SZERENCSEJÁTÉK ZRT.
CASE STUDY

Szerencsejáték Zrt Gains Full Flexibility and Visibility

Industry: Gaming & Lottery
Use case: Customer service
Country: Hungary

Challenges

- Legacy on-prem system
- Low call connection rates
- Rigid, hardware-bound setup

Solution

- Cloud-based platform
- Advanced dashboards
- Flexible routing & workflows

Results

- Faster case resolution
- Hybrid-ready operations
- Full KPI visibility
- Higher agent satisfaction

Read how Hungary's national lottery operator modernized its contact center environment by switching to a fully cloud-based, flexible system with advanced AI and reporting capabilities

Szerencsejáték Zrt is Hungary's state-owned lottery and gaming company, established in 1991. With approximately 1,800 employees nationwide, the company operates over 270 retail locations and partners with nearly 7,000 retail outlets across the country.

As part of its commitment to social responsibility, Szerencsejáték Zrt employs approximately 170 people with reduced working ability, including three visually impaired agents in their customer service.

Since 2024, they've used VCC Live to manage their customer service, internal helpdesk support, campaign outreach, and registration verification across 58 agent seats and 12 supervisory positions.

Breaking free from an outdated system

Before implementing VCC Live at the end of 2024, Szerencsejáték Zrt struggled with a severely outdated contact center solution. Their legacy on-premise system created daily frustrations for both agents and supervisors:

- No operational visibility: Supervisors had no real-time dashboards, monitoring, or reliable statistics to understand workload or performance.
- Unreliable email handling: Messages often disappeared or got duplicated, and inbox counts did not reflect the actual pending volume.
- Rigid, non-customizable setup: Workflows and interfaces could not be adjusted; even minor changes required technical workarounds.
- Hardware-bound and unsupported: The on-premise system was tied to specific office devices and lacked vendor support, updates, or maintenance—making remote work highly impractical.

The limitations became especially painful during the COVID-19 pandemic. While agents could still work from home by remotely accessing their office phone and computer, it was a complicated workaround that highlighted the urgent need for a modern, cloud-based solution.

Defining the requirements for a new contact center

When evaluating new platforms, Szerencsejáték Zrt needed to focus on practical requirements shaped by their daily operations, security, and compliance with government regulations.

A cloud-based, location-independent solution was non-negotiable, but was only the beginning to make their operations more modern and efficient. They needed advanced reporting and dashboards to finally gain visibility into KPIs and workloads, and customizability was also critical – particularly for IVR logic and ticket handling, as their contact center workflows did not fit standard, rigid models.

"Customization was a must for us. After all, every contact center operates a bit differently, and we needed a system that could adapt to our specific workflows."

Kinga Kócza — Inner Helpdesk Team Leader at Szerencsejáték Zrt

To meet government regulations, strong call recording capabilities were required to meet retention requirements of 5-8 years. Inclusivity is important for Szerencsejáték Zrt, therefore the system also needed to work seamlessly with screen reader software for visually impaired agents.

After evaluating multiple platforms, Szerencsejáték Zrt selected VCC Live for its comprehensive cloud-based feature set, flexibility, and dedicated client support.

Transforming operation with VCC Live

VCC Live was introduced across four core use cases within Szerencsejáték Zrt's contact center:

1. Customer service for players
2. Internal IT helpdesk supporting retail partners
3. Campaign outreach to existing customers
4. Registration verification via email

The impact was immediate: high transparency, significantly decreased error margin, faster query resolution, and agent training.

For the first time, supervisors gained real-time visibility into performance, queues, and agent activity. While some agents initially worried that real-time monitoring would lead to micromanagement and increased workload, it quickly became clear that transparency helped recognize and reward strong performance and distribute workloads more fairly.

Maximized flexibility with VCC Live 360 Agent

After using VCC Live Desk for nearly a year, Szerencsejáték Zrt became one of the earliest adopters of VCC Live 360's browser-based agent interface. The transition was initially triggered by a technical issue that could be better resolved with the more modern codebase of the 360 platform. However, once the technical issue was resolved, they discovered far more benefits than expected.

The browser-based environment introduced a cleaner interface, faster login process, and a more intuitive menu structure, while preserving the familiarity of the Desk system. Agents could adapt gradually, as both systems were able to run in parallel during migration.

One of the most impactful additions has been the introduction of AI-powered capabilities within the AI and automation toolkit.

Szerencsejáték Zrt has tested the following artificial intelligence features:

- Email summarization to allow agents to instantly capture key points from longer conversations.
- Call transcription to support quality assurance and compliance processes.
- AI-assisted quality monitoring to help supervisors review interactions more efficiently.

"The AI summary feature is simply genius. It saves valuable time and helps you make sure your agents don't miss critical details."

Kinga Kócza — Inner Helpdesk Team Leader at Szerencsejáték Zrt

Beyond productivity gains, the browser-based architecture enhances business continuity. If an agent's hardware fails, they can immediately log in from another secure device and continue working without operational disruption.

A practical migration strategy

Szerencsejáték Zrt. approached migration strategically. Rather than switching systems overnight, they leveraged the ability to operate VCC Live Desk and 360 in parallel. This reduced pressure on agents and allowed them to familiarize themselves with the new interface at a manageable pace.

Szerencsejáték Zrt's early transition offered several strategic advantages:

- Gradual transition: Rather than switching overnight, they could adapt progressively, as both systems ran in parallel
- Influence on development: As early adopters, their feedback directly shapes the platform's evolution, helping VCC Live build features that match real-world needs
- Dedicated attention: Early adopters receive focused support from developers, Customer Success Managers, and support teams before the platform reaches mass adoption
- Faster customization: The modern codebase of VCC Live 360 enables quicker implementation of custom development requests

With VCC Live Desk agent support ending in 2026, this proactive transition ensures Szerencsejáték Zrt avoids last-minute migration constraints and secures long-term operational stability.

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Results that speak for themselves

Although the previous legacy system provided no measurable baseline for performance comparison, the shift to VCC Live introduced full transparency and tangible improvements across operations.

Key outcomes:

- Complete visibility into KPIs, queues, and agent performance
- Reduced operational errors and improved ticket accuracy
- Faster onboarding and more structured agent training
- Sustainable hybrid work supported by secure browser access
- Inclusive accessibility for visually impaired agents using screen readers
- Time savings through AI-assisted summaries and transcription

By modernizing its contact center environment with VCC Live and embracing VCC Live 360 early, Szerencsejáték Zrt has built a future-ready operation grounded in flexibility, compliance, and measurable performance.