

# THE FUTURE OF CX FOR LOTTERY & GAMING

## 5 Key Ingredients

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# Today's Presenter



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# We live in an experience economy





81%

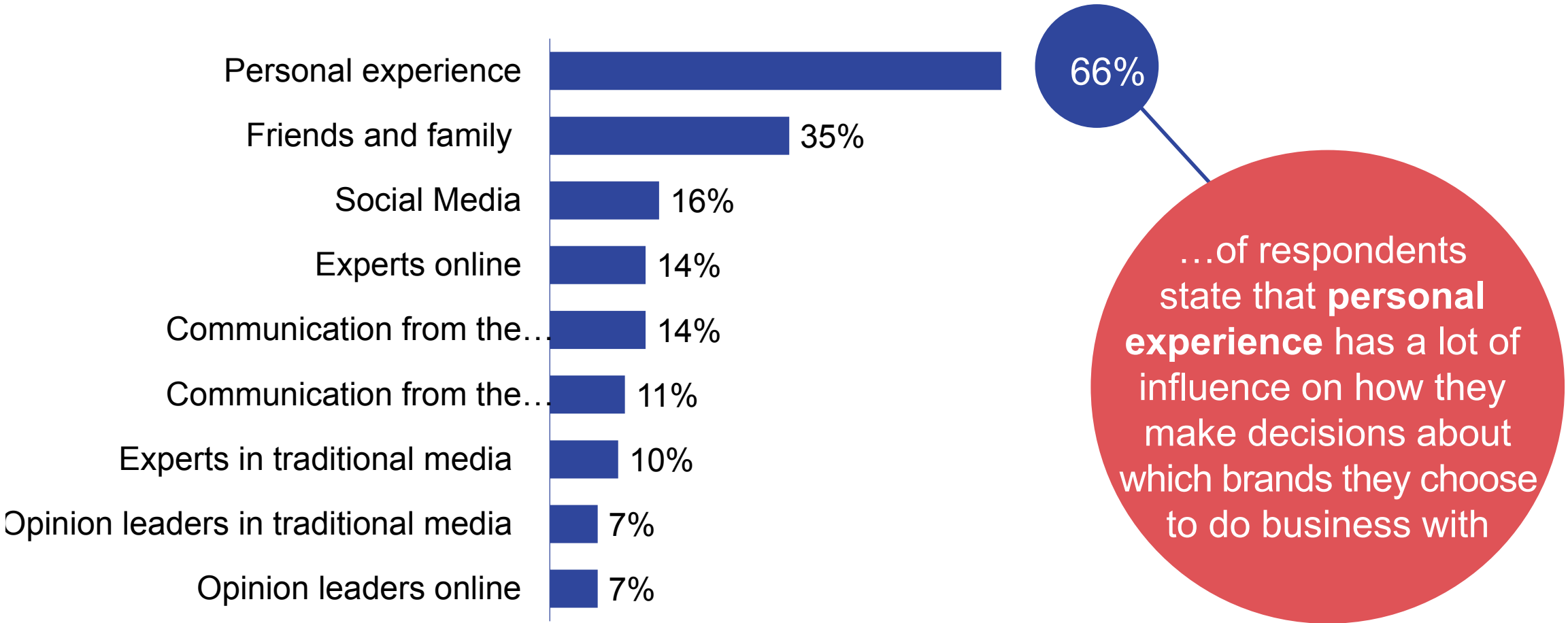
•of companies say they will compete mostly or completely on customer experience by 2019

