

# How could automation change the iGaming industry?

Automation, which is the application of technology to perform tasks with minimal human intervention, is fast becoming a major aspect of the iGaming industry in many areas like game development and even customer service. Casinos and sportsbooks get to benefit from automation in the industry as they can now use technology to analyze player behavior to know which tailored games and offers will lead to higher engagement.

Not only casinos and sportsbooks get to benefit from automation. The benefits of automation also extends to casino comparison sites, these sites now make use of AI advancements in iGaming testing to provide accurate and reliable reviews. Comparison sites like Irishluck are able to analyze vast amounts of data with automation to identify websites that are secure and high-quality.

In this article, we'll take a look at how automation is changing the iGaming industry with advanced technologies, such as AI, machine learning, and big data analytics. Keep reading to find out the potential benefits of AI, challenges, and interesting facts.

## What is Automation's Role in iGaming

The iGaming industry, which covers the entirety of online gambling and gaming activities, has experienced massive growth in recent years. The growth in the industry is mostly attributed to technological advancements. According to [predictions by Statista](#), the iGaming market revenue is expected to reach a CAGR of 6.47% between 2024 and 2029. If this is going to happen, one of key drivers of this growth would be automation.

## Automation in Online Casinos

There are several ways by which automation is moving the iGaming industry forward, we would be addressing the various aspects of the online gaming sector that have been affected.

### AI-Powered Customer Support

These days, many online casinos use AI as assistants for their customer support. You will hardly find any top online casino that does not use chatbots for customer service because it has proven to be highly efficient and easy to use with the fastest response times compared to human customer service agents.

AI chatbots use [natural language processing](#) to understand user questions and automate responses to them. The last interaction we had with AI chatbots was one of the fastest we have experienced in an online casino. We needed information about a bonus and headed to the

“Contact Us” section of the page, but we noticed that “live chat was not available. The other available option was mail, which is known for taking longer before you get a response, and telegram chatbot,

We tried the telegram chatbot and typed in an inquiry and instantly got a text back with a detailed explanation for the request. The speed was one of a kind and in two minutes we knew all that was required to claim the casino bonus. AI chatbots can also resolve issues about account management, game troubleshooting, and payment options.

AI chatbots are not very advanced yet though. Many of them can only answer routine questions similar to what you would find in FAQ. This is why many casinos make sure they implement human and AI collaboration. In the case that your inquiry is a complex one, you would be referred to human customer agents. This hybrid approach is the most effective for now, but AI might improve to be more emotionally intelligent and able to assist with complex issues.

## **Automated KYC and AML Compliance**

Many still do not know why you are required to fill in your personal details before you can create an account on a casino platform. Well, it is primarily because iGaming platforms are required to comply with Know Your Customer and Anti Money Laundering Regulations. After filling in the form, you will most likely be asked to provide additional details to verify your account if you want to start depositing and withdrawing..

AI systems have made this process a lot easier with AI bots that verify player identities by checking through the provided details like IDs and proof of residence. They are way faster in doing this than humans are and the removal of manual effort has proven to be very effective in speeding up the onboarding process.

Instead of spending hours waiting for your profile to get verified, AI can do it in minutes. The legal and regulatory sectors have seen [AI adoption jump](#) from 17% to 79% in just two years, signaling a dramatic shift in how businesses approach compliance and legal frameworks.

Aside from the automation in KYC, casinos also use AI to detect suspicious patterns in financial transactions. Many criminals try to clean their money (money laundering) using casino sites. AI has been helping to combat these criminals with automatic flagging of accounts that are potentially laundering money.

Automation has been proven to reduce false positives by 80%, [achieving 90% model accuracy](#) and reducing case review time by a third. With the increasing knowledge in this field, automation could be more effective in ensuring compliance with regulations in the iGaming industry.

## **Personalized Gaming Experience**

Aside from the many benefits that automation has to offer iGaming platforms, it can also improve the player experience. Many players quit using a platform even before trying out its services for many reasons. One of these reasons could be because of the time it takes for your verification to be approved manually, and this is getting resolved with automation already.

Machine learning algorithms can improve user experience in the iGaming industry by analyzing player data, including your gaming history and preferences. Let's say for example, you unconsciously choose fruit-themed slots whenever you decide to play online. The algorithm takes note of that, and when a new fruit-themed slot is released you would receive a personalized notification to come try it out.

Another way which automation could have lasting benefits is the use of AI to offer personalized bonuses or promotions based on player activity, thereby increasing player loyalty. This is already present and could be improved. Some casinos already offer birthday bonuses, which are a solid reminder that they care about their users.

They can also help protect legit players from cheaters. AI can be used to automatically track gaming patterns to detect anomalies that indicate cheating. It can help identify gaming bots or collusion among players. The automation practiced currently is that whenever these algorithms detect instances of cheating, they instantly ban the players from the site. This method of real-time monitoring is working very effectively to keep players' mind at ease that cheaters will be held accountable.

## **Automation in Sportsbooks**

Many sections of the iGaming industry are fast adopting automation strategies, one of these sections are sportsbooks. The areas where sportsbooks have been adopting automation and AI are highlighted below:

### **Odds Compilation and Risk Management**

Automated trading tools are changing the way odds compilation and risk management are processed in sportsbooks. The AI algorithms have been able to analyze real-time data streams, including team performance, player injuries, weather conditions, and betting patterns, all in the aim to adjust odds for the most accurate probabilities.

It's expected that AI would be better at processing huge amounts of data required for market analysis. These automated systems can process up to 100,000 price changes per second across thousands of betting markets, ensuring that the odds reflect the true probability of an event occurring.

## Live Betting Enhancements

Both operators and players are experiencing the best of live-betting with algorithms processing live game data to update odds instantly. Some of the factors these algorithms observe are momentum shifts in basketball or player fatigue in football and some other sports that have limited substitutions. With improvements in this section, it could change how fast odds on sportsbooks change to reflect the situation on the field.

The automation is also applied to enable faster processing of bet outcomes during live events. It usually takes a while for bets to be concluded if the results are being manually verified, but automation changes this with faster processing time. The automation feature will also help players make smarter decisions for live bets as you can use the change in odds as accurate insight into game developments.

## Esports Betting

Esports betting is a field that's growing massively, but it is fast-paced and presents a load of challenges for traditional sportsbooks. Established sports like football, basketball, and the likes have decades of statistical data to work with regarding real-time analysis of gameplay, player performance and player strategies.

Esports on the other hand is relatively new. AI analytics will prove to be effective in helping sportsbooks refine their odds in real-time to predict match outcomes with greater accuracy. The bettors get to gain insights into the possible outcomes of games with accurate odds and make informed decisions rather than relying purely on pre-match predictions.

## AI in Game Development

Automation regarding game development has massive potential for changing the iGaming industry. AI-generated content still receives a lot of criticism but a hybrid method where AI helps out the developers is a system that would work. Automation can help the quality assurance process for games a lot smoother with AI-powered tools simulating millions of gameplay scenarios to identify bugs or glitches.

Automation regarding [quality assurance](#) can prove to be more effective than human testers. The AI's can also perform stress testing to test server load capacities by simulating possible situations that cause games to crash, one of which is having thousands of players interacting simultaneously. Automated testing can reduce QA time by up to 50%, allowing developers to put more attention towards innovation rather than troubleshooting

## Final Thoughts

Automation through AI is changing the iGaming industry for good. The growth is expected to compound as long as more players and operators choose to adopt rather than condemn AI

usage. The future of online gambling looks good with AI-powered customer support, real-time odds adjustments, and game development enhancements. The evolution has just begun and automation is on the wheel to shape the growing iGaming industry.