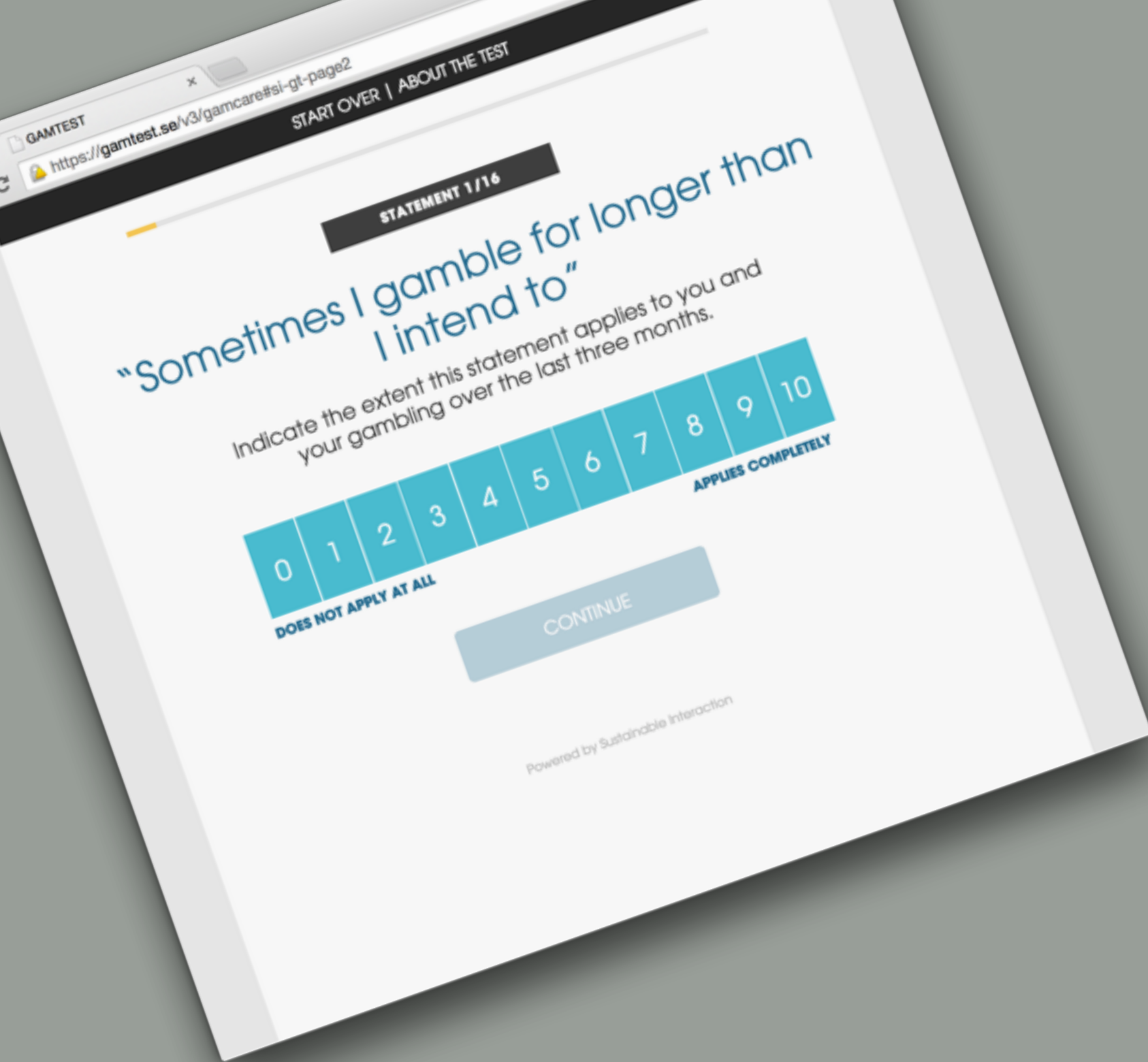SUSTAINABLE INTERACTION

JUNE 2ND 2015
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INTRODUCTION

GamTest running at GamCare

GamTest - Online Self-Assessment tool

- An online tool based on 15 questions
- The 15 questions are aggregated into a result that is presented to the user
- The result is based on 5 categories
- In addition to results the user receives a set of recommendations with call to action

Some numbers

63 % completion rate

79,4 % Problem gamblers
14,4 % At risk players
6,2 % Non risk players

What do the players think

0,729

correlation between own estimate and GamTest analysis.

4,16

What do you think of the self-test and the feedback you received on your gambling habits?

4,14

How do the feedback on your gambling habits apply to you?

(n = 2406)

Call to action

3 recommendations per user session

48,2 % of the users clicked on a recommendation

Players - What do they choose if given the opportunity

1164	102	8,32 %	Put some blocks in place to help yourself
1900	86	4,53 %	Learn more about problem gambling
3800	396	10,42 %	Get help with your debt
8196	2172	26,50 %	Think about changing your routine
10526	2166	20,58 %	Find out about treatment for problem gambling
13896	1380	9,93 %	Talk to a GamCare advisor

Examples

Examples

CONCLUSIONS

Very different self-test results in secondary treatment

More motivated players - increased compliance and frequency of action

Things to work on

More player education - less treatment referral

Adapt RG messaging to the players interest and motivation

Focus more on prevention and proactive measures as opposed to reactive actions

THANK YOU!

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