



Find your PULSE

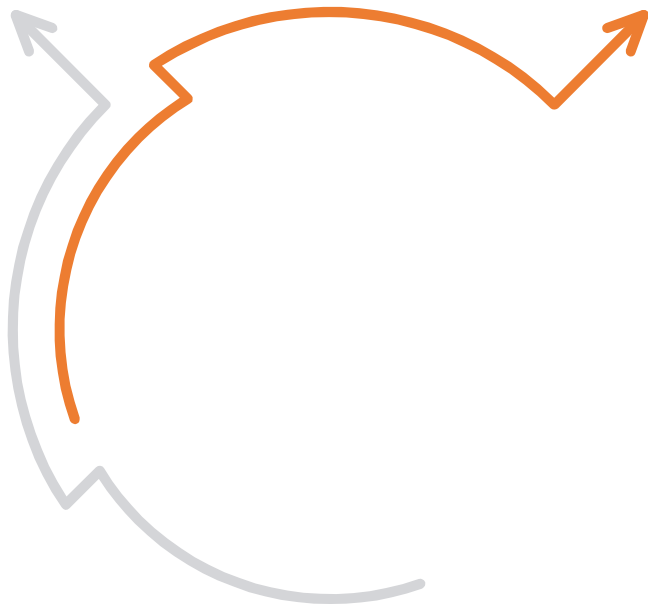
Using CRM Solutions to Build a Sustainable Lottery Business

- CRM Solution designed to enhance the value delivered to both Operators and Players
 - Pillar of Lottery Modernization
- More than ever CRM has become a source of competitive advantage
- Operators need to keep up with global trends in the rapidly-changing gaming industry
- Identify opportunities to secure a sustainable business



- Player and Retailers are at the centre
 - Know your brand, know your customer
- Consumers are bringing their online expectations into the store
- Seeking a personalized and care-free shopping experience
- Monitor player and retailer's behaviour and educate the rest of the digital ecosystem with their preferences





- Add lifetime value to your player and retailer
 - Create unique segmentations
 - Real-time, event-triggered notifications
- Incentivization and drive revenue
- Multiple loyalty levels (VIP) levels
- Increase engagement, build loyalty, and reward for continued support

ENGAGEMENT ENGINE

A COMPLETE MARKETING SUITE



SEGMENTATION

Real-time segmentation based on geography, games, sales, retailer type, characters, groups, etc.

Secondary segments.

'Define once, use everywhere'



INCENTIVES

Addressed to retailers, employees, sales representatives and players.

Incentives act as a vertical motivation catalyst, educate revenue-driving practices and reward productivity by laying out fully parametrical goals.



RETAILER'S CLUB

Sales of various products accumulate points that **drive retailers and employees to higher status levels**.

These levels "unlock" **special promotions and activities**, and grant access to different redeemable prizes.



COMMUNICATION

Two-way communication.

Targeted messaging delivered to multiple touch-points, such as emails, game terminals and portals.

INCENTIVES

BOOSTING MOTIVATION IN THE RETAIL ECOSYSTEM

A **holistic incentives mechanism** that motivates all actors across the retail universe:

- **Retailers**, to better connect with the brand & produce increased revenues
- **Employees**, to show commitment and loyalty
- **Sales reps**, to cross-sell and upsell
- **Players**, to increase time spent at retail stores



RETAILER'S CLUB

TAKING LOYALTY TO THE NEXT LEVEL

A fully customizable points achievement mechanism used to drive long-term retailer and employee loyalty.

- Configurable reward programs assigned to targeted groups
 - Points awarding per sale type
 - Multiple status levels to support rewarding tactics
 - Varying prizes for each status level and accumulated points



ORGANIZE

CRM allows lotteries to become more efficient by organizing and streamlining certain aspects of the business.

Land-based operators are supplied with a state-of-the-art system to:

- A. Centrally manage the retail ecosystem
- B. Control financials
- C. Engage retailers through a complete marketing suite
- D. Manage logistics
- E. Allow information exchange
- F. Eventually increase their revenues



Risk, Fraud & Payments

- Responsible Gaming mechanisms
- Play/lose, deposit/withdrawals & time limits
- Risk management
- Limits per player classification, payment method and game
- Winnings and payments management
- Effective fraud prevention, including Anti-Money Laundering rules

- Minimize operational costs by optimizing daily logistics
- Praise long-term partnerships via reward programs
- Provide reasons for customer-facing actors to support cross-and up-selling
- Increase performance effectively, by providing differentiated motivators for each retail group (**one size does NOT fit all**)
- Support & Empower Retailers by sharing information across teams



THE TECHNOLOGICAL HEARTBEAT

BEHIND CORPORATE
SUSTAINABILITY
AND GROWTH.

THANK YOU.

intralot