

# Player Awareness Systems: behavioural analytics in practice

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RGT CONFERENCE 09 DECEMBER 2015

# Panel members

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- 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

## harm minimisation: investigating gaming machines in licensed betting offices

Date: Wednesday 10 December 2024  
 Chair: Liz Bentley, broadcaster and journalist

08:30 Registration and Coffee		
09:00	Welcome	Liz Bentley
09:05	Introduction	Mick Tichon, Chief Executive, Responsible Gambling Trust
09:10	A view from the Machines Research Oversight Panel	Dr Paul Delfabbre, University of Adelaide
09:20	Patterns of play	Elaine Stewart and Heather Woods, NatCon Social Research
10:10	Identifying harm? Potential markers of harm within industry data – a rapid evidence assessment	Heather Woods, NatCon Social Research
10:30	Identifying problem gambling: Findings from a survey of loyalty card customers	Heather Woods, NatCon Social Research
11:00 Coffee Break		
11:30	Predicting problem gamblers: analysis of industry data	Devo Ekan, Posturespace Svenja Robinson, RTI
12:00	Geo-spatial analysis	Mark Thurman-Goodwin, GeoFutures

12:30 Lunch		
13:00	An experimental investigation into the impact of stake size on 'control'	Dr. Adrian Parkes, University of Strathclyde
14:10	Understanding return to player messages	Debbie Collins, NatCon Social Research
14:30	Changes in machine gambling behaviour	Sally Bridges, NatCon Social Research
16:00 Coffee Break		
16:10	Panel discussion	Professor Jo Wolff, Matthew Hill (Electronic Regulatory Res & Analysis, Gambling Commission), Richard Glynn (Chief Executive, Ladbrokes PLC), Dr Paul Delfabbre
16:20	Reflections and future directions	Professor Jo Wolff, Sponsor Independent Trustee and Chair of the Research Committee, Responsible Gambling Trust
16:30	Refresh and close	Liz Bentley

- 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**
- 10<sup>th</sup> December:** **RGT Harm Minimisation Conference** to discuss results with industry & stakeholders

# Industry action – ABB working group

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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

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- **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

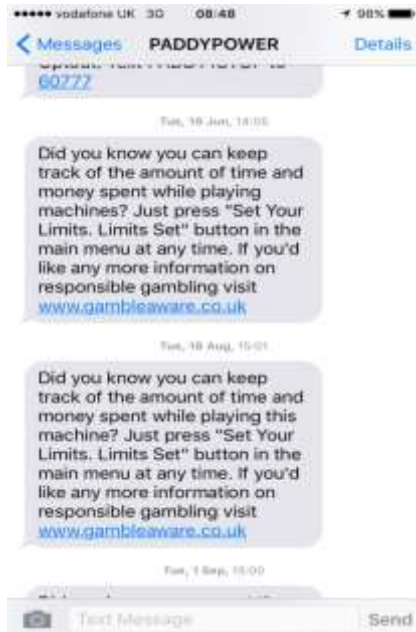
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- Operators are using a **variety of methods to contact customers**
  - SMS
  - Email
  - Machine pop-up
- Content of messages varies in intensity or frequency **dependent on the level of risk identified**
- **Customers encouraged to think about how 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)

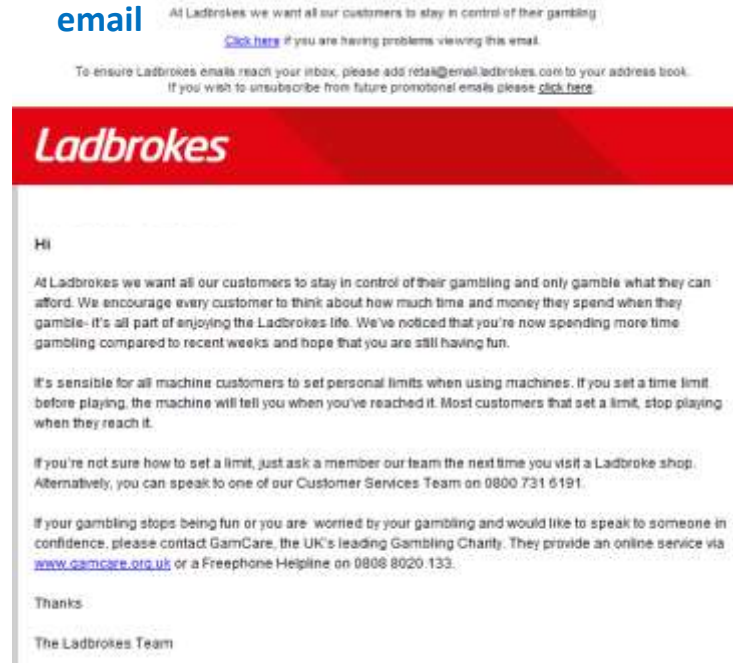


# Examples of customer messaging

## sms



## email



## on the machine when logging in



# Evaluation

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- **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

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- 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**