



Care contact by chat

Maria Dahlström - SNSUS 2025

Why develop a chat function?

At Svenska Spel, we conduct approximately **10,000 care conversations** each year. These conversations aim to assess customers' gambling behavior, implement restrictions when necessary, and **motivate individuals** to make **healthy decisions** about their gambling.

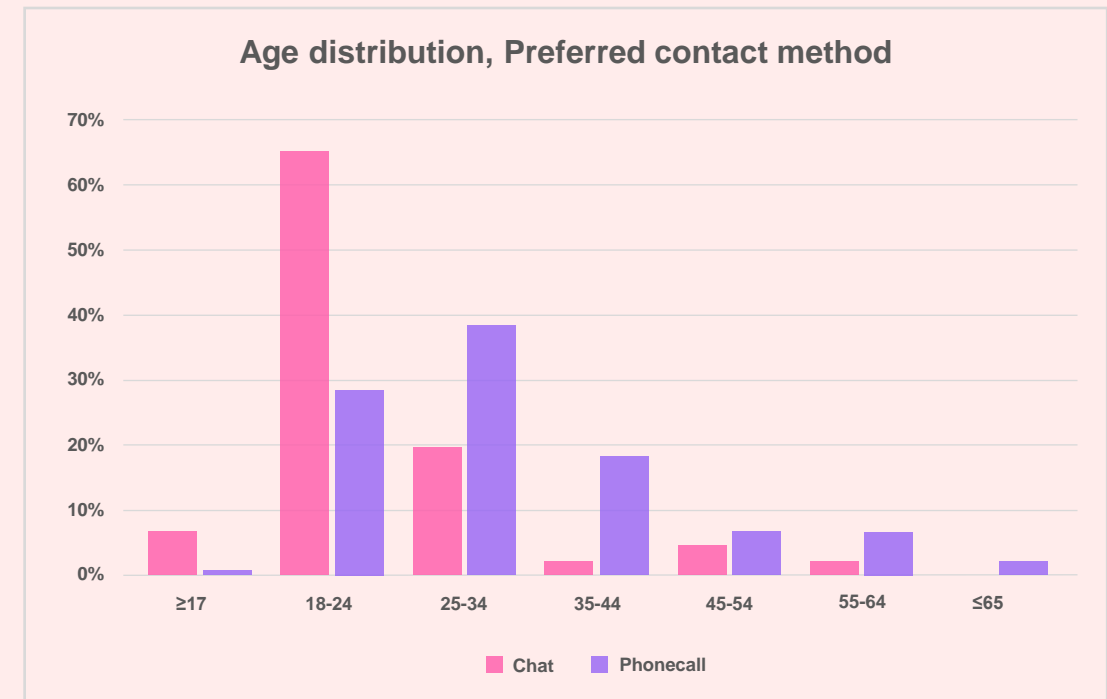
While these calls are appreciated by our customers, we've noticed that **many do not answer**, and there is a clear desire for more flexible communication—allowing them to engage at a time that suits them.

We would like to connect with **young customers**, as they are especially in need of **protection**.

According to data from Sweden's National Gambling Helpline, nearly **65% of customers aged 18–24 prefer chat** as their primary communication channel.

At present, if we cannot get in touch with a customer, we impose **access restrictions**. This can negatively affect the customer experience.

To better meet our customers' needs and offer a more flexible, accessible, and supportive approach, we **decided to develop a Chat** and booking function.



Source: Sweden's National Gambling Helpline

Concerns and Preparations



Concerns

That we lose tone and nuance in writing

How can we encourage people to talk about making a change?

