer satisfaction.”

Jeroen Verkroost
Directeur Digitale Transformatie, Holland Casino

Responsible Gambling

The TruNarrative Platform is the only responsible gambling solution to offer automated real-time transactional monitoring of a player's activity and behaviour that is also cross matched against key indicators.



Providing a safe environment for players to enjoy both online and land-based gaming.

tru narrative

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Simplify customer onboarding. Monitor transactions. Reduce risk and financial crime.

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