

# Paddy Power Betfair: The going is good

Improving customer satisfaction with real-time winnings payouts.



**40.6%**

of all withdrawals use Visa  
Direct<sup>1</sup>

**5.5%**

increase in average weekly-  
placed bets<sup>1</sup>

**14%**

increase in weekly-placed  
deposits<sup>1</sup>

## Eliminating lengthy withdrawal times amidst customers' growing expectation for instant payouts.

Paddy Power Betfair is an international sports betting and gaming operator, with a marketleading presence in many countries including the UK, Ireland and other global markets. For Paddy Power Betfair, it's all about speed, ease, and convenience. However, despite customers' ability to deposit funds immediately, lengthy withdrawals left customers waiting up to five days for money to deposit. Queries regarding pending withdrawals and waiting times flooded customer contact centers.

To meet the growing expectations of their customers, Paddy Power Betfair launched real-time gambling payouts to their customers in their UK, Ireland and European markets. Using Visa Direct—Visa's real-time push-to-card platform—Paddy Power Betfair customers can withdraw funds to their accounts using card credentials in real-time.<sup>2</sup>

**VISA**





## Challenge: Eliminating lengthy withdrawal times.

Withdrawals and the time required for funds to cash out has been the leading customer contact center request. As real-time payouts increasingly becoming the norm across the gambling industry, Paddy Power Betfair risked customer attrition with their existing solution amidst a growing expectation for instant winnings payouts.

## Solution: Enabling real-time gambling payouts to deliver an innovative, delightful customer experience.

Given a majority of Paddy Power Betfair customers are Visa cardholders, implementing a real-time, push-to-card payouts solution powered by Visa was the best way to solve one of their principal customer pain points for a majority of its client base.

## Result: Paying off for Paddy Power Betfair and its players.

Since implementation, customer feedback and adoption has been strong, with Paddy Power Betfair seeing noticeable improvements in customer engagement, deposits, volume, and active days. Weekly-placed bets increased an average of 5.5%, with monthly engagement increasing 6% and 7% respectively for PaddyPower Betfair customers.

In addition to increased engagement, customers' deposit values also saw noticeable increases, with a 14% rise in weekly-placed deposits six months after Visa Direct implementation. Furthermore, immediately following implementation customer center contacts declined by 42%. Six months later, the contact rate continues to gradually drop while customers gain increased confidence in the reliability of the service.

With players able to withdraw winnings in real-time, 24/7/365, Paddy Power Betfair has positioned itself as a front runner in the sports betting and gambling industry with its leading customer experience.

Visa Direct has processed £398M worth of payouts to over 360,000 customers in real-time.<sup>1</sup>

## Learn more

[Click here](#) to visit the Visa Direct website.



Given a majority of our customers use Visa, we knew this would have a positive impact on one of our largest customer pain points.

**Natalie Dunne**

Head of Payments,  
Paddy Power Betfair



I have used the withdrawal system frequently as it is very important as a customer to have access to your funds immediately.

**Paddy Power Betfair Customer**



1. Based on six month analysis of Paddy Power Betfair online customer's use of Visa Direct.

2. Actual fund availability depends on receiving financial institution and region. Visa requires fastfunds enabled issuers to make funds available to their recipient cardholders within a maximum of 30 minutes of approving the transaction.