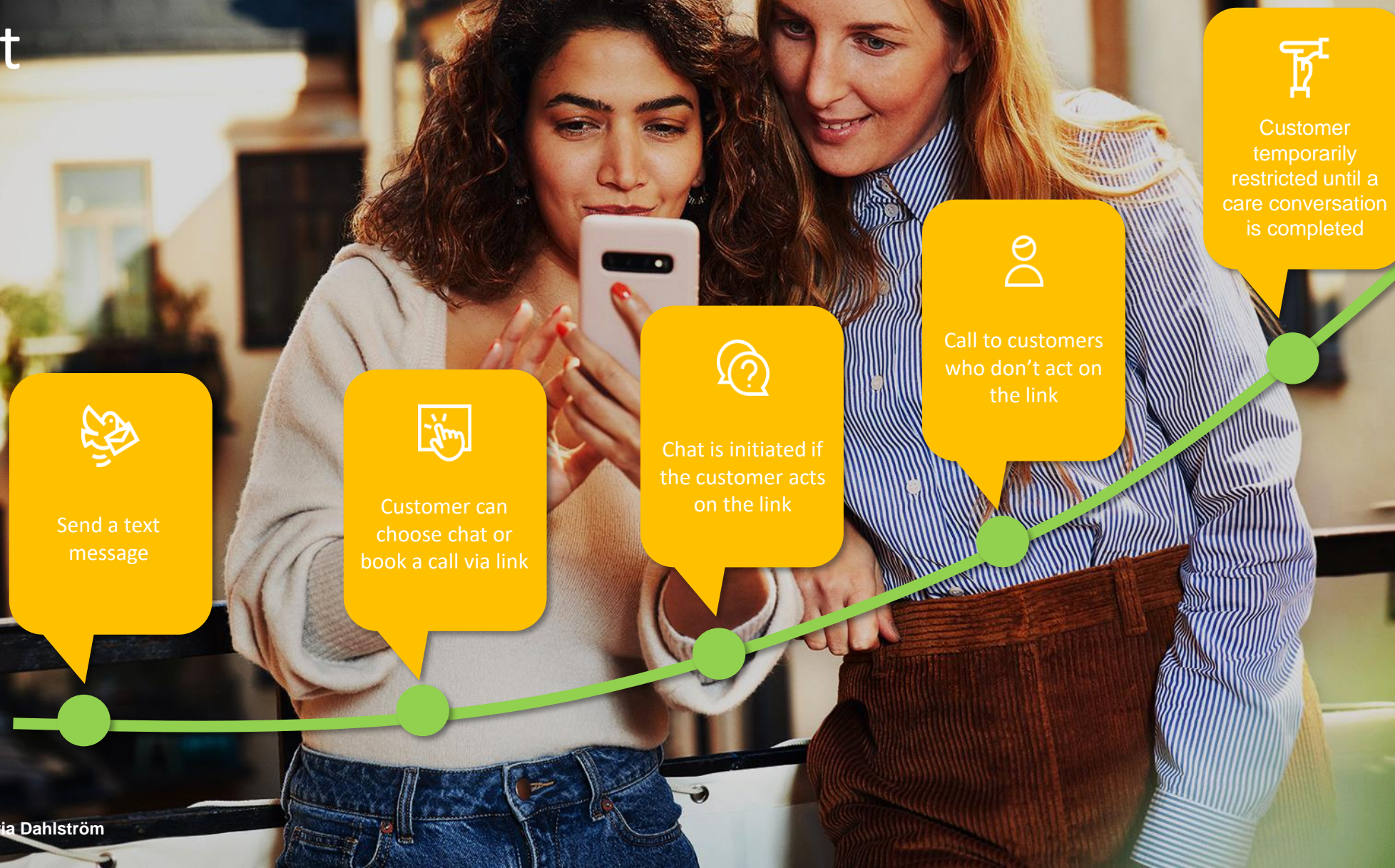


Preparations

Training in written motivational interviewing for the Care Communicators

At the start, we had a small group using chat and developing routines, which enabled us to share experiences with one another

Customer Journey Chat



What a chat can look like

Linus

Got an SMS saying to write here

10:27

Kim

Hi Linus, great that you're contacting us. We'd like to talk a bit about how you experience your gambling and whether it affects your wellbeing or finances. We reached out because you're under 25, which is a risk group for developing problematic gambling habits, and also because you're playing Casino.

10:29

Linus

We can absolutely do that

10:29

Kim

Great! Would you like to tell me a bit? You've increased your casino gambling. Have you noticed that yourself? And what's your plan going forward to prevent it from escalating?

10:30

Linus

Recently got a job and play because it's fun, never more than I can afford. If I feel I shouldn't play more, I take a break so I can't play anywhere.

10:31

Kim

Congratulations on the job! If we think in concrete terms, how much would you be willing to lose before you set a limit?

10:32

Linus

Not really sure, depends on what expenses I have that month, but around 2–4 thousand

10:33

Kim

Ok, between 2–4 thousand. Do you know how much you've lost this month?

10:34

Linus

No idea actually

10:35

Kim

You have a net loss of 6 412 kronor

10:36

Kim

How does that number make you feel?

10:36

Linus

Feels kind of so-so, it's money lost, but I had two months' salaries—last month's and the one I just got, so it's not that unexpected.

10:37

Kim

It sounds like it doesn't feel entirely good even though you had the financial means this month. Is that correct?

10:38

Linus

Not really, I'm not sad or depressed because of it. I recently quit using snus, so I have some extra money, and it doesn't feel that bad at all.

10:39

Kim

You're going through a lot of changes. New job, quitting snus. That's big. You don't want to lose more than 2–4 thousand. How do you feel about our limit-setting and self-exclusion tools?

10:42

Linus

Not much really, but I feel that I have a well-paid job, not many expenses, and I play because it's fun. I stop when I feel it's enough. Don't really know what else to say.

10:43

Kim

Many customers who play online casino feel that sometimes things go fast and they lose more than they initially planned. That's why people set loss limits. Loss limits work just like what you're thinking about now — that is, "I don't want to lose more than a maximum of 4 thousand," and then you set a loss limit, so you can't lose more. Is that something you think you could use?

10:45

Linus

I suppose I could consider doing that.

10:46

Kim

Great! Should we set it to 4,000?

