

Poland's largest sports betting brand STS, partners with Wiraya to deliver the best in player experience.

Partnership initially focusses on crucial activation phase, converting newly registered players who fail to make a deposit.

London, United Kingdom, 12th of March 2019, international operator STS has signed an agreement with Wiraya, to enhance the customer experience for their players, using **Wiraya's Mobile Customer Activation solution**.

The initial deployment will focus on their activation challenge, whereby new customers registered with bookmaker, then fail to make a deposit, an industry wide challenge that accounts for up to 60% new customers failings to ever convert.

“As the leader of the Polish market, we are committed to constantly developing our brand and its attractiveness to players. We are focussed on increasing the effectiveness of all our customer activities. We expect that the partnership with Wiraya will really optimize the player registration process,” says **Mateusz Juroszek, CEO of STS**.

“Players are increasingly disloyal, and combined with the sheer volume of marketing noise, it's a difficult task for all operators to increase player numbers. That's why it is vital operators like STS master the activation phase of the player lifecycle” Says **Hampus Lindberg, Commercial Director at Wiraya**.

Lindberg continues; “It's really exciting to be working with STS, particularly with their ambitious plans for growth across European markets. We can easily scale our personalised yet automated approach to player engagement, and combined with our proven track record with Polish players, we are really confident that we can fundamentally increase the number of active STS players, inspiring action from customers right at the point of registration.”

How can you deliver a new approach to activating you players? [Click here.](#)

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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 gamification 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/stspr>

About STS:

STS is the largest bookmaking company in Poland accepting bets on the results of sports and socio-political events. The company was established in 1997 and since then thanks to its dynamic growth in the recent years, STS has dominated the market of legal betting companies in Poland - significantly increasing its market share, which currently amounts to more than 47%. Since February 2019, STS has been operating in European markets and services are available in the UK, Germany, Norway, Iceland, Luxembourg, Slovenia, Andorra, San Marino, as well as in Gibraltar, Malta and Latvia. In these countries, STS offers services in cooperation with BetConstruct.

Find out more at www.sts.pl

For more information, please contact:

Hampus Lindberg, Commercial Director at Wiraya

E: hampus.lindberg@wiraya.com