

Spillepuls at Norsk Tipping: Real-time, data-driven player interactions

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Senior adviser RG Tanja Sveen
Norsk Tipping



Norsk Tipping



The proactive call – a journey of learning



WHAT IF?



We could:
Digitize, expand on and scale
these learnings?

Real-time, data-driven player interactions

- Act on the rich data that is available for each customer
- Be personal and relevant
- Integrated in the customer journey



What is the Spillepuls player interactions?

- A digital personal dialogue/interaction designed to prevent that players *become* or *stay* at-risk or problem gamblers

How does Spillepuls work?



Customer
behavior/ events



Algorithm/ rules



Personalized interaction

Spillepuls

What is the aim?



Awareness



Reflection



Complete an action that moderates further gambling

SPILLEPULS - TWO EXAMPLES

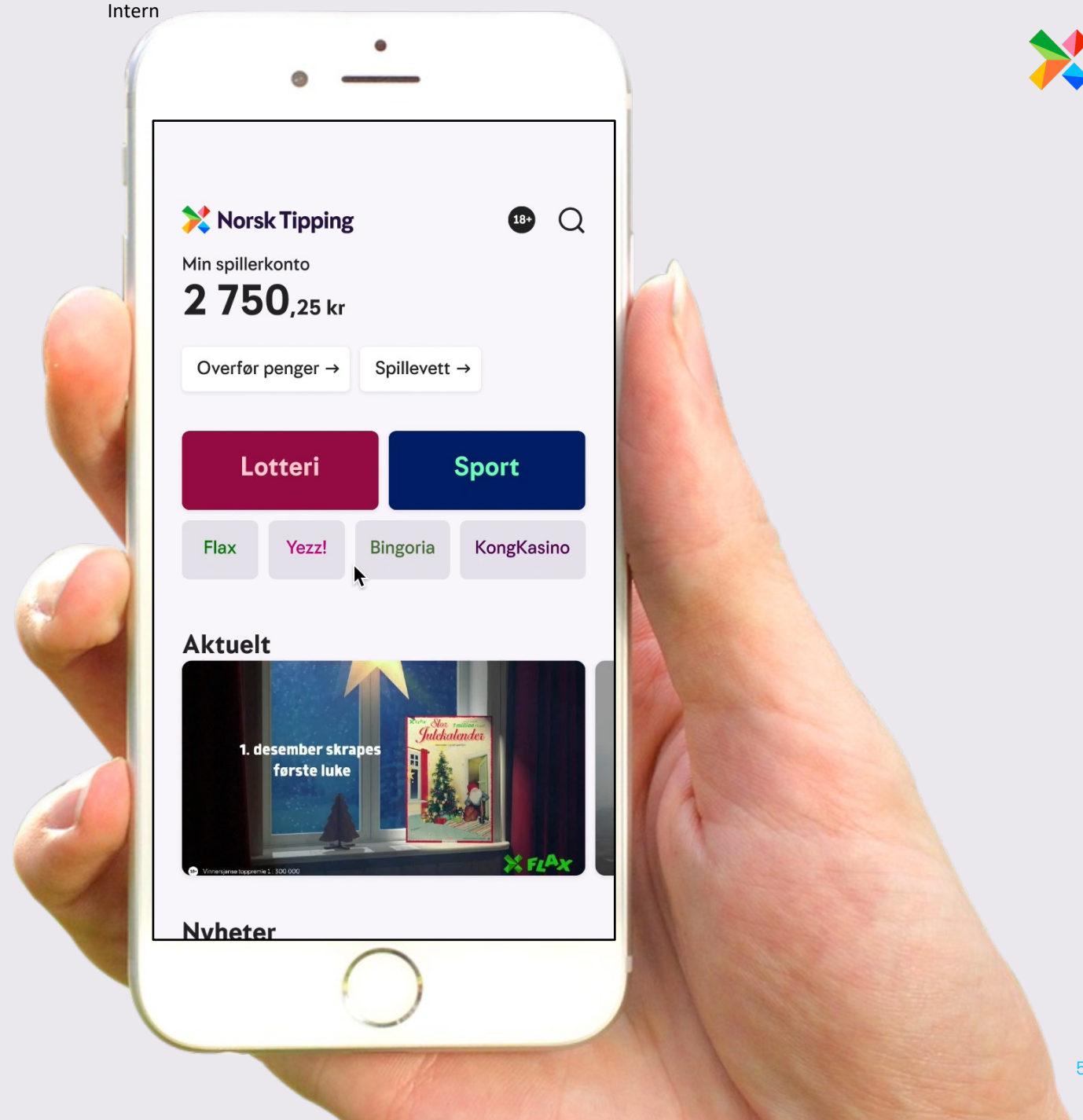


Behavioural marker: Escalated play - medium risk level



Aware
Reflect
Lower the limit

RCT design



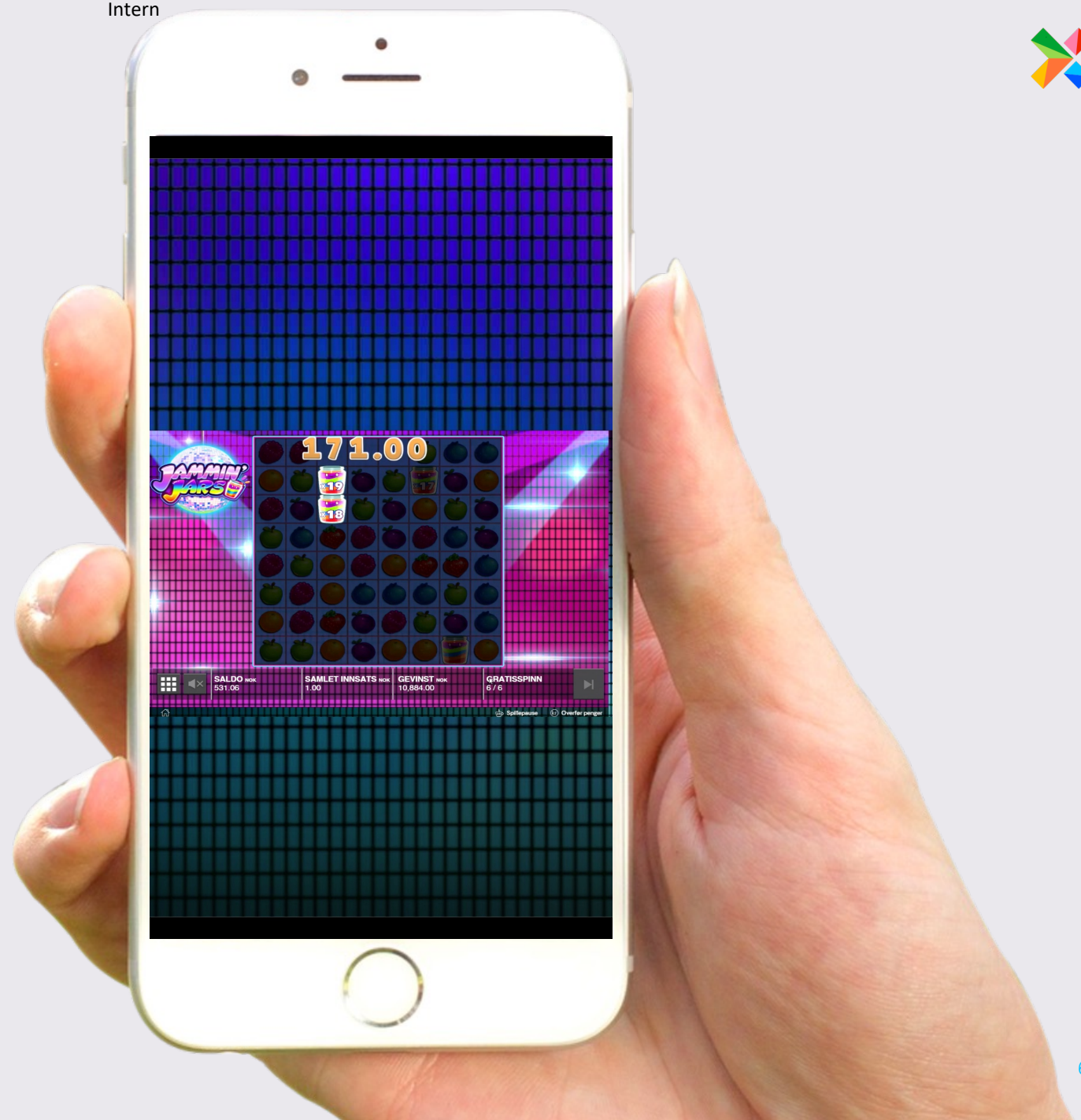


Event: Wins in online casino



Prevent increased at-risk playing triggered by wins
Transfer winnings to bank account