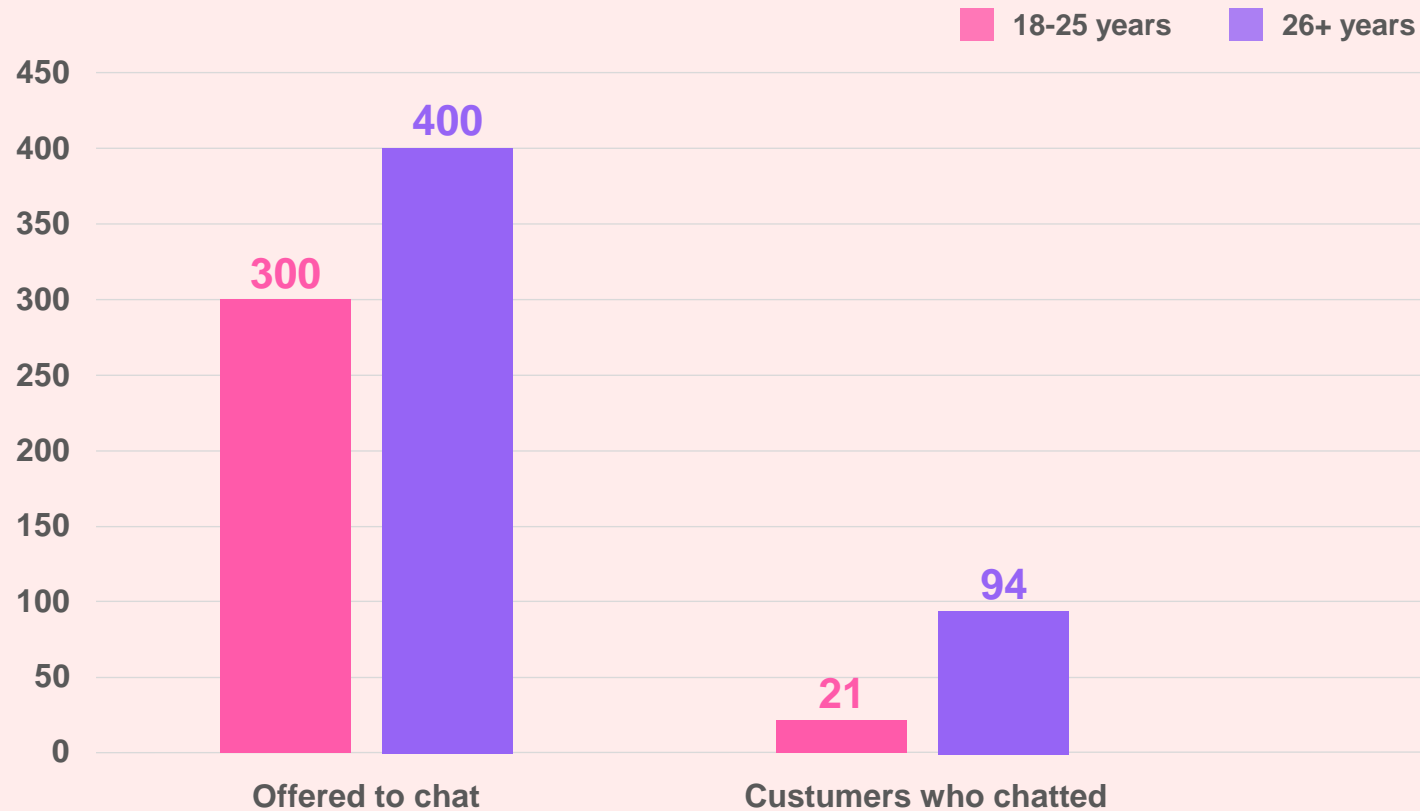
10:46

Linus

Ok, sure. Set my limit to 4000

10:47

How many did we offer chat to?



7% of young customers aged 18–25 have chosen to chat

24% of customers older than 25 have chosen to chat

What do the care communicators think?

““

I think using MI in writing works really well, which feels reassuring. The clear advantage is accessibility and giving the customer the option to chat instead of having a conversation. The downside, I feel, is when it's hard to connect or when the replies are mostly just yes, no, or okay.

- *Katarina*

““

I often find it easy to make contact — they're more welcoming and open to chatting

- *Wilda*

Insights & Lessons learned



Upsides

Customers who chose to chat **appreciated the opportunity**.

The chat **allows time for reflection** - for both the customer and the communicator - because the conversation takes longer than a phonecall.

High availability is beneficial for the customer.

Chat can lower the **threshold** for discussing gambling habits.



However

Concerns remain about losing tone and the **difficulty of detecting ambivalence**.

Younger customers have not opted to use the chat function, whereas we observe a **higher response rate among older** customers.

What's next?



A pop-up for customers who **have been limited** with the options to chat or book a call.



A pop-up for customers whose **self-test** shows signs of **gambling problems** with the option to chat or book a call.



We will **measure** how gambling **behaviour changes** before and after a chat, compared to a phone call

Thank you!

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