•— *Gartner – Customer Experience in Marketing Survey*





# Customer Experience Matters



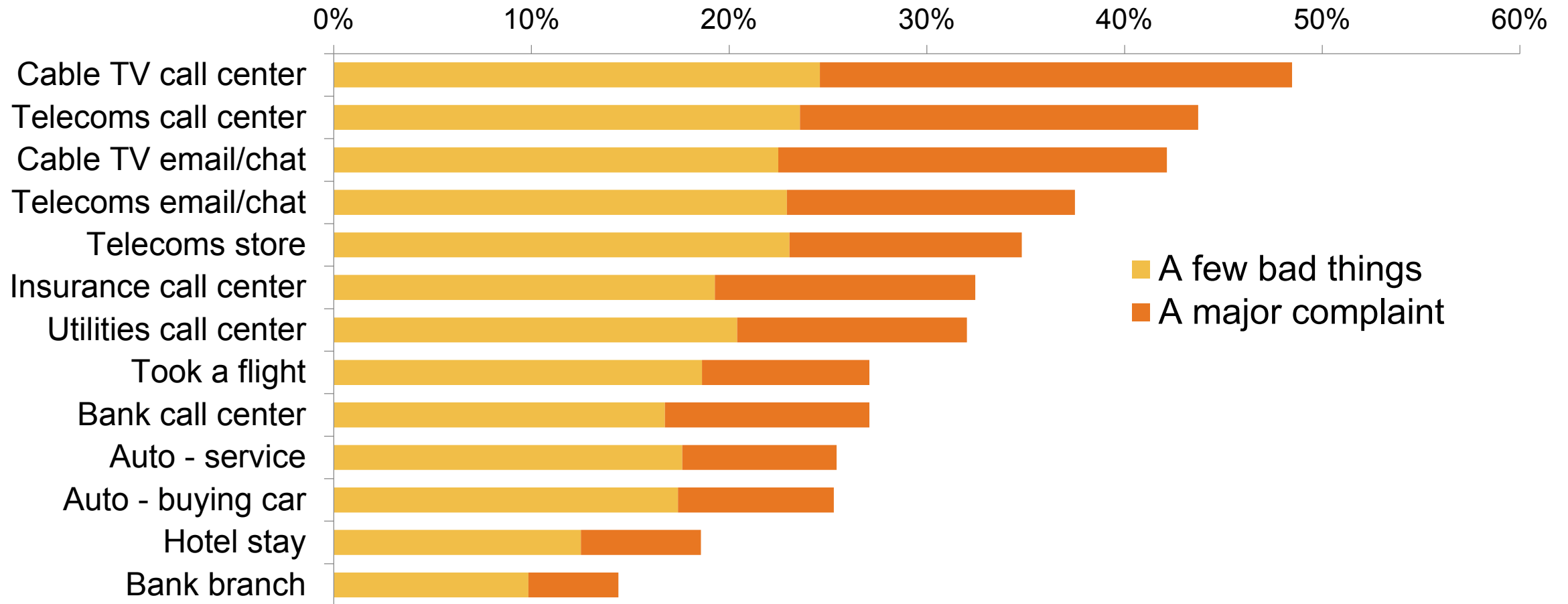
Source: Ipsos R&D 2019





# Yet, Companies still fail to get it right

## Occurrence of critical incidents



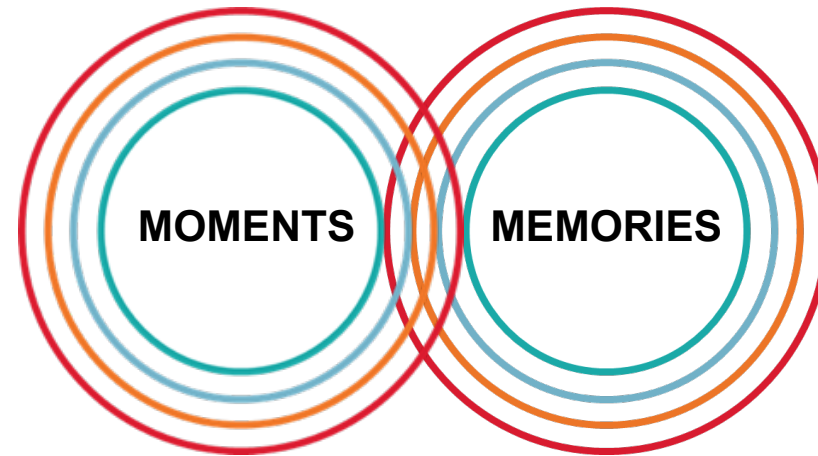
Source: Ipsos R&D 2019




# CX Starts with People and understanding customers



THE RIGHT CUES  
THE RIGHT INGREDIENTS  
THE RIGHT STAFF  
BEHAVIOUR



THE RIGHT BRAND  
ASSOCIATIONS  
EMOTIONAL  
CONNECTION  
STRONGER  
RELATIONSHIPS



# Three key principles to successful CX delivery

- 1 Meeting expectations set by the Brand Promise
- 2 Providing the right ingredients to drive strong relationships – functional and emotional
- 3 Deploying the right Customer Experience through employees





# Businesses need to build relationship strength and profitable relationships

Achieved by **getting customers to give you more of their business**, through:

- **Continuing** to be a customer
- Giving you a **higher share of their spend** in a given category
- Taking **additional products** and services

Customers will only do this if they:

