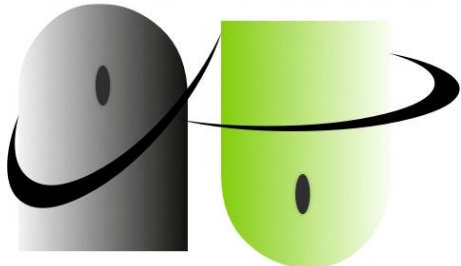




MAURICALL



INTERNATIONAL

COMPANY PROFILE

OUTSOURCING CUSTOMER SERVICE EXCELLENCE



OUR ADVANTAGES

At Mauricall International we can assure you that you are working with a committed, experienced and compliant team dedicated to fair and transparent pricing and quality execution. Building relationships and sharing our experience and talents acquired over the years makes us more than an extension of your business, but a partner with shared goals.



PROVEN EXPERIENCE

Experience speaks volumes, as does our service history, and we have certainly solidified our capabilities in the Industry



AWARD-WINNING

Winner of the 2014 African Leadership Award for Information Communication and Technology



COMPLIANCE & STANDARDS

Compliance is an essential component of our methodology and how we conduct business



WHO WE ARE

After 17+ years working in the Online Gambling Industry, a group of iGaming talents came together and Mauricall International was founded in February 2011. Providing iGaming customer support services requires an in-depth knowledge of gaming products and offerings, promotional activities, regulatory compliance, social responsibility and more.

Previously, outsourcing iGaming customer service was unheard of due to the technical gambling knowledge required to provide such specialised functions. Mauricall International has not only made this possible but has led the way by achieving customer service excellence with a wealth of knowledge and applied skills.

Our mission is to represent our clients seamlessly, becoming a valuable addition to their offerings and working in sync with their marketing, compliance and management teams to develop an unrivalled, first class customer experience.

Building relationships and sharing our experience and talents acquired over the years makes us not just an extension of your business, but a partner with common goals.

WHAT WE DO

Mauricall International provides customer support and back-office administration services worldwide. Our specialisation lies within the Online Gambling Industry where we provide multi-channel communication via Phone, Live Chat and Email. Our Back Office Administration services include VIP Account & Affiliate Management, Fraud, Payments & Document Management, Customer Retention and more.

Our operations are conducted 24/7/365. We also provide after-hour services to customers that have their own support teams, but that find it problematic to obtain resources during odd hours.

We believe that each business has its own unique challenges and pride ourselves on assessing requirements individually and developing a tailored service that can be scaled up as required. You don't need to take all channels of communication. Perhaps you only need one live chat seat, or only require retention or fraud services?

Our flexibility allows you to set your own pace with regards to our services, channels of communication and number of seats required with key individuals assigned to oversee operations.



OUR CUSTOMERS

We have had an exciting 6 years since our launch in 2011 providing Customer Support, Customer Retention, Fraud Control and Payment services to some of the largest interactive Gaming Operators in the UK and around the world! Our platforms have included Sportsbook, Casino, Poker, Bingo and Lotteries - providing services via phone, live chat and email and using various back-office software applications.

Our success stems from being just as passionate about the success of our customers as they are, working together to achieve targets, increase revenue and player activity and to ensure compliance and customer satisfaction.

INDUSTRY EXPERIENCE

Providing services to iGaming companies requires a specialised skillset with full product and Industry understanding. Our team has over 17 years' experience in the Gambling Industry, having honed these skills by combining talents from iGaming Project Managers, Sportsbook Traders, Casino & Poker Room Managers and more. We are very proud of our team and their ongoing contributions.

Our training covers all aspects of online gambling including Sportsbook, Casino, Poker, Bingo, and Lotteries. This product knowledge has been coupled with comprehensive training on promotional activities and the underlying logic, terms and conditions behind them, regulatory compliance, AML practices, responsible gambling, underage gambling, customer due diligence and more.

Proven experience speaks volumes and, as long standing Support, Fraud and Payment service providers for some of the largest UK interactive Casinos and Sportsbooks, we have certainly solidified our capabilities and experience in the Industry.





COMPLIANCE

We are committed to the preservation of our reputation and integrity through compliance with laws, regulations and ethical standards. Compliance is an essential component of our methodology and of how we conduct business.