RCT design



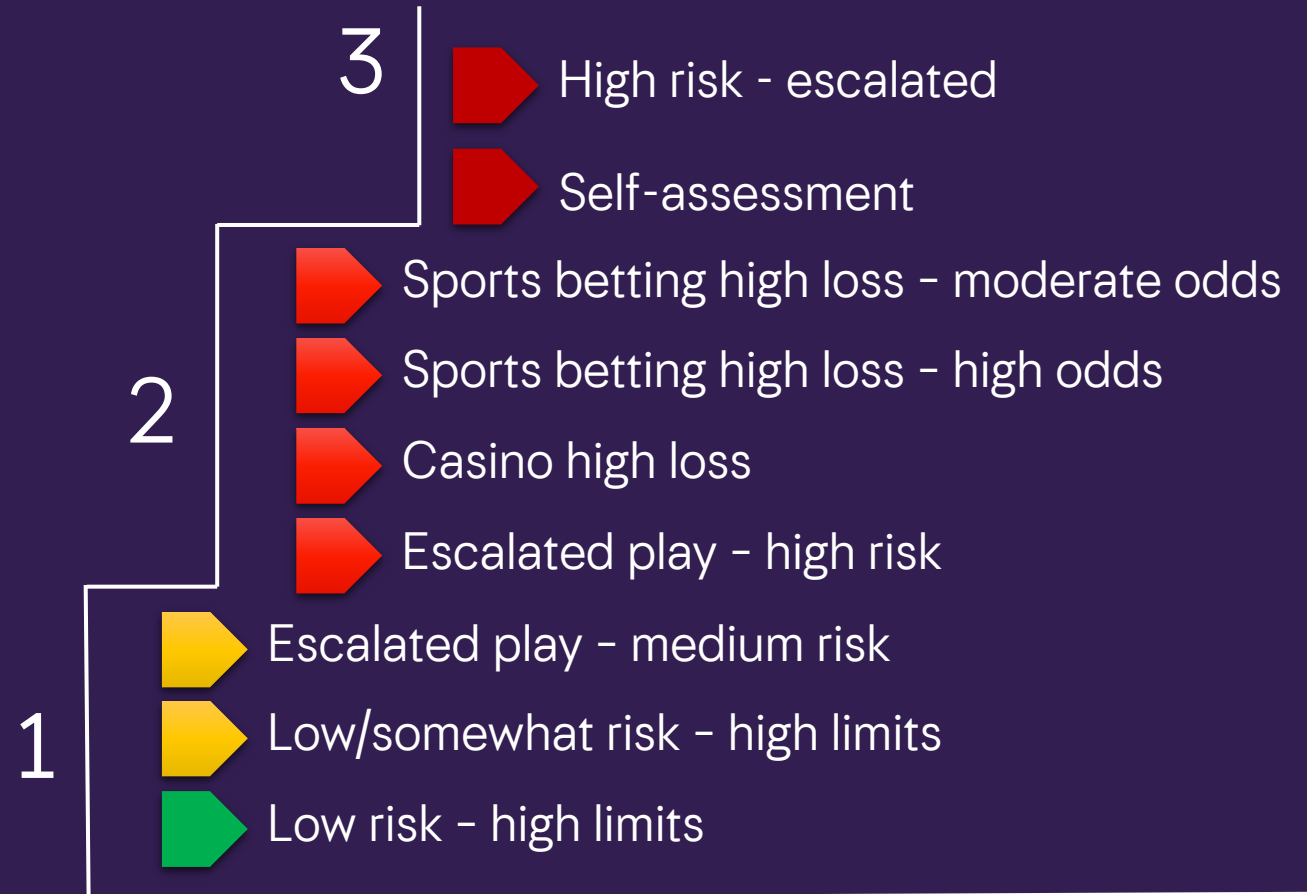


Spillepuls overview: Events & behavioural markers

EVENTS

-  Activate play-break
-  Start to play again after play-break
-  Wins in online casino
-  New casino player

BEHAVIOURAL MARKERS

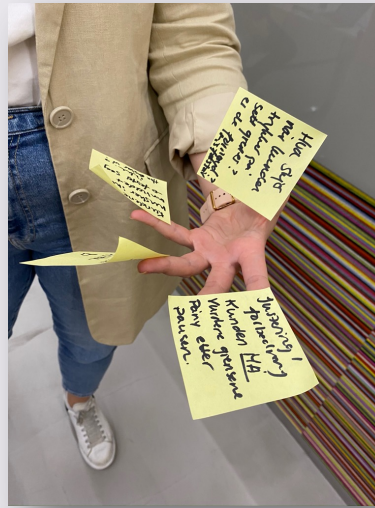


HOW DO WE WORK - DEVELOPING SPILLEPULS?

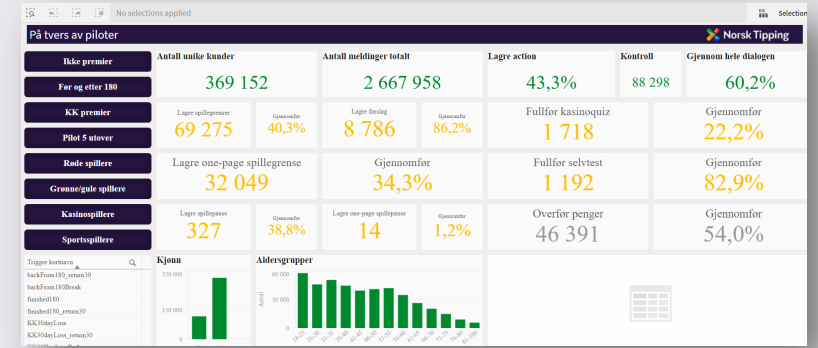


Inter-disciplinary innovation team

Intern



Involve, explore & experiment



Learn from data

The process

Pilot RCT



Specific behavioural marker or event

Technical development



Collect data



Randomized control trial

Learning



Modifying



Iterate



OBJECTIVES, DATA & RESULTS A FEW KEY LEARNINGS



OBJECTIVES

USAGE:

Read the whole message

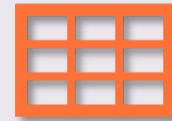
ACCEPTANCE:

Perceived as relevant, useful
and not (too) disruptive

BEHAVIOUR:

Complete an action, reduce loss

DATA



22 randomized control trials so far...