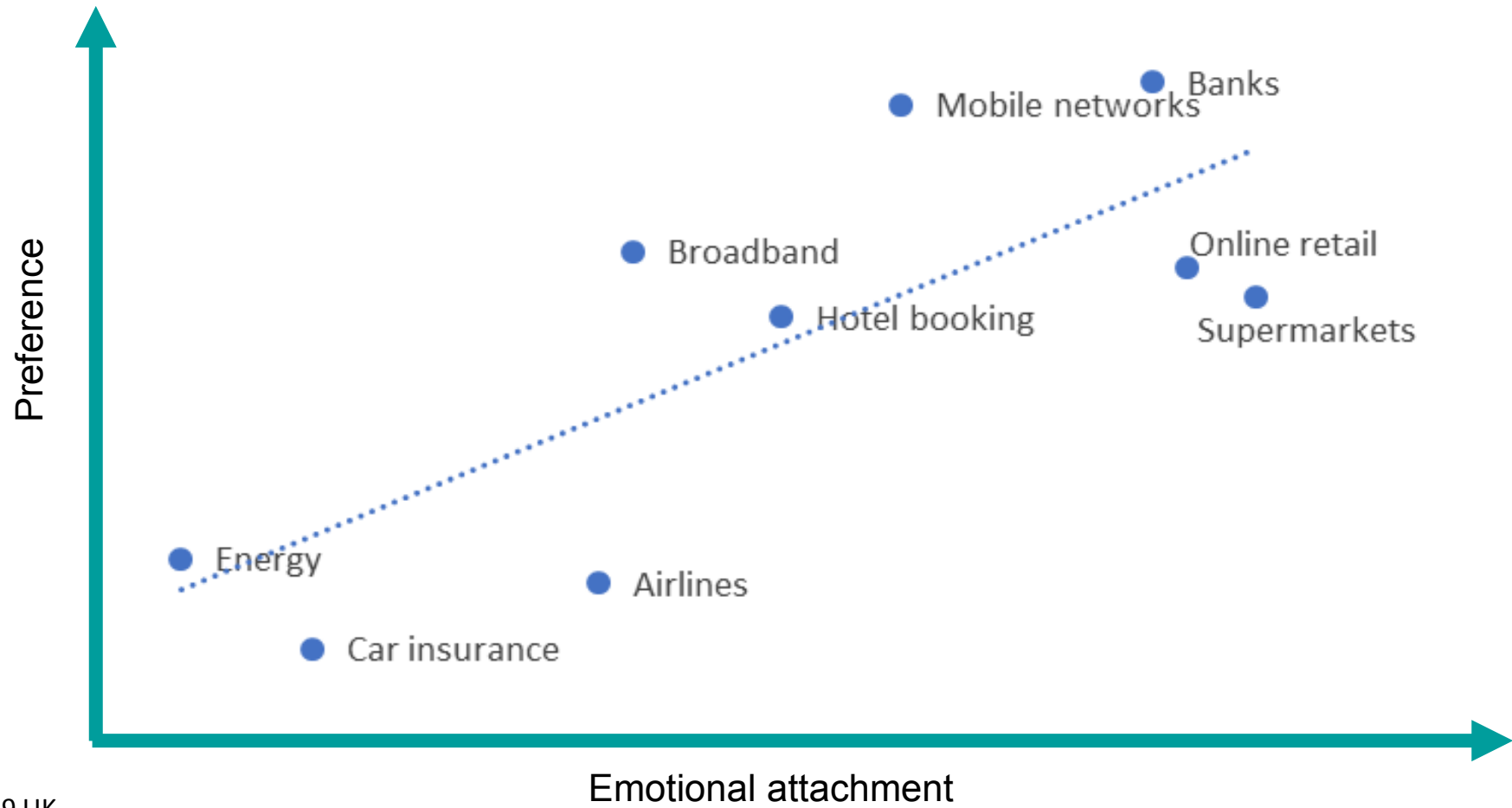
**Prefer your brand**

Or

**Have no real choice**



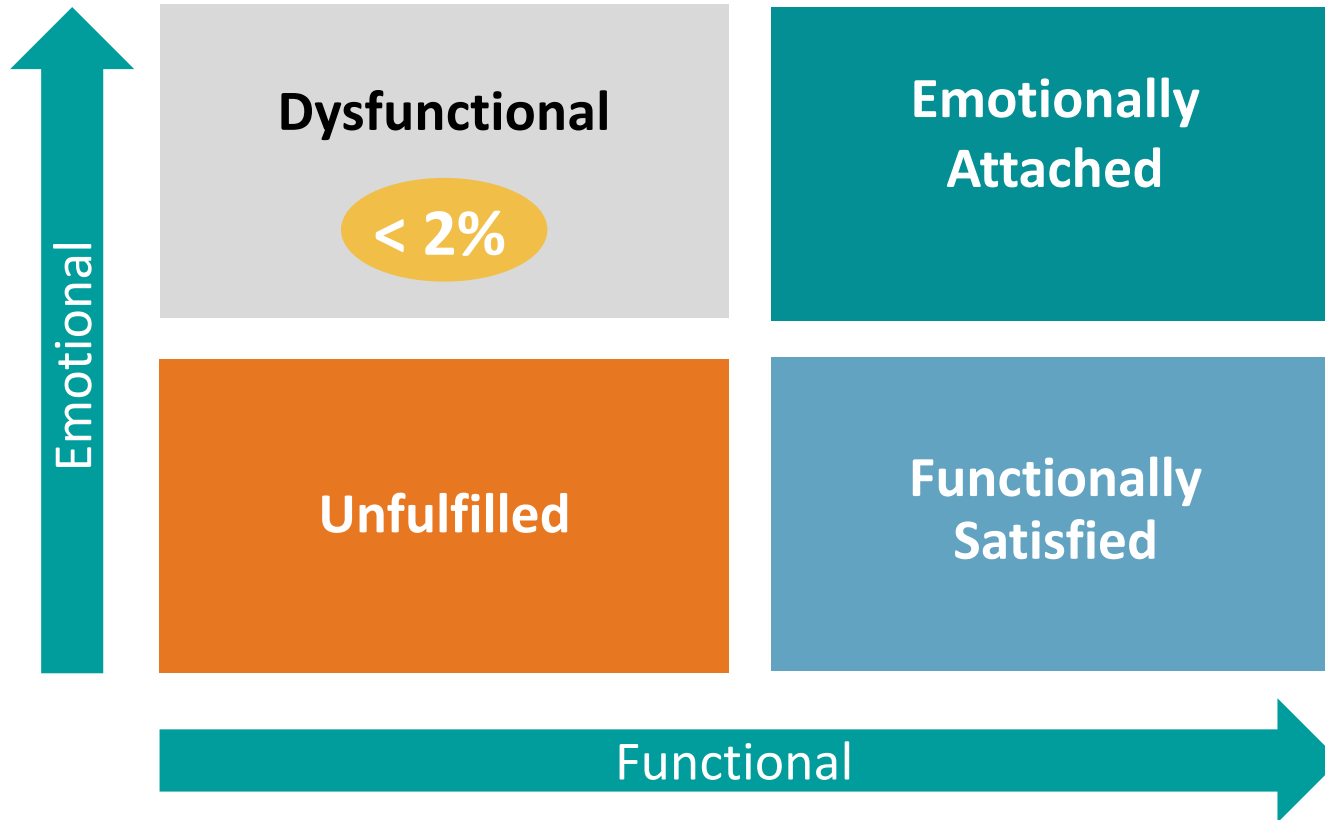
# Strong relationship between emotional attachment & preference is apparent by sector



Source: Ipsos R&D 2019 UK