We apply ISO/IEC 27001 Information Security Standards throughout our organisation. Employees undergo a thorough interview and pre-screening process prior to recruitment. Our policies and procedures include strict access control, business continuity & disaster recovery, information security policies, confidentiality agreements and more. All our operations are closely monitored. We proactively manage our physical and network infrastructure, minimising the level of risk for attacks, breaches and virus infections. This supports our compliance with gambling authorities throughout various jurisdictions regarding human resource, physical, environmental and network security.

Additionally, having worked with brands licenced by the UKGC, AGCC and MGA, our team is well-versed on regulatory compliance including how to deal with compulsive gamblers, customer due diligence, anti-money-laundering, internal compliance and other associated risks.

REPUTATION & STANDARDS

We have an established reputation for providing excellent service levels and client satisfaction as is evident from our service history to well-known, established, multi-product betting providers. Our service base is multi-jurisdictional with customers in various geographical locations across the globe.

We are assessed by how we perform and how we live up to our core values of honesty, integrity, teamwork and professionalism. We are committed to discovering, developing and retaining a diverse and talented workforce that upholds and promotes our dedication, standards and values.

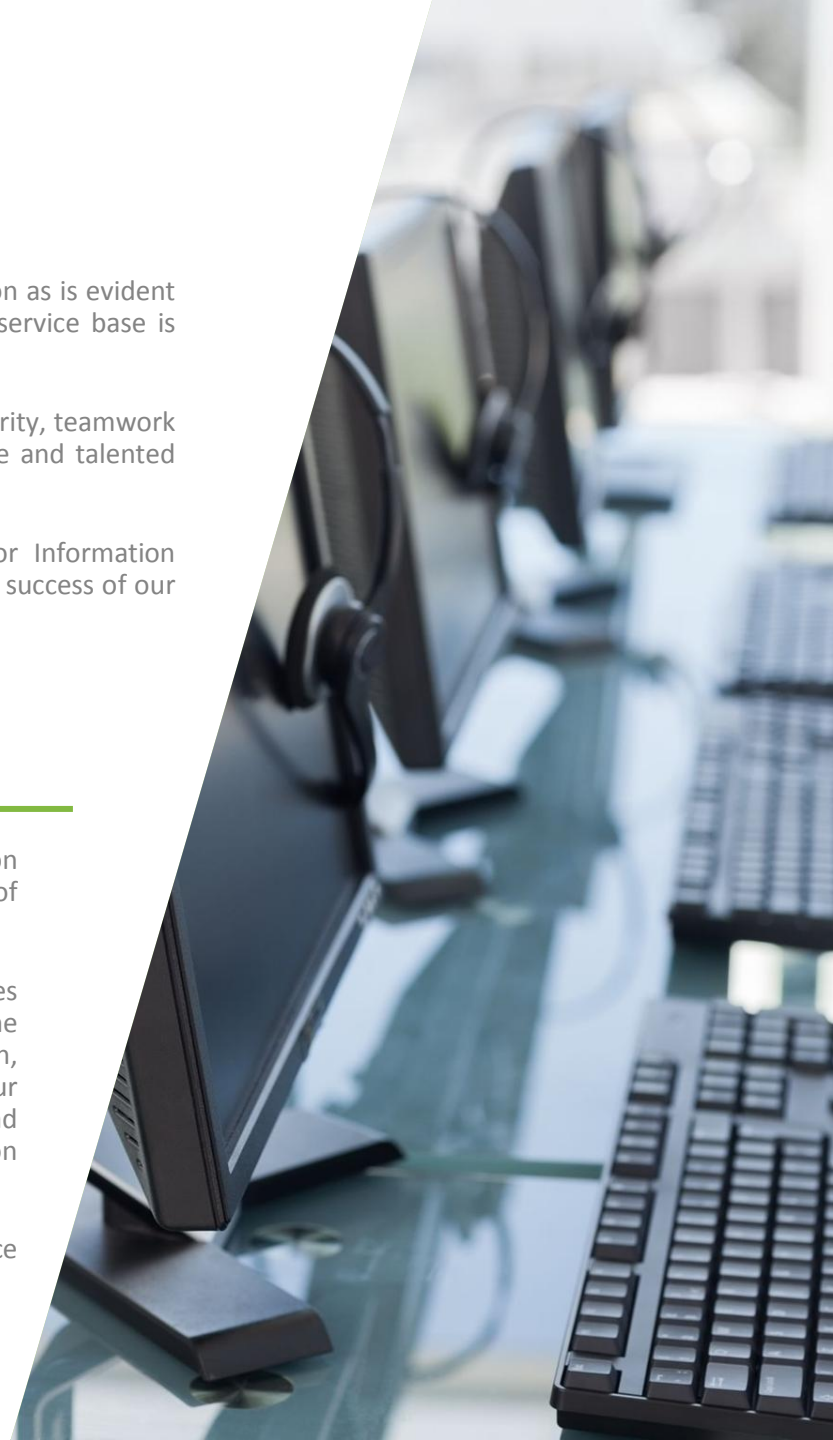
Mauricall International is the proud recipient of the 2014 African Leadership Award for Information Technology and Communication. This further indicates our strength and commitment to the success of our company and to that of our customers.

