

Giving Players Confidence with Certification
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Your players are using chat forums to talk about any doubts or fears they might have about interactive gambling. They don't pull any punches either, freely discussing the good, the bad, and the ugly. Since their posted discussions tend to have a way of lingering around for all to see, it is increasingly important to keep them saying good things about your site.

Any negative press posted by your players can quickly gain momentum, pushing your existing players to throw in the towel, and swaying new players to gamble somewhere else instead. Losing players means losing dollars!

So how do you keep them from getting nervous and sending nasty messages to other players? How do you keep them on your side, and away from your competition?

Naturally, having a strong company name behind you can help, and a healthy track-record doesn't hurt either. But running a good, clean business sometimes isn't enough. You have to *prove* to them that your games are fair, and that your company won't try to cheat them out of their winnings.

One way to prove this to your players is to operate from a highly-regulated jurisdiction.

Each jurisdiction has different standards and requirements, and a different approach to enforcing those rules. Players are beginning to learn which jurisdictions have tighter regulations, and which jurisdictions have a much looser approach to supervising their licensees.

If you're already operating from such a jurisdiction, then you already know about the challenges you faced setting up shop. Now that you've jumped through all the hoops, provided you have an attractive offering you can benefit from all the trouble you went through.

Take steps to inform your players about the regulations that you are required to follow. This will give them a better sense of comfort that you are not above the law.

Next, look at what elements of your gaming system you want independently tested and certified.

Many operators default to first getting their Random Number Generator (RNG) tested to ensure the fair distribution and non-predictability of the RNG outcomes. This is of course a critical element of the system to be certified.

But remember, just because your RNG has been certified doesn't mean that nothing else can go wrong. In past instances, and more recently with Absolute Poker and Ultimate Bet, events have reinforced what testing agencies and regulators have known for years. Safe and secure operations may start with the RNG, but unfortunately there are other matters to consider as well.

Depending on what your jurisdiction requires of you, and what you feel will impress your players most when they read the Certification Letters posted on your site, there are a number of options available to you.

For one, you could have the mathematics of your games evaluated to ensure that they are fair, and that the games are performing in accordance with your functional design specifications. Similar testing can also be applied to your site's other support features, ensuring that player privacy and protection is securely in place.

Another valuable form of testing is Information Systems Security (ISS) auditing for the technical and business controls directing your gambling operations. This form of security testing will help to protect your business from costly exposures, emanating from both internal and external sources.

Many operators also post Certification Letters stating that the *actual* payout percentages collected from their live gaming environment and analysed over a period of time have been independently calculated and verified.

As you can see, there are many ways for you to address the concerns of your players, including Certification Letters to prove the steps you've taken to keep your business on the up-and-up. All of this can work towards keeping you players loyal, and even picking up a few new players who might have grown distrustful of other gambling sites.

With careful and honest business operations, and the right certifications in key areas, you can keep your players singing your praises, playing your games, and rewarding your investment and hard work.

Bio



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