# Creating a functional/emotional framework



Initial R&D in 2017 across 3 countries and 3 sectors

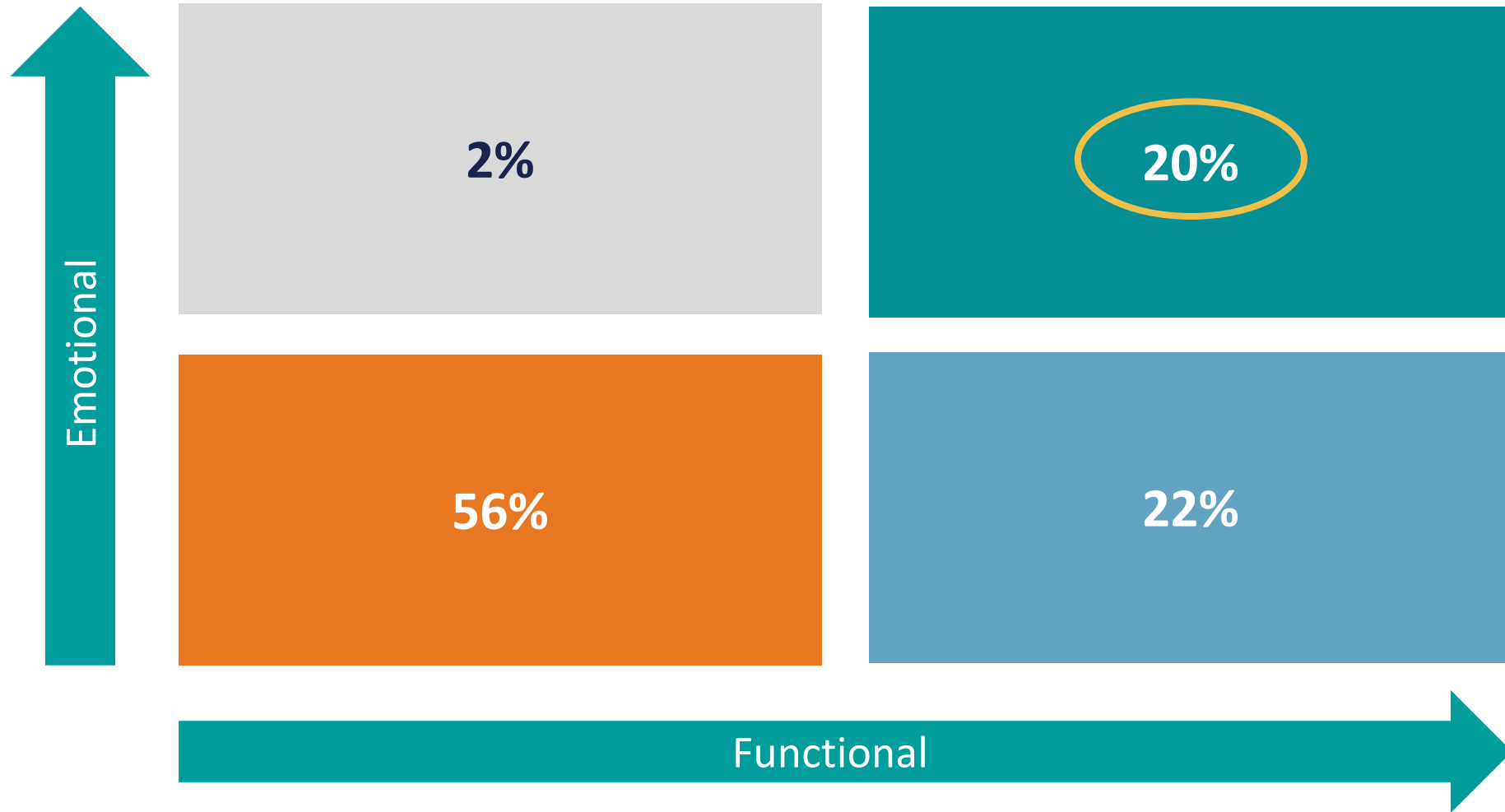
Further R&D in 2019 in the UK focused on drivers of emotional attachment