TRAINING & QUALITY CONTROL

We have a highly-skilled workforce comprising of dynamic candidates with higher education schooling and expansion flexibility. Our strength derives from our effective system of vocational training which we are continuously extending in all areas of online gambling.

This training is designed to reinforce product knowledge and to keep up to date with changes in the industry and legislation. Our Agents are given clear objectives and are trained on the importance of their role in building customer relationships, their impacts on conversion, retention, loyalty, call and chat handling best practices and customer service etiquette. Our team has extensive work experience using leading iGaming back-office applications and product software. This large pool of technical knowledge allows for a speedy information transfer process making the implementation of our services effortless and problem-free.

There is constant quality monitoring and evaluation of all activities to ensure service excellence.





STABILITY & SERVICE LEVELS

Managing operations 24/7/365 is demanding and measures are in place to safeguard stability and eliminate unscheduled down-time. Our framework includes dual, fixed IP internet connections with dedicated bandwidth procured from segregated service providers. Stand-by generator facilities are available in case of power outages and we have physical and software preventative measures in place to protect our underlying infrastructure. These measures ensure business continuity which is an integral part of the customer experience.

Service levels are closely monitored to establish effective resourcing strategies for optimised productivity. Analysis and planning for the identification of future resources and scalability requirements are undertaken by reviewing Agent interaction tolerance during peak hours. This is designed to minimise insufficient or surplus resourcing and to foster streamlined performance.



OUR SERVICES

All services are available 24/7/365 or after-hours depending on your requirements. Our flexibility allows you to take individual or comprehensive services, choosing the resource necessary to sustain your business.

Using the best technology in the industry, we work together with you to find the right solution tailored to suit your requirements.

We also provide services to customers with their own technology who simply require customer support professionals to manage it.

CUSTOMER SUPPORT SERVICES

Outsourcing Customer Service Excellence

PHONE SUPPORT

We manage your inbound and outbound phone support ensuring that your customers are provided with a professional, courteous and knowledgeable customer service. Our Agents are experienced and proficient in languages with excellent telephone etiquette. They are passionate about delivering the right results.

Our phone support is designed to best meet the unique needs of your products and services. Our personalised service, comprehensive product knowledge and informed responses will help you achieve objectives and promote the growth of your business.



LIVE CHAT

Live Chat is one of the most dynamic methods available to connect with your customers. It allows you to have real-time conversations with them directly from your website and has thus become an increasingly popular and convenient channel of communication. Problems are solved faster and wait times are often less as the support team can assist several customers concurrently. It also allows your customers to engage on your website during the assistance process. Faster response times translate into lower costs and more effective use of resources. It's a simple yet very effective recipe for improving both customer service and loyalty.

We provide both proactive and responsive chat support to help leverage your website traffic based on your needs. Our Live Chat Agents are selectively staffed and undergo extensive training resulting in expert knowledge and comprehensive best practices.

EMAIL MANAGEMENT

Our Agents are methodically trained on written communication and best email management approaches.

With knowledgeable and rapid responses, our goal is to provide consistent feedback and first contact resolution. Achieving first contact resolution professionally and accurately will enhance the customer service experience, streamline the support process and ultimately reduce costs.

Our email ticketing solution tracks and delivers customer correspondence quickly and effectively, allowing us to provide a personalised and professional answering solution.

