



CUSTOMER INTERACTION STRATEGIES:

KEEPING CUSTOMERS SAFE



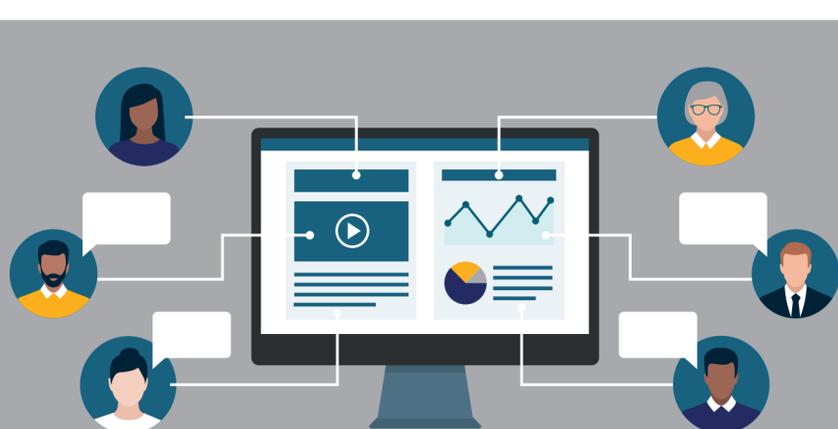
GAMBLING OPERATORS HAVE A DUTY TO HELP PREVENT HARMS.

CURRENT CUSTOMER INTERACTION STRATEGIES TO KEEP PLAYERS SAFE INCLUDE:

Identifying those at risk of or experiencing gambling-related harms

Interacting with identified players to promote safer gambling

Evaluating identification and interaction strategies



OVERVIEW: CUSTOMER INTERACTION STRATEGIES STORED IN TRIAL REPOSITORY

A private database to store and share the types of data operators collect about their customer interaction strategies (identification, interaction, evaluation)

26 remote gambling operators from Great Britain voluntarily participated

Learning what gambling operators are currently doing helps to identify existing strengths and opportunities to improve safer gambling measures



CURRENT STRATEGIES REMOTE OPERATORS ARE USING TO KEEP CUSTOMERS SAFE

IDENTIFICATION

- Identifying those at-risk of or experiencing gambling-related harms
- ✓ Using algorithms to help identify at-risk players. Some markers of risk include:
 - Financial data
 - Behavioural patterns
 - Temporal factors of play
 - Big wins
 - Use of safer gambling tools
 - ✓ Assessing customer risk by looking at the tone and content of their in-person or online communications
 - ✓ Manually reviewing customer accounts to identify at-risk players
 - ✓ Providing training for employees to identify those at-risk of or experiencing gambling-related harms

INTERACTION

- Interacting with identified players to promote safer gambling
- ✓ Using internal forms of evidence (e.g., in-house reports, employee experiences) to inform approaches to interactions
 - ✓ Tailoring interaction strategies by using different types of communication and messaging based on the customer's level of risk
 - ✓ Emphasising positive, informative, and supportive messaging in all customer interactions
 - ✓ Providing interaction training to employees, including specialised training for customer-facing roles

EVALUATION

- Evaluating identification and interaction strategies
- ✓ Evaluating strategies at the individual and operator levels across all customer interactions
 - ✓ Providing clear documentation to ensure evaluation and monitoring capacity
 - ✓ Using indicators such as:
 - Changes in behavioural and financial metrics
 - Reductions in problem gambling rates
 - Correlation of behaviour changes with interactions
 - Uptake of safer gambling tools as an important success metric
 - Customer feedback on interaction effectiveness
 - ✓ Committing to use evaluation to support continuous improvement

MOVING FORWARD

“We know that the industry is making progress, but we want you to do much more to put consumers, and particularly vulnerable consumers, at the heart of your businesses.”

– Gambling Commission

NEXT STEPS FOR OPERATORS: IMPROVING CUSTOMER INTERACTION STRATEGIES

Many operators are already demonstrating customer interaction strategies to support safer gambling. However, there are several areas in which operators need to strengthen strategies for identification, interaction, and evaluation based on best practices.

SCALING UP IDENTIFICATION AND INTERACTION STRATEGIES

- 1 Ensure processes can keep pace with any increase in customer demand
- 2 Provide comprehensive safer gambling approaches for all customers, including VIPs, across all gambling products, even when they reinstate from self-exclusion or a time out

IMPROVING EVALUATION CAPACITY

- 1 Develop a regular schedule for evaluation activities
- 2 Implement quality assurance processes for evaluating interactions
- 3 Enhance evaluation capacity through training and support
- 4 Embed lessons learned and best practices across the business and share across the industry