10,000 interviews across 9 sectors in the UK

Source: Ipsos R&D 2019

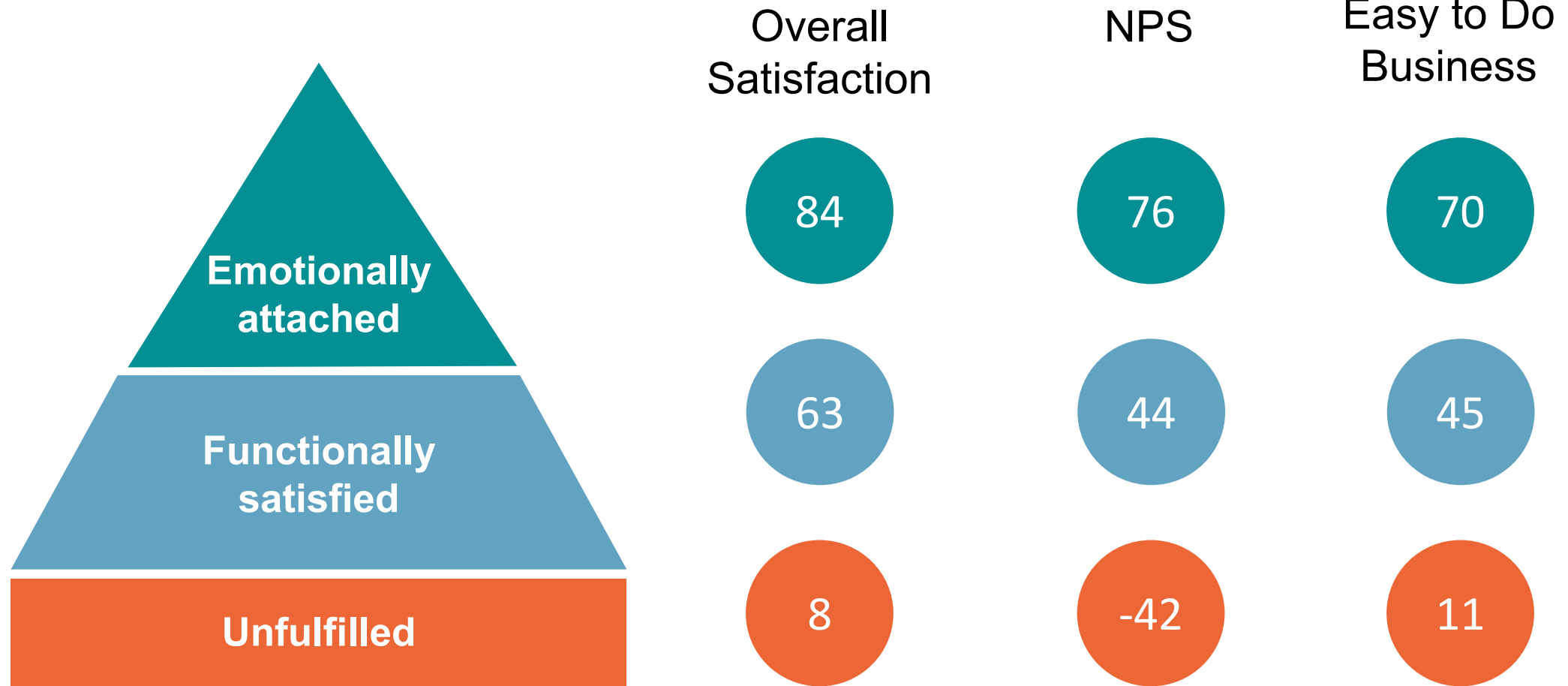


# Functional/emotional framework



Source: Ipsos R&D 2019

# We need emotional attachment to drive preference and higher customer lifetime values

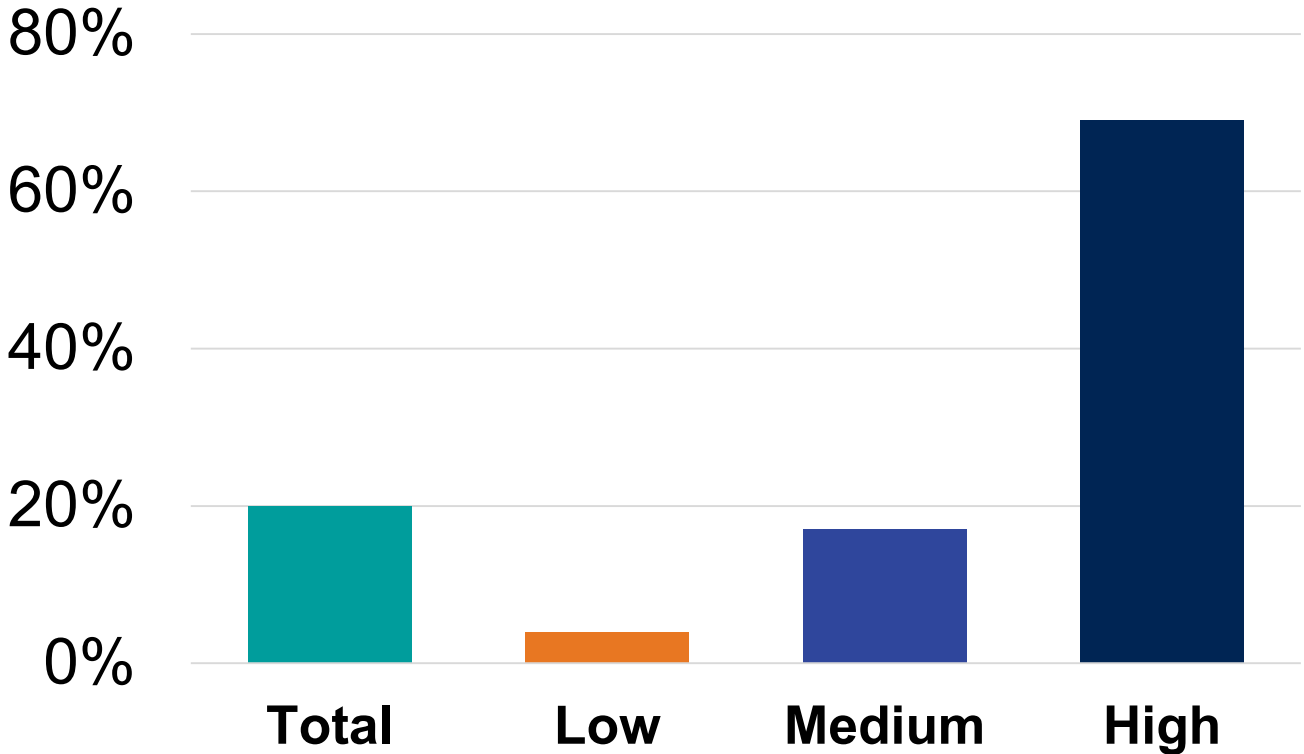


Source: Ipsos R&D 2019



# And emotionally attached customers are more likely to be forgiving. Strong relationships insulate you from mistakes

Likelihood to forgive following a negative experience overall and by emotional attachment – Canadian total



