

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

harm minimisation: investigating gaming machines in licensed betting offices

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- 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

play

RGT research published confirming identifiable markers of harm

can be used to

distinguish problem

and non-problem

gaming machine

Jan–March 2015

- Operators develop algorithm models based on online/selfexcluded 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 communication s
 - ABB working to develop communication s standards for independent bookmakers to follow
- Agreement on what **KPI data** is being collected

Dec 2015

- All operators have estatewide roll out of fully operationalise d 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

- $\circ \, \text{SMS}$
- Email
- $_{\odot}$ 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 selfexclusion
- 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

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Did you know you can keep track of the amount of time and money spent while playing machines? Just press "Set Your Limits. Limits Set" button in the main menu at any time. If you'd like any more information on responsible gambling visit www.gambleaware.co.uk

Tel. 38 Aug. 15-21.

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email At Laderskes we want all our customers to stay in control of their gambing

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Ladbrokes

HI

At Ladbrokes we want all our customers to stay in control of their gambling and only gamble what they can afford. We encourage every customer to think about how much time and money they spend when they gamble-it's all part of enjoying the Ladbrokes life. We've noticed that you're now spending more time gambling compared to recent weeks and hope that you are still having tun.

It's sensible for all machine customers to set personal limits when using machines. If you set a time limit before playing, the machine will tell you when you've reached it. Most customers that set a limit, stop playing when they reach it.

If you're not sure how to set a limit, just ask a member our team the next time you visit a Ladbroke shop. Alternatively, you can speak to one of our Customer Services Team on 0800 731 6191.

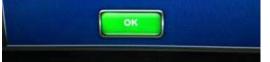
If your gambling stops being fun or you are worried by your gambling and would like to speak to someone in confidence, please contact GamCare, the UK's leading Gambling Charity. They provide an online service via www.camcare.org.uk or a Freephone Heipline on 0808 8020-133.

Thanks

The Ladbrokes Team

on the machine when logging in

When the fun stops, STOP! Only gamble what you can afford to lose. Think about money and time limits in advance. The shop team are available for advice and information.





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
 - \circ Applying principles to non account based gaming machine customers
 - \circ 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