

Kasinohai launches Haibotti AI assistant to help Finnish users choose online casinos

Tuesday 14 April, 2026

Kasinohai, Finland's leading online casino comparison site, has launched Haibotti (Sharkbot in English), an AI assistant designed to help Finnish users quickly find casinos and special offers that match their needs. Available directly on Kasinohai.com, Haibotti lets users ask questions in natural language and receive instant, personalised guidance.

Haibotti sits alongside Kasinohai's existing tools, such as search, filters and expert reviews. users can ask the assistant to recommend casinos for a small budget, highlight sites with fast payout options or particular payment methods, or compare two or more casinos side by side. Haibotti can also explain terms of participation, bonus terms, verification steps and payout rules in clear, everyday language.

"Finnish users are overwhelmed by choice and complicated terms," says Antti Virtanen, Editor-in-Chief at Kasinohai.com. "Haibotti turns our comparison site into something much more personal. Instead of scrolling through long lists, users can simply describe what they are looking for and get unbiased suggestions in seconds."

Kasinohai has spent years testing and reviewing online casinos for Finnish users, paying close attention to special offers, game selection, payment methods, mobile experience and customer support. Haibotti does not replace this hard work; it builds on it. The assistant serves as a conversational layer on top of Kasinohai's existing reviews and guides, giving users a fast way to access that information.

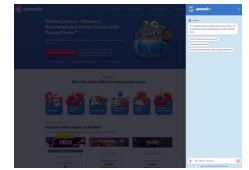
"At its core, Haibotti is about clarity," Antti Virtanen continues. "Many users are unsure how special offers really work, what terms of participation mean in practice, or how to tell serious casino operators from those they should avoid. Haibotti is there 24/7 to answer those questions in a straightforward way."

Finland's online gambling environment is also gradually changing, with a move away from a strict monopoly towards a licence-based system in 2027. As more operators and bonus offers become available, the need for independent comparison and clear explanations is expected to grow. Kasinohai sees Haibotti as one way to support users through this transition by helping them understand the differences between casinos and focus on safe, transparent options.

Responsible gambling has been a central consideration in the project. Haibotti is designed to provide information, not to push users toward longer or riskier play, and it can direct users to support resources when appropriate. Kasinohai's editorial team will continue to supervise the assistant's responses to sensitive questions and update the underlying information as the market evolves.

By combining AI technology with local expertise, Kasinohai aims to make choosing an online casino simpler and more manageable for ordinary Finnish users. Haibotti is already available to try on the Kasinohai homepage.

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