Player Awareness Systems: behavioural analytics in practice

RGT CONFERENCE 09 DECEMBER 2015

Panel members

- Graham Weir, Head of Responsible Gambling, Ladbrokes
- Catherine Colloms, Director of Corporate Affairs, Paddy Power
- Malcolm George, Chief Executive, Association of British Bookmakers

This time last year

- **1 December**: Publication of world-first, **comprehensive research into B2 machines and problem gambling,** conducted independently by leading experts and reviewed by a panel of international academics
- Provided **insights into player behaviour** and identified specific **'markers of harm'** in machine play
- Showed it was **possible to distinguish between problem and non-problem gambling behaviour**
- **10th December: RGT Harm Minimisation Conference** to discuss results with industry & stakeholders

Industry action – ABB working group

Multi-operator working group established to advance understanding of putting data analytics in practice as Operators build and roll-out player awareness systems

Working group objectives:

i. To **share best practice** across operators

ii. To use learnings to improve models and design and achieve a **minimum set of industry standards**

Variety of approaches adds to the current knowledge and experience from which all can learn and which will be **incorporated into the minimum standards**

Timeline of Activity

Dec 2014

- **RGT research published** confirming identifiable markers of harm can be used to distinguish problem and non-problem gaming machine play

Jan–March 2015

- Operators **develop algorithm models** based on online/self-excluded customers and RGT markers of harm
- **Testing of models** to check effectiveness and/or **independent third party** review of models by some operators
- Some **trials** underway

March 2015

- **ABB cross-industry working group established** and tasked with producing a minimum set of industry standards

Summer 2015

- All operators **completed trials of algorithms**
- Working Group focuses on **developing best practice around customer communications**
- **First version of best practice agreed** and shared with the Gambling Commission

Sept-Oct 2015

- **Test and review processes implemented for customer communications**
- ABB working to develop **communications standards for independent bookmakers** to follow
- Agreement on what **KPI data** is being collected

Dec 2015

- All operators have **estate-wide roll out of fully operationalised algorithms and customer contact strategy**
- **Processes for monitoring and evaluation being developed with the RGT**

Where we are today

- **Significant progress since 2014 RGT Conference**
- **Operators focussed on effective player protection: multiple new measures in place**
- **Data Analytics can play an important role**
- **All operators have Player Awareness Systems in place for account based machine customers: actively being messaged and contacted**

Data Analytics – “Player Awareness Systems”

1. **Development:** Operators have **developed their own data algorithms based on the RGT markers of harm**, with a **minimum of three markers** used in all cases. Suppliers have built models for independents

2. Validation: Data has been used to shape models, some of which is from self-excluded customers

3. **Application**: Algorithms **applied to player history data** from account based gaming machine players. Customers grouped into varying levels of potential risk and analysed minimum bi-weekly

4. Contact strategy: **Customers triggering the markers of harm are contacted** via SMS, email or machine message. Messages increase awareness of gambling behaviour and point towards RG tools, shop assistance and/or gambleaware.co.uk

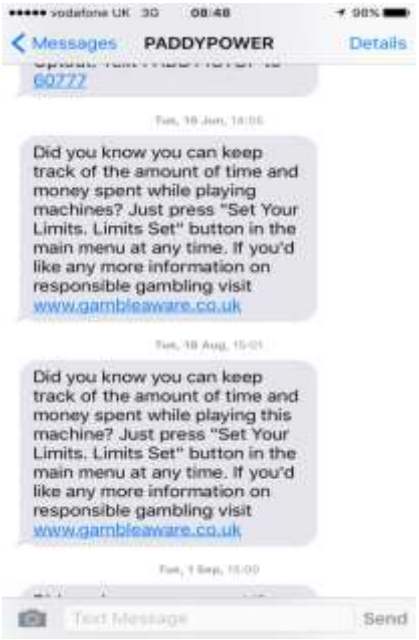
5. **Responsible Gambling Interactions**: Data analysed by Operator’s RG teams who design **tailored interaction strategies** for individual customers at highest risk levels

Contact Strategy

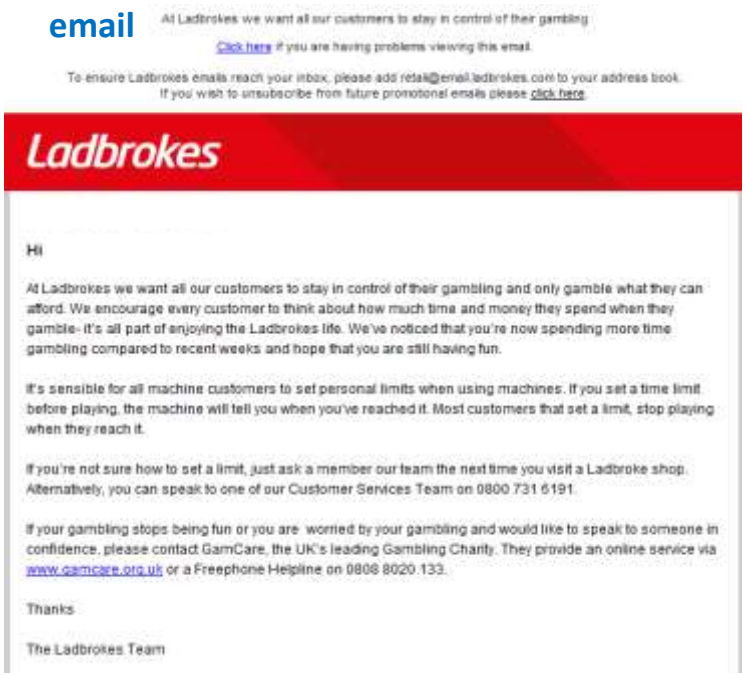
- Operators are using a **variety of methods to contact customers**
  - SMS
  - Email
  - Machine pop-up
- Content of messages varies in intensity or frequency **dependent on the level of risk identified**
- **Customers encouraged to think about how they are gambling.** Messages promote limit setting and/or self-exclusion
- Include signposting customers to **National Gambling Helpline/gambleaware.co.uk** or to speak to a member of staff
- ABB has developed **guidance for independent bookmakers**, in conjunction with SG/Inspired, to support them in initiating customer communications
- Where a customer is identified at the **highest level of risk, operators will tailor a person-person interaction** with a member of staff or area manager, based on all known information about that customer (not just what is in the player history data)

Examples of customer messaging

sms



email



on the machine when logging in

Evaluation

- **Critical part of developing effective system**
- Committed to **independent third party evaluation of the industry wide implementation of Player Awareness Systems**, taking into account the full range of models used
- The ABB currently **working with the RGT** to design a robust framework: to **go out to tender 2016**
- Informed by data from operators: **been collecting data since roll-out**
- The **results will be published**
- We **will report back with progress at this conference** next year

What next: Progress made but more to do

- Operators are **continuing to invest to develop the Player Awareness Systems** in place; 'training' the algorithms so that we can keep learning more about customers' behaviour and what it means
- ABB working group will continue to meet and **develop a set of minimum standards** as committed to in the ABB Code
- We will **apply what we learn** from the implementation of Player Awareness Systems **into our overall approach to harm minimisation**
  - Applying principles to non account based gaming machine customers
  - Improving the way we interact with customers and train staff
  - Using learnings in online
- ABB working group to remain transparent: **RGT and Gambling Commission to be kept fully involved** and invited to give feedback and challenge us

We are all committed to a regime of continuous improvement in tackling problem gambling, in which the Player Awareness System will remain a key part