

iGaming provider WeAreCasino partners with Wiraya to deliver the best in player experience for operators.

Partnership delivers enhanced customer experience from gameplay through to interaction with players.

Stockholm, Sweden 4th of March 2019, international game provider, WeAreCasino has signed a partnership agreement with Wiraya, combining superior casino games with **Wiraya's Mobile Customer Activation solution**.

"This is really exciting news for WeAreCasino, it allows us to offer operators the very best in user experience throughout the player lifecycle, from initial gameplay, through to regular interactions with customers." **Says Marko Jelen, WeAreCasino's Director of Sales.**

"Operators are finally recognising the benefits of focussing on customer experience, looking at the entire player lifecycle to address the challenge of customer loyalty and increased lifetime value. That's why it's so exciting to be partnering with WeAreCasino as together we can offer leading brands the best in engaging communication with players and leading gameplay." **Says Hampus Lindberg, Wiraya's Commercial Director for iGaming.**

WeAreCasino offers innovative and unique games for some of the leading operators in the industry, and have strong ambitions to become one of the world's largest online casino gaming provider. Offering a selection of innovative tools for the gaming industry, WeAreCasino has built an impressive range of fully integrated APIs to complement their core product offering.

Jelen continues; "The direction of the industry clear. Customer experience is the only differentiator for the iGaming industry. Therefore, it's a really positive move to partner with Wiraya. It enables operators to implement the powerful combination of player focused mobile experience, gameplay and communication through out the player lifecycle."

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About Wiraya:

Wiraya is an Automated Customer Interaction software that dramatically improves your customer experience KPIs. It uses data and artificial intelligence to generate the optimum blend of voice, text and mobile messaging to inspire action from your players.

Started in Sweden in 2008, Wiraya now has offices in Stockholm, Malta and London, working across industries with a number of Europe's largest brands as clients. Wiraya has processed over 100 million interactions to date.

Find out more at: <http://go.wiraya.com/WeAreCasino>

About WeAreCasino:

Founded in 2017 WeAreCasino develops a wide ranging portfolio containing a wide range of HTML5 casino games, which showcase dynamic graphics, animation and lightness, guaranteeing premium experience for some of the leading operators in the industry. WeAreCasino owns a proprietary Gaming Engine, Remote Gaming Server, mathematic, RNGs and standard integration API, that allows all clients to generate their personalized games.

Find out more at <http://www.wearecasino.com>

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