

Customer:



Tipico is the leading provider of sports betting and online gaming in Germany, with technology centers in Germany, Austria, and Malta. The Tipico Group was founded in 2004 and employs more than 3,800 people. As a pioneer in the industry, Tipico has been offering its customers state-of-the-art technology and innovative products for more than 20 years. Effective and evidence-based player protection measures are an integral part of all offerings.

GREYD.

Tipico's scalable Help Center platform with Salesforce and app integration

The Challenge

As a leading sports betting provider, Tipico needed a centralized help center solution that could easily be **adapted to different products** while maintaining strict regulatory compliance. Previously, all help content was managed directly in Salesforce — a setup that created several challenges:

- **Updates required technical know-how**, slowing down teams and increasing costs.
- No unified structure existed across brands, making **roll-outs inconsistent and time-consuming**.
- App and web experiences were disconnected, resulting in **fragmented user journeys** and limited personalization.

The Solution

Using Greyd.Suite, Tipico and Greyd developed a **WordPress-based multisite Help Center platform** built around a central, dynamic blueprint.

This new structure allows any number of product-specific Help Centers to be launched quickly and managed centrally.

Key elements of the solution included:

- A **global library of templates**, post types, and forms, ensuring consistent design and layout across all brands.
- **Real-time data synchronization** between WordPress and Salesforce via Greyd's API connector, so all content remain always up to date.
- **Form data integration** with Salesforce, enabling the seamless processing of customer inquiries directly within the CRM system.
- An **integrated review workflow**, guaranteeing that every update complies with Tipico's strict legal and regulatory standards.
- Automated **personalization and advanced search** functionality were used for a more intuitive user experience.
- Seamless **integration with the Tipico app**, ensuring users can access the Help Center both via browser and in-app.

This approach **empowered Tipico's content teams** to manage, review, and update Help Center content directly in WordPress — without developer support or technical expertise — while **maintaining full regulatory control** and data synchronization.

The Results:

- **Significant cost savings** through reduced technical dependency
- **Faster rollout** of new Help Centers
- **Optimized user experience** through personalization and enhanced search
- Ensuring **compliance with accessibility guidelines**
- Guaranteed **compliance and consistent content quality across all sites**

Voices from the Team:



"The new Help Center platform has transformed the way we manage support content. Our teams can now update, review, and personalize content instantly while staying fully compliant. It's faster, smarter, and has significantly improved the user experience."

Alexander Kalchmann, Head of Product iGaming, Tipico