

Matti Zinder, head of Spin3, tells *eGaming Review* how mobile differs from online when it comes to casinos, and shares his top tips for mobile success

GOLDEN RULES

BY MATTI ZINDER,
HEAD OF SPIN3

MOBILE CASINO BUSINESSES ARE now making good money, and will continue to make more in the future. To be successful in this new medium, mobile casino operators must understand the differences and peculiarities of the mobile platform.

True, online casinos and mobile casinos both deal in the same form of entertainment, often with similar games; however, their differences cannot be overstated. Mobile casino games are the quintessential content snack, providing entertainment for those spare moments in our daily lives. As a result, mobile games must be extremely straightforward and easy to grasp on one hand, yet intuitive and riveting on the other hand. The faster players can progress in the game itself and the quicker the game-play, the better the experience.

For mobile, simplicity is key. Ultimately, the success of a mobile casino – more than any other platform – will be determined by the strength of its relationship with its customers. Mobile casino operators should ask themselves how easy the game is to pick up and play. Is it easy to navigate, download, buy credits and collect winnings? How compatible are your mobile casino games with current and future handsets? By having the foresight to understanding the customer journey, including the challenges players may face, operators will ensure their mobile casino is a real winner.

A varied offering

A key to winning players' long-term patronage is to offer a customised portfolio – rather than simply a package of generic games. Mobile casino operators must have a concrete strategy for retaining customers. Central to this will be a compelling consumer offering, built on a variety of advanced and, most of all, entertaining games that have been created to conform to the needs of a niche audience. For example, Spin3 provides a variety of games that cater to specific target markets, like a British pub slot game, a football-themed scratch card game and Bacarat, a highly popular game in the Asia-Pacific region. Exciting games that speak to your players coupled with enticing promotional incentives and big jackpots, will capture players' interest and ultimately win them over.

Mobile casino operators must take advantage of the benefits of their platform and communicate with customers more directly than in the online casino world. Casino operators can, for example, analyse when particular customers like to play and send them a targeted SMS at

Top 10 mobile casino tips:

- 1 Be there for your players with 24/7 support
- 2 Know the games you're selling
- 3 Make it as simple as possible to play
- 4 Understand your market and your customer
- 5 Leverage the right mediums, be it Wap, Web or SMS
- 6 Personalise your messaging and communications
- 7 Offer hot and popular games
- 8 Analyse your data to better target promotions and retention deals
- 9 Acquisition is only 20% of the game – you have to retain customers as well
- 10 Understand the differences in the mobile platform, and make them work for you

that exact moment. Whether it's the customer's lunch break or their train ride home, you must 'speak' to them precisely at the instant they are available and most likely to play. A powerful back office system will enable operators to understand the gender, age, geographical location and other vital information of its customers, and allow a mobile casino operator to tailor its marketing accordingly. By further personalising the message itself and sending it in the medium that the customer is known to prefer (for example SMS or Wap push), you will find your customers will be all the happier to respond.

Another important lesson to learn is to be there for your players. Beyond displaying a full appreciation of your end-users' needs, mobile casinos need to provide first-class customer support services; after all, most players are playing on a telephonic medium. If a player needs support in the middle of the night, the operator must have the infrastructure in place to meet this need. In any customer-facing business today, anything less than 24/7/365 support is just not good enough.

While mobile gambling is one of the most exciting growth areas of the interactive gaming industry, it is an industry unlike any other. But by far, the golden rule for mobile casino operators is that they must embrace the challenges of mobile and devise ways to turn these seemingly disadvantages into advantages. The smart ones who do this will win in the long-term.