Source: Ipsos R&D 2019



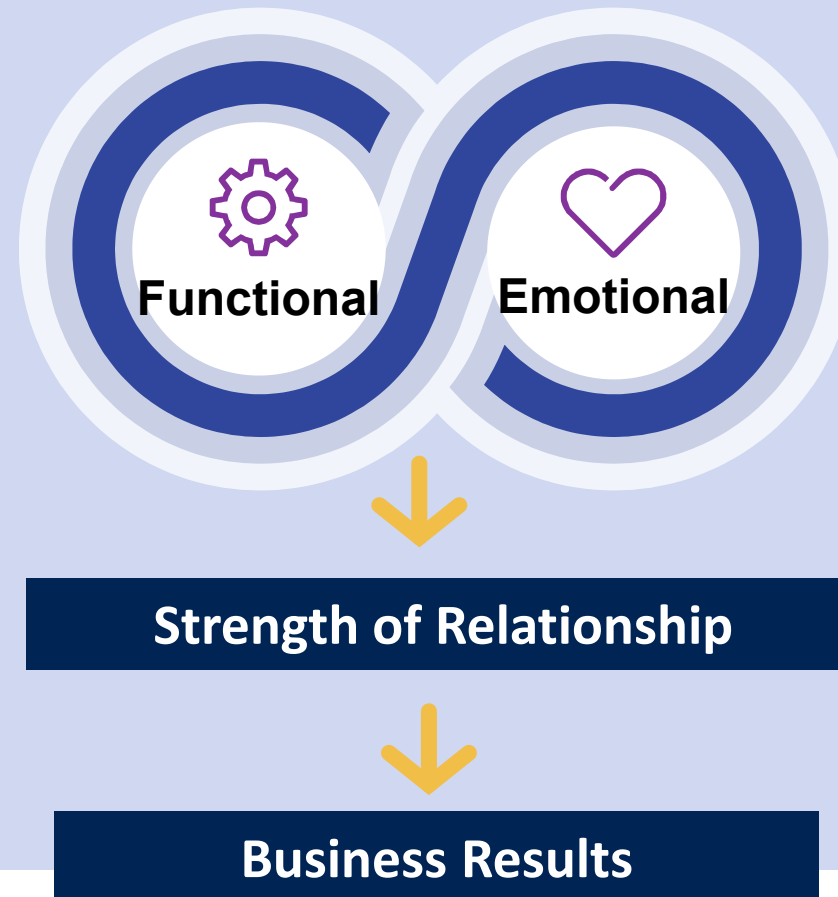




So, what is it that helps create an emotional bond?

# Applying Behavioural Science to Customer Experience

Designing and delivering CX in a truly human-centric way



# Introducing the Five Forces of CX – The science of strong relationships

## Fair Treatment

Make customers feel that there is a fair exchange in their relationship with you

## Certainty

Make customers feel that things are clear, transparent and working as expected

## Empowerment

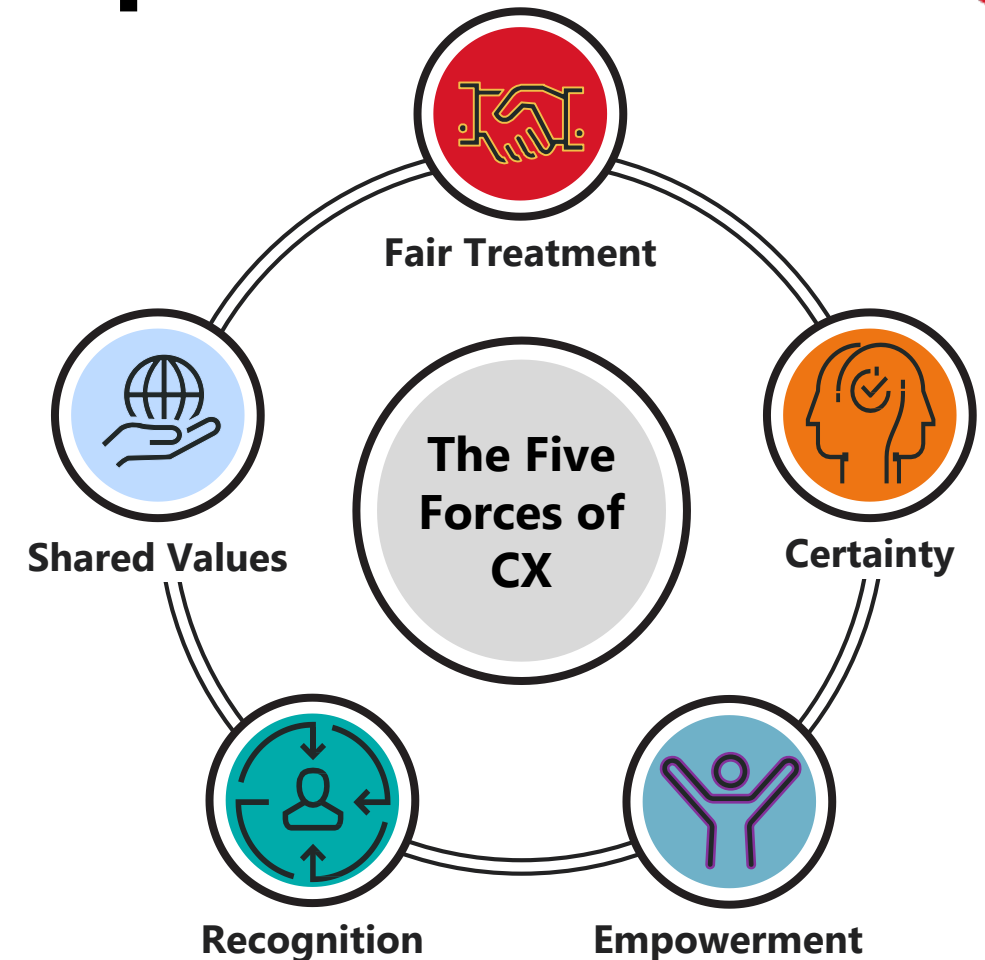
Help customers feel in control of the situation and in the driving seat