Alternatively, we can connect to your technology should you have your own email servers and require customer support professionals to manage it.



CUSTOMER RETENTION

While the Industry is continuously growing, competition is fiercer than ever and customer retention has become a challenge for Online Gambling operators.

Developing strategies and building customer relationships through lifecycle management and loyalty initiatives is a priority. It is as important as customer acquisition and marketing strategies now include focus not only on acquiring new customers but also on retaining existing ones and encouraging the reactivation of disengaged players.

Mauricall provides live chat customer retention working with your marketing teams to present loyalty offers to your customers in real-time. Our Bonus Teams have achieved great success increasing lifetime value across gaming products by welcoming new players, offering deposit and proactive bonuses together with phone account reactivation campaigns.

We help build a strong customer retention strategy to create sustainable growth by combining your marketing expertise with Mauricall's in-depth iGaming and customer service proficiency.

FRAUD & PAYMENT MANAGEMENT

With the growth of the Online Gambling Industry, potential risks are increasing and becoming more sophisticated resulting in the prioritisation of fraud detection and prevention to reduce exposure to losses and to maintain regulatory compliance. These risks are constant and must be dealt with continuously. Greater fraud threats and increasing regulatory demands have resulted in fraud prevention tools being integrated within gambling back-office software applications. Our dedicated fraud prevention resources are required to manage these tools effectively and to develop and maintain a robust strategy to mitigate the risk of non-compliance and fraud-related losses.

Mauricall's experienced Fraud Team undergoes intensive and continuous training on techniques to identify high-risk individuals and potential fraudsters. This includes social responsibility, self-excluders, compulsive and underage gamblers, AML, KYC due diligence, bonus abuse, account closures, duplicate accounts, cut winnings, event triggered fraud alerts, evidentiary record keeping, document management and the appropriate escalation of concerns.

Working in close collaboration with your Finance and Compliance managers, our Payment services include withdrawal processing, subsequent to audit check verifications, chargeback and retrieval management and age verification with manual document confirmation.





VIP ACCOUNT MANAGEMENT

Building and maintaining constructive relationships with high-value players through privileges such as special deals and extra bonuses, is designed to create and maintain brand loyalty and increase revenues. Achieving this requires a differentiated service, undertaken by dedicated VIP Account Managers who offer the highest level of care.

We can facilitate your efforts to optimise communications by proactively contacting your VIP players to promote your campaigns and upcoming events, gather feedback to improve service and offerings, resolve complaints, calculate, credit and record VIP bonuses and manage escalation to your VIP managers and marketing teams. We offer additional back-office services including the identification of active, lapsing or lapsed VIPs in order to contact them with bonuses or reactivation offers.

We believe valuable customers should be treated as VIPs 24 hours per day and not just during office hours. Should you have your own dedicated VIP Account Managers we can provide you with an out-of-hours continuation of VIP services via live chat, phone and email.

AFFILIATE SERVICES

Affiliates are important contributors to revenue streams and operators offer big incentives to attract and retain the best. Close relationships between operators and affiliates is an essential element that establishes the future success or failure in retaining revenue-generating partnerships. Needless to say, affiliates should be provided with a high level of service.

Affiliate managers are instrumental to the successful running of affiliate programs but are not always available around the clock. Competition has never been fiercer and providing 24-hour support will bolster confidence and help build beneficial, revenue-generating long-term affiliations. Using phone, live chat and/or email, our experienced team can assist by answering new affiliate questions, dealing with complaints and commission queries and ensuring overall affiliate satisfaction.

Our Affiliate services are available 24/7/365 or after-hours, depending on your requirements and can be taken independently from other services. Our flexibility allows you to choose how many Agents are necessary to support your business.



BPO SERVICES

Mauricall International offers Call Center and Back-Office administration services across a diverse set of industries.

Our BPO Services include Customer Support, Human Resource, Help Desk, Virtual Secretary, Debt Collection, Complaint Handling, Email Sending, Invoice Preparation, Accounting and Payroll and any business process you may require.

Whatever your business goal, our services are tailored to meet your requirements freeing your internal resource with total commitment, dedication, accuracy and efficiency.

Our BPO Services are available 24/7/365 or after-hours, depending on your requirements and can be taken independently from other services. Our flexibility allows you to choose how many Agents are necessary to support your business.





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