Reaching New Audiences & Engaging with Current Ones

Why embracing digital and putting it at the heart of a lottery is the key to reaching new audiences.

The outlook for the iGaming industry is constantly shifting, with new challenges in regulation, competition and advancing technologies facing lotteries on an increasingly regular basis. The growing adoption of mobile devices for our every need and the opening of the US sports betting market have brought the digital opportunities offered to lotteries and gaming companies into sharper focus.

The opportunities are there to be taken by forward thinking lotteries that partner with proven platform suppliers. The digital landscape in the US lottery market is only in its infancy but you only need to look at the successes that have been enjoyed in Canada and in Europe to see the benefits.

Unlocking Digital Opportunities

The competition for player "eyeball time" is intensifying, so maintaining presence and relevance are key. Your customers are online now; they're just not necessarily online with you.

Whilst moving online may still seem daunting, the focus should be on what you're trying to achieve. The most successful brands in any industry are those that develop their brands and maintain an ongoing dialogue with their customers. In doing so, they learn about their customers and keep them engaged, keep them brand loyal and it is this that creates long term success. So whilst the opportunities of going online are significant, it's vitally important to understand how to harness the power of digital to stay ahead of the game.

It's not just about modernising lotteries by adding another sales channel or adding new product verticals (such as sport or casino) but also to consider how technology can make all aspects of the lottery ecosystem more efficient and effective. By putting a digital player platform at the centre it can make retail management, and most importantly customer management, significantly more effective. As with the Casino industry, if you can make lottery customers "members" and track all their interactions with your products in the retail space, you are infinitely better placed to offer them the most relevant product at the right time creating an awesome, truly personalised experience. Finding the right digital partner to assist in navigating the waters of digital transformation is the crucial factor facing the lottery industry. Platform is the key to unlocking a lottery's true potential. Having the right technological expertise will not only provide you with the right tools, but also guide you through the transformation process, advise on best practice and design for the future.

Creating Experiences to Remember

The experience that lotteries have traditionally offered to players has largely remained similar. Today's audience are looking for instant gratification and to be spoken to directly. We, customers, all want to interact with a brand like they know us. We now make our preferences based much more on how companies make us feel rather than what they offer. This has been created because through technology, customer data can be collected on a grand scale and translated into personalised journeys and messaging. With the capture of real time customer data, customer communication can unique, personalised and highly informed and targeted.

It's the experience and the brand that resonates with customers and is what drives loyalty. Loyalty is what keeps customers for the long term, so that they stay with you for the whole journey. Loyalty breeds word of mouth recommendations and makes people advocate your brand. Today most people do this via social media and when they are loyal, customers can make a massive difference to your brand perception. By using a digital led strategy and player platform, you are able to optimise your site, your product offering and your customers' user experience, creating a wide-reaching positive circle.
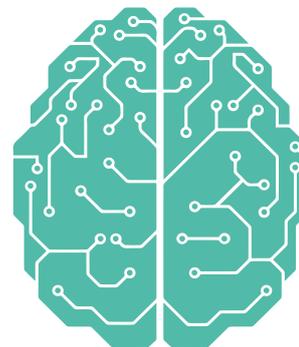
Going digital means lotteries can offer the levels of personalisation today's players have come to expect. Understanding when a customer likes to play or which scratchcard is their favourite or where they look on screen or what colour they prefer, all has an impact on a player's experience. A player platform enables tailoring to this level of detail, giving customers a real sense of special treatment and relaxation with your brand, and thus promoting a greater level of player loyalty.

This type of automated granular campaign management is simple to execute with the right partner at the heart of an online offering and forms a core part of a successful lottery offering as competition increases from other digital verticals, both within the iGaming industry and out of it in the wider entertainment industry.

The Right Approach to Digital

Most Lotteries don't have big teams, let alone digital functions, so they need a partner who can not only give them a great product, but also the people, the support and the leadership to drive it through their organisation.

A collaborative approach is essential. Lotteries want a partner they can trust, who understands the challenges they face and will work with them to find the best solution.

Scalability, flexibility and experience are core requirements of a player platform. A flexible platform at the heart of a lottery's digital operation is the first step to future-proofing growth.

Re-imagining Content ...

It is vital for lotteries to innovate their product offering to keep customers entertained and engaged. In Europe and in Canada, where regulations have allowed, lotteries have added other product verticals which has made them more appealing to a wider and younger audience. The evidence is overwhelming that adding sports, or casino games, live dealer, bingo or other numbers games can complement and enhance the lottery product experience rather than competing with it.

... And Encouraging Responsibility

Whilst growth and remaining relevant are concerns for lotteries, a key consideration must always be to be safe, trustworthy and to act responsibly across the whole of the operation. Your partners are central to meeting that need. They must have the right products and tools to track, flag and manage players who show signs of harmful behaviour. And arguably more important is that they share those same core values that puts player safety and happiness at the heart of everything they do.

Finding the Best Fit
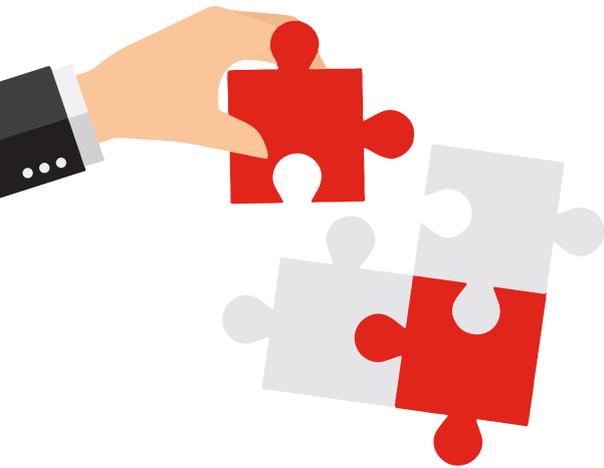
At Bede Gaming, we are committed to providing the safest place to play; it is integral to everything we do. Be that for our staff, clients, prospects or our customers' customers, safety and security is at the heart.

We are always looking to listen and learn. Our technology is excellent, our products we believe are the best, but it is working in true partnership which is what we believe sets us apart. Leveraging our rich experience in platform provision and best-in-class technology to deliver cutting-edge solutions allows our clients to thrive in an increasingly competitive and digitising lottery and gaming marketplace. We have a proven track record of exceptional delivery, with our partners consistently demonstrating and maintaining revenue increases of more than 30% year on year.

We are selective about who we work with. We want to work with lotteries who share our vision about putting a player platform at the core of their online and retail business. We have transformed the digital prospects of the Rank Group, the UK's largest group of casinos and bingo halls, migrating millions of customers from their legacy solution with SG Digital, and launched in South Africa as the preferred technology partner of the Sun International Group.

We recently announced our selection by the Ontario Lottery and Gaming Corporation (OLG) to be the lottery's technology partner. We are honoured to be part of this journey and look forward to incorporating our platform and expertise with one of the largest lotteries in the world.

You can contact us directly today and kick start your lottery transformation:

Alistair Boston-Smith, Chief Strategy Officer

alistair.boston-smith@bedegaming.com
www.bedegaming.com

About Bede Gaming
Bede Gaming is a leading supplier of software to the online gambling industry, powering some of the sector's biggest brands. Bede provides world class solutions to world class operators looking to achieve significant digital ambitions. Our platform is scalable, modular and adaptable, processing hundreds of millions of transactions a month and supporting 79% YoY revenue growth for our clients. We are certified to ISO27001 and put Responsible Gaming at the heart of our business. We are open, personable and specialist, the perfect partners for any lottery looking to enhance their digital presence.