Stanleybet Streamlines Onboarding with Jumio

European gaming leader taps Jumio for eKYC and AML screening of its newest digital players

The Stanleybet Group is currently among the largest gaming operators in Europe. Headquartered in the UK, Stanleybet has over 2,000 branches. In addition to its B2C business, Stanleybet's B2B brand, Magellan Robotech, creates customized products and services for the gaming industry.

Gaming has changed quite a bit since Stanleybet's establishment in 1958, and in 2015 the company moved away from retail-only operations to a hybrid model including in-person and online operations. Online adoption didn't happen overnight, though, with only around 25% of customers using the online platform in the early days.

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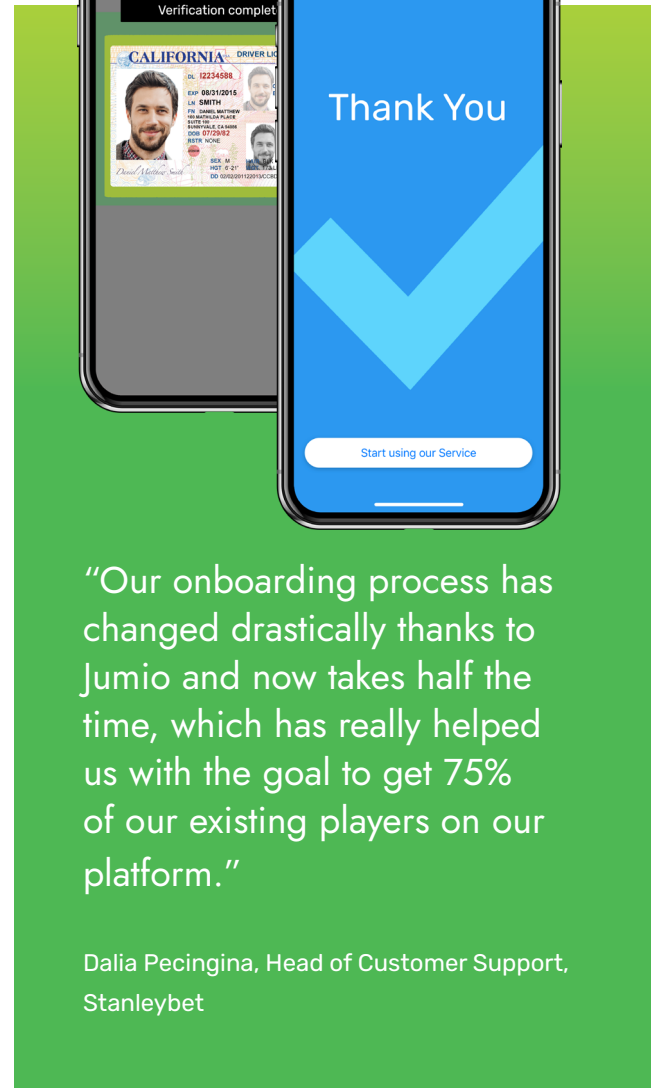> Dalia Pecingina, Head of Customer Support, Stanleybet

How Jumio Helps

To keep customers playing and to encourage the transition from in-person to digital gaming, Stanleybet needed to offer a great customer experience, starting with how a new player creates an online account. However, the user experience wasn't the only factor at play. Stanleybet is licensed and regulated for online gaming in Italy and Belgium and needs to strike a balance between compliance mandates (such as age verification), fraud prevention and making it quick, easy and enjoyable for players to participate.

Stanleybet used to conduct manual eKYC and AML checks. A player interested in opening an online account had to email photos of their identity document (ID) and supporting documentation to Stanleybet, with company agents running an identity check and politically exposed persons (PEP) screening before responding by email to the player. This manual process was time-consuming, expensive and inefficient.

In 2021, Stanleybet chose Jumio as their eKYC and AML provider. Jumio offers industry-leading identity proofing solutions to help gaming operators like Stanleybet verify the age of players, detect online fraud, fight account takeover and simplify the onboarding experience. Offering a great experience is essential to keeping players interested, both during account opening and whenever the player interacts with the gaming site. That's why nine of the top 10 leading gaming operators trust Jumio's AI-powered solutions to ensure their players are exactly who they say they are and to keep fraudsters at bay.

Stanleybet transformed their onboarding process with these Jumio solutions:

"Our onboarding process has changed drastically thanks to Jumio and now takes half the time, which has really helped us with the goal to get 75% of our existing players on our platform."

Dalia Pecingina, Head of Customer Support, Stanleybet

ID Verification

Determine if an ID document is authentic or has been manipulated.

Doc Proof

Provides a quick and easy way to verify player information through secondary documentation so Stanleybet can know where its players are located in order to meet geographic jurisdiction requirements.

AML Screening

Screens new players with comprehensive, real-time global coverage of sanctions, watchlists, PEPs and adverse media.