## Recognition

Make customers feel valued, respected and worthy of special treatment

## Shared Values

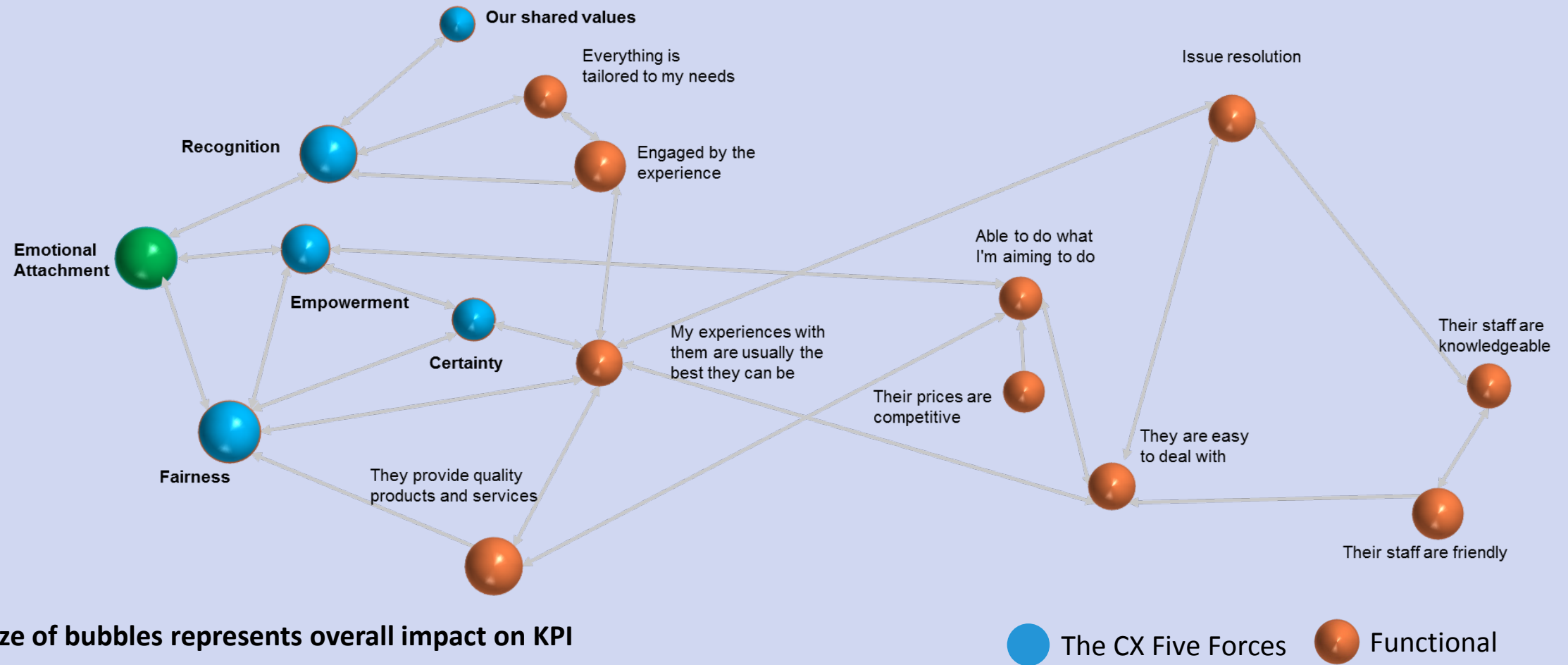
Help customers feel a sense of belonging and show you care about the greater good



Source: Ipsos R&D 2019



# Diagnose whether the current experience drives the right outcome



Source: Ipsos R&D 2019

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# Optimize the CX Journey

## An online journey



Fair Treatment



Certainty



Empowerment



Recognition



Shared Values



### Recognition

Welcome players back to your online site. Show them games they may like based on their past playing behavior & favorites

Set ability to remind players of special promotions & past favorites



### Empowerment

Give the players choices of different games or ability to personalize the games that appear first.



### Fair Treatment

Ensure certain percentage of wins to encourage players to return. Award player rewards to drive loyalty



### Certainty

Provide immediate confirmation of # of points awarded. Send extra confirmation via email or SMS text. Include options for how points can be used.



### Shared Values

Support a charity or cause when add money or offer % of total wins to be donated

I want to play some new games online.



I look online and see if I can find something that engages me.



I play the game and cash out to play a different game.



I receive confirmation that my player rewards have been awarded



I add more money to my online account.



# ROCXI is at the heart

Of both our Offer and all our engagements



### Retention

Customers are retained and at-risk customers are recovered

### Share of Spend

Customers choose you more often



### Advocacy

Customers share their positive experiences with others

### Operational Efficiency

Customers are served in a quality-driven, cost-effective way





# THANK YOU.

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