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Case study Skybet

How our blue-sky thinking helped Sky Betting & Gaming

Sky Betting & Gaming are the UK's leading online betting and gaming operator. Through their apps and websites, they handle around 140 million payments a year – so they need a payment provider big enough and expert enough to keep up. Bet you can guess who that is.

sky BETTING & GAMING

A world first

The partnership with Barclaycard and the Barclays Group means Sky Betting & Gaming can offer their customers a much faster withdrawal service than ever before. Sky Betting & Gaming customers with Barclays accounts benefit from real-time payments. It means they can get their winnings in two to three seconds, rather than the two to five days it takes with other companies. It's a world first – and a win-win.

Speed, stability and savviness

Sky Bet have partnered with Barclaycard for over 10 years. In that time, we've helped them transform how their customers pay them – and how they pay out winnings to their customers. Our expertise and experience has helped them make the most of new technology, new ways to interact, and new opportunities. We run regular workshops on new developments and regulations that affect the gaming industry – so the whole team is always fully up to speed.

Sky Betting & Gaming call upon our experts for...



Strategic approaches to payments



Smooth operational processes



In-depth know-how of how people want to buy online



Links with complementary commercial partners



The right technology in the right places



Cost efficiencies

“ Barclaycard help us innovate for our customers. Whether it's a workshop or an introduction, they always make sure we're speaking with the right people. ”

Andy Sacre
Head of Payments, Sky Bet

“ Thanks to our partnership with the Barclays Group, we can offer customers real-time payments, so they get their winnings in seconds. It shows true collaboration between us, Barclaycard and Barclays. ”

Oliver Andrews
Product Manager - Payments, Sky bet

To see what Barclaycard payment solutions could do for you, get in touch with Christine Magnowska, our Strategic International New Business Manager, on 07808 894451, or email christine.magnowska@barclaycard.co.uk

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