

Rank Group:

Boosting retention with real-time¹ winning payouts.



+58%

reduction in cancelled
withdrawals

+300%

YoY increase in real-time¹
payouts using Visa Direct

+87%

repeat usage of real-time¹
payouts among 5,000+
HVC customers

Players' ability to withdraw leftover funds or collect winnings has been a long-standing pain point for the gambling industry.

One of the long-standing issues of gambling in the UK has been the unnecessary friction of collecting winnings or withdrawing leftover funds. Customers often state that operators are quick to take their money, but not to give it back. As a leading UK gambling company, Rank Group sought to solve this pain point for their Grosvenor Casino and Mecca Bingo customers by offering the option to pay high value customers in real-time.¹ Using Visa Direct, Rank Group has been able to jumpstart that process, and change long-held industry perceptions by revamping their payouts user experience.



Visa Direct speeds up the withdrawal process. Offering the ability to pay players instantly is a resolution to this [longstanding] issue, putting what our players want at the heart of payment processing. Getting the players their cash back faster is a fundamental pain point that Visa Direct solves, enhancing the winning experience.

Rory Howard

Director of Payments and
Customer Diligence



Challenge: Reinforce the “winning feeling” by paying in the moment.

Despite their ability to deposit funds instantly, Rank Group customers faced a lengthy cash out process that took a few days to access winnings. Offering real-time payouts enhances the customers’ winning feeling and has led to a 58% decrease in cancelled withdrawal requests during these lengthy waiting periods. Whilst many customers cancel withdrawals simply to avoid the need to make a new deposit from their card, Rank recognises that for some customers, it may indicate potential self-harm. Furthermore, real-time payouts increased stickiness, with 87% of customers who were paid through Visa Direct continuing to opt for push-to-card payouts.³

Solution: Depositing and cashing out in the blink of an eye.

In partnership with Visa, Rank Group addressed the issue at hand with its demand-driven, customer-centric solution. With 75% of their customers placing bets using Visa cards, Visa’s real-time, push-to-card payout solution enabled Rank Group to serve the majority of its client base. While Rank Group evaluated other competing solutions, only Visa Direct provided the reach and coverage to adequately address their customers’ concerns were heard.

In addition to the benefits seen by Rank Group’s customers, implementing Visa Direct has led significant operational benefits, including the automation of settlement processes and the reduction of settlement-related headcount by 75%. Furthermore, contact center volume declined drastically, with less customers reaching out regarding the status of their withdrawals, despite a 19% increase in withdrawal volumes.⁴

Now Rank Group players can deposit or withdraw in real-time¹ efficiency in the returns process 24x7x365.

Result: An improved, transparent consumer experience.

Rank Group now delivers a customer-first payout experience that minimizes lengthy cash out times. The implementation of Visa Direct has not only improved their customer experience and back-office processes, but showcased them as an innovator within the UK gambling industry.

Learn more

[**Click here to visit the Visa Direct website**](#)

1. Actual fund availability depends on receiving financial institution and region. Visa requires fast-funds enabled issuers to make funds available to their recipient cardholders within a maximum of 30 minutes of approving the transaction. Rank Group launched payouts using Visa Direct initially to a cohort of established high value customers, with plans to rollout to all users.

2. Data analysis based on analysis of 4,541 qualifying Rank Group’s Mecca Bingo customers’ use of Visa Direct. [3] Repeat Rank Group customers who received push-to-card payouts through Visa Direct are defined as customers who’ve received more than one Visa Direct processed withdrawal. [4] Withdrawal volume increase percentage calculated based on increase in count of requests.