WINBET Provides a Faster, Safer Online Gaming Experience with Jumio

WINBET

Jumio integration into the WINBET platform speeds up onboarding for Romanian players while combating bonus abuse and multi-account fraud

WINBET is committed to providing an online gaming experience that's not only entertaining but also safe and trustworthy. They place a strong focus on responsible gambling and compliance through their optimized, secure platform. At the same time, user onboarding in the gambling industry must be fast and seamless to reduce drop-offs and maintain player engagement.

Before integrating Jumio, WINBET's onboarding process for Romanian players was manual, time-consuming, and often led to delays that impacted both their clients and internal teams. Know Your Customer (KYC) verifications in particular created a significant operational burden.

> "Jumio's customizable and scalable solutions provide the flexibility we need to integrate smoothly with our systems, while their advanced KYC capabilities and responsive support give our players the confidence to enjoy our platform safely, with complete confidence and without friction."
>
> Cosmin Tiplea
> Payments and Fraud Manager
> at WINBET Romania

The Selection Process

WINBET discovered Jumio through extensive market research while evaluating a wide range of KYC providers. They focused on the following criteria:

✅ User Experience

A frictionless, intuitive process was essential to minimize drop-off rates and ensure a smooth onboarding journey for clients.

✅ Customizability and Integration Flexibility

They required a solution that could be tailored to their specific workflows and integrated seamlessly with their existing systems

✅ Fraud Prevention Capabilities

Given the nature of their industry, robust tools for detecting and mitigating fraudulent activity were essential.

✅ Scalability and Reliability

The platform had to scale with their operations and maintain consistent performance during peak activity.

✅ Support

They required a partner who could provide reliable assistance to ensure any issues could be addressed quickly and efficiently, both for their team and their users.

Jumio quickly distinguished itself as a standout solution that met all their requirements. Offering a reliable, well-established service backed by a strong industry reputation and a consistent track record of quality, Jumio was the clear choice to become their long-term, strategic KYC partner in Romania.

The Results

Implementing Jumio has delivered measurable improvements for WINBET. Their KYC team now operates with significantly greater efficiency, thanks to a streamlined and more complete verification process. Client onboarding has become faster and more user-friendly, enhancing the overall customer experience.

Jumio's capabilities have also become a valuable asset for their fraud team, helping to identify high-risk patterns and behaviors with greater precision. The ability to detect identity mismatches and suspicious patterns through accurate image and liveness checks has proven invaluable in identifying high-risk behavior early in the process. This has had a tangible impact on reducing bonus abuse and multi-account fraud, which are persistent challenges in online gambling.

> "At WINBET, we are committed to offering our players the highest-quality casino entertainment and user experience. Partnering with Jumio was a natural choice, as their technology aligns perfectly with our goals of creating a secure, seamless, and intuitive onboarding process. Jumio's customizable and scalable solutions provide the flexibility we need to integrate smoothly with our systems, while their advanced KYC capabilities and responsive support give our players the confidence to enjoy our platform safely, with complete confidence and without friction."
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