CASE STUDY – Czech Republic

AI driven Player Protection at Sazka

allwyn

AI driven player protection at Sazka

Sazka has made improvements in their AI driven player protection capabilities as part of Allwyn's commitment to driving forward innovation in player safety across all markets. Below you can hear about the work that has been undertaken by the team at Sazka to:

- Monitor player interactions for signs of potential harm to facilitate early detection and intervention.

- Empower players through providing a clear and simple way to see their spending over time – insights that are key to staying in control and playing responsibly.

allwyn

Enabling early interventions through AI driven monitoring

Earlier this year Sazka took the next step in developing our player protection capabilities with a bespoke AI engine that monitors customer interactions. The new system monitors a wide range of communications from customers, from phone calls and emails to chatbot conversations, to detect potential signs of harm.

This AI can recognize subtle signals of financial or emotional distress and other risk factors that manual interventions may take longer to analyse and detect. This innovation was to reflect the need to provide timely support to our players, spotting early warning signs of potential harm in real time and intervening accordingly.

allwyn

Empowering players through transparency and data

In July 2025, we added another important piece: the Player Info Centre (PIC). This transparent, easy-to-use dashboard gives players direct access to their own gaming statistics and spending patterns. By combining cutting-edge AI insights with clear self-reflection tools, we're creating a safer and more sustainable gaming environment.

The Player Info Centre personal dashboard shows players clear insights, like overall balance, deposits, session length, and historical trends. By putting this information directly into players' hands, we empower them to make informed decisions and build healthy habits. It's a simple but powerful tool for staying in control and supporting responsible play.

allwyn

Impact

Risk Detection Accuracy

Our AI tool has shown ability to correctly uncover over 90% of high-risk interactions.

Faster Outreach

Automated reports enable our team to reach out to at-risk players within hours.

Player Engagement

In the first month, the PIC was used by over 3,500 players, predominantly those using casino products.