

Wiraya accelerates growth by opening a new office in Malta

New office expansion enables Wiraya to meet the increased demand for customer activation solutions in the iGaming industry.

Wiraya, the leading provider of software-as-a-service for Mobile Customer Activation, recently opened a new office in St Julians, Malta.

“The decision to expand our presence in Malta is a logical step in our business growth strategy. This new facility is located in close proximity to some of the world’s leading iGaming companies of which many are already our customers. The location will increase our ability to service current customers and expand our business with new brands. We are experiencing a rapid growth in interest in our software from the iGaming industry”, says Oskar Klingberg, CEO at Wiraya.

“Gaming operators are experiencing a rising challenge in cutting through the noise to get players’ attention. And with upcoming regulations it’s even more challenging. Wiraya has proven to increase players conversion rates, grow the value of customers and pro-actively reduce churn. We automatically create interactive voice and text messages, which allows a tailored dialogue with each player even with large player groups”, continues Klingberg.

To celebrate the opening of the office, Wiraya is holding a networking event at Hilton Portomaso on October 10, 2018 to bring together existing customers and other stakeholders in the industry to discuss how customer experience is quickly becoming the iGaming industry’s most important competitive advantage.

Find more details about the event [here](#).

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About Wiraya:

Wiraya is a Managed Mobile Customer Activation software that dramatically improves brands’ customer experience KPIs. It uses data and artificial intelligence to generate the optimum blend of voice, text and mobile messaging to inspire action from customers.

Wiraya is a Swedish Marketing Tech company that started in 2008 and today has several of Northern Europe’s leading brands as customers, with offices in Stockholm, London and Malta.

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