

CUSTOMER INTERACTION

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WHAT IS CUSTOMER INTERACTION?

THE GAMBLING COMMISSION DEFINES CUSTOMER INTERACTION AS THE PROCESS OF:

- **IDENTIFYING** CUSTOMERS WHO MAY BE AT RISK OF OR EXPERIENCING HARMS ASSOCIATED WITH GAMBLING.
- **INTERACTING** WITH CUSTOMERS WHO MAY BE AT RISK OF OR EXPERIENCING HARMS ASSOCIATED WITH GAMBLING.
- **UNDERSTANDING THE IMPACT** OF THE INTERACTION ON THE CUSTOMER, AND THE **EFFECTIVENESS** OF THE LICENSEE'S ACTIONS AND APPROACH.

HARM MINIMISATION



EFFECTIVE CUSTOMER INTERACTION

- **IDENTIFY**
- **COMMUNICATION CHANNEL**
 - TELEPHONE
 - ON SITE POP-UP INTERRUPTING PLAY
 - EMAIL
- **TIMELY**
 - SOME INTERACTIONS NEED TO BE REAL-TIME
 - CHASING LOSSES, FAILED DEPOSITS, TIME SPENT
- **PERSONALISED AND RELEVANT**
 - HIGHLIGHT KEY ACTIVITY THAT DRIVES THE INTERACTION
- **REMOVE CUSTOMER JOURNEY FRICTION**
 - EASY ACCESS TO TOOLS, OPERATOR LED TOOL SETTING
- **SUPPRESS BONUSING AND MARKETING**



HARM MINIMISATION



- Supported by:
- Industry guidance and best practice
 - Regulatory guidance
 - Voluntary Responsible Gambling Audits
 - Safer Gambling Week
 - National Self-exclusion schemes

PERSONALISED INTERACTIONS

TIME SPENT

Hi Yeo. In light of your recent playing activity, we would like to remind you that various player protection tools are available including time limits which can assist you with managing the amount of time you play for each day.

You can limit the amount of time you play each day by selecting a daily duration below. The day is calculated on a 24-hour rolling period. Once you have reached the daily limit that you have chosen, you will be automatically logged out of your account.

Should you wish to set a limit, please select a daily hourly duration:

Select period ↕

CONTINUE

I DO NOT WISH TO SET A LIMIT

FAILED DEPOSITS

PLAY RESPONSIBLY

You have added 4 **new payment methods** following a **failed deposit** in the last **24 hours**, and we would like to give you an important reminder that you can make use of our player protection tools in order to keep your experience safe and enjoyable at Hello Casino.

We recommend you limit the amount of your deposits by setting an **affordable deposit limit** below.

You can access all our player protection tools in the My Account section or set a tool at the bottom of this message.

- Affordability
- Multiple Tool setting
- %Deposits increase
- Vulnerability
- Chasing losses

CUSTOMER JOURNEY

Play Responsibly

Due to the velocity of your spend, we would like to reach out to you to ensure you are setting a limit you find affordable in order to keep your experience safe and enjoyable at Skol Casino.

You can access all our player protection tools in the My Account section or set a tool at the bottom of this message.

There are also various organisations that can assist you in different ways should you need it:

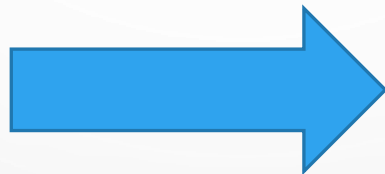
- If you are concerned about your gambling in any way, then we recommend that you access the GamCare independent self-assessment tool available at: <https://www.gamcare.org.uk/self-help/self-assessment-tool/>.
- For free independent and non-judgmental advice, you can click here: <https://www.begambleaware.org/> or you can call the National Gambling Helpline free on 0808 8020 133.

Please confirm that you have read and understood this notification. If you feel that you are gambling within your means, for entertainment, and that your gambling is not causing any harm to yourself or others, please choose an appropriate response below:

Select your response:

- I would like to set a deposit limit
- I need to take a short break (timeout)
- I am spending too much money gambling and would like to self-exclude
- Other
- I am in control of my gambling

CONTINUE



Deposit Limits

You can set daily, weekly or monthly deposit limits. You can decrease your daily limits whenever you want to, and they will become active immediately. Please note that:

- daily deposit limits are calculated as 24 hours, weekly deposit limits as 7 days and monthly deposit limits as 28 days;
- they are measured retrospectively for the period selected

Deposit limit period

Select period

Amount

£10 minimum

CONTINUE

MEASURING INDIVIDUAL EFFECTIVENESS

EVALUATION

- UNDERSTAND THE **EXPECTATIONS** OF THE **INTERACTION**
- IF A CUSTOMER IS “**IN CONTROL**” ARE THEY REALLY “**IN CONTROL**”?
- WHEN DOES AN **INTERACTION** MERIT AN **INTERVENTION** OR **ESCALATION**?
 - POP-UP – PHONE CALL
- **TOOL USE VS REPEATED TOOL USE**
 - INTERVENTION?
- **JUSTIFIED REPEATED BEHAVIOUR**
 - TIME SPENT

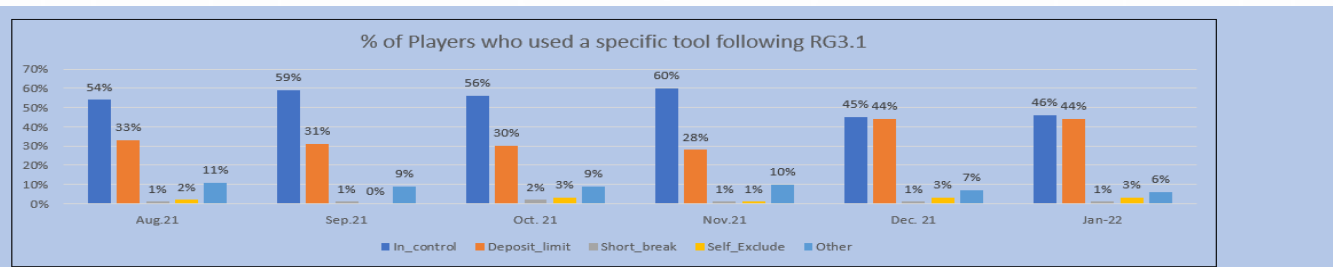
INTERACTION EFFECTIVENESS

Pop-up Evaluation

Baselines and measure changes to:-

- Wording
- Tool Uptake
- Markers of harm

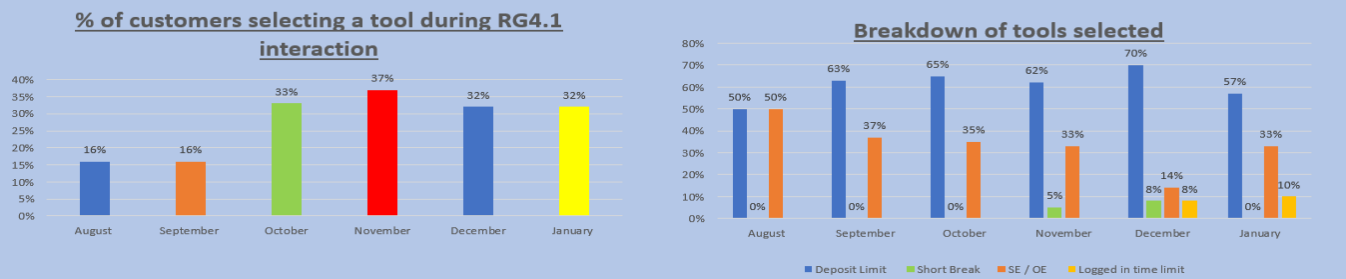
Telephone Interaction Effectiveness



% Of Players setting a tool

Month	Aug. 21	Sept. 21	Oct. 21	Nov. 21	Dec. 21	Jan. 22
Total	36%	32%	35%	30%	48%	48%

- Figures discounts "Not Shown" and "Superseded" pop-ups
- Majority of players showing they are in control
- The most popular choice continues to be deposit limits
- Tool uptake remains the same in January as in December
- January continues to show that "in control" and "deposit limit" remain the favoured responses



January 2022

44% of attempted RG4.1 calls were successful in January Vs 40% in December
Deposit limit remains the preferred tool used by players and there is a small increase in the percentage of players opting to set a logged in time limit following an RG4 call

Identification (Algorithm Effectiveness)

Number of "At-risk" customers identified in-line with industry wide problem gambling rates

ABSG - Evaluation Protocol