110 variants of interactions tested

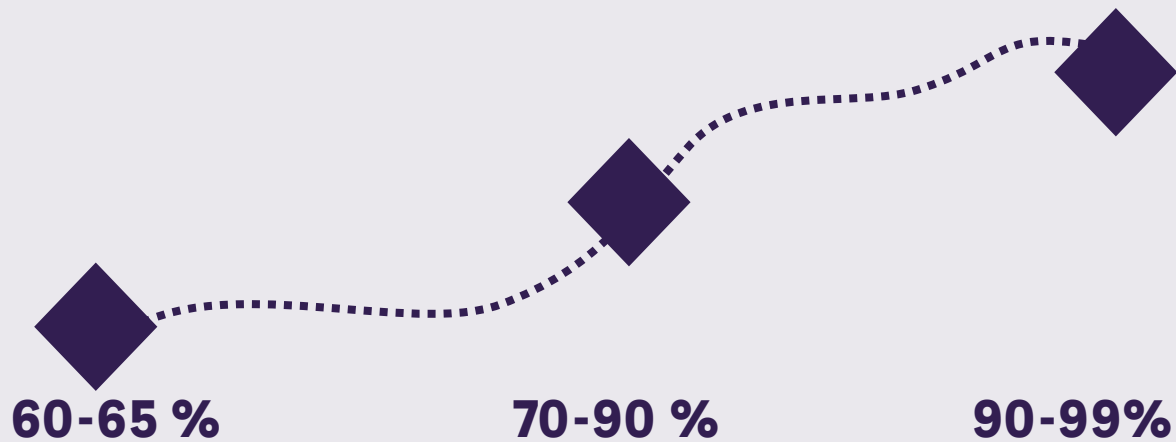


450 000 unique customers

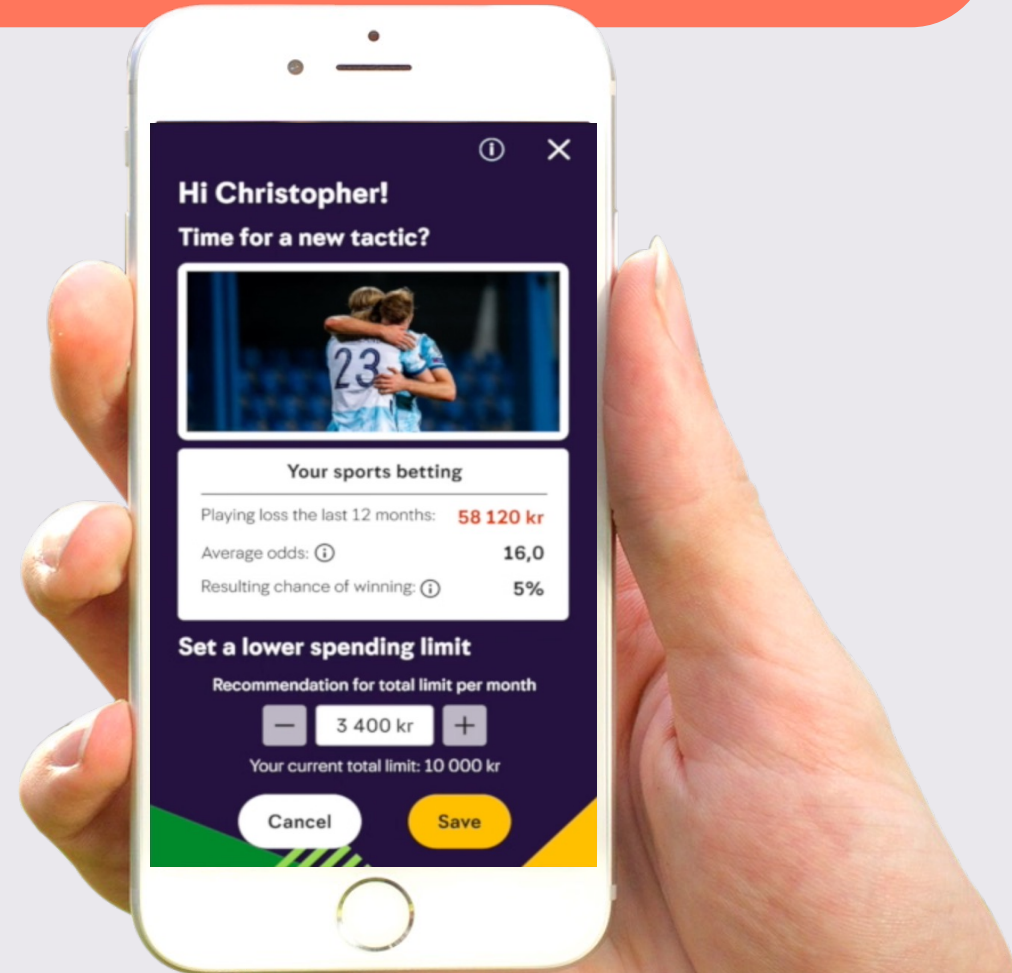


More than 3,5 millions customer-interactions

USAGE:
Complete the interaction



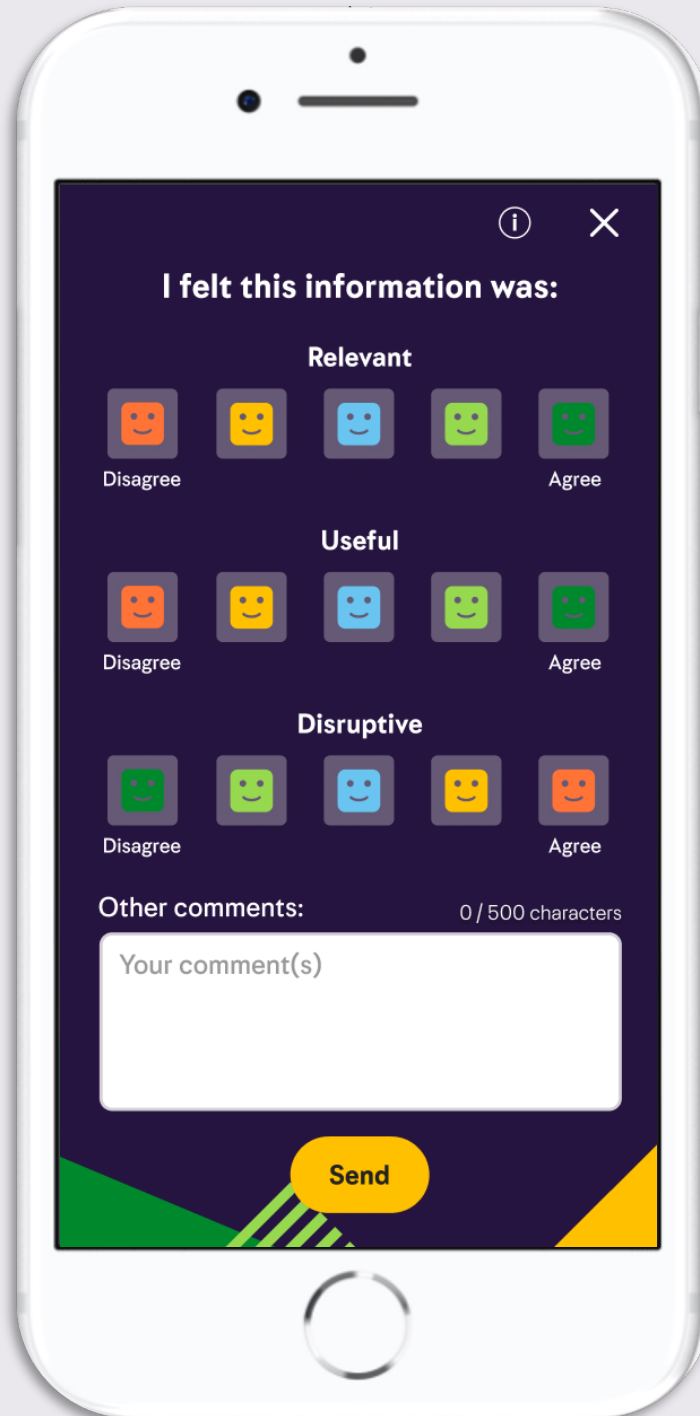
Increased from 60 - 99 % across all pilots/RCTs
Optimizing length and degree of involvement





ACCEPTANCE:

Perceived as relevant, useful and not disruptive



Across all pilots/RCTs:

Relevant: 3,7

Useful: 3,7

Disrupting: 2,4

Scale 1-5, reversed for «disrupting»

«Thanks for the message. It's easy to get carried away when you lose and want to win your money back. When you really do not have the money...

I'm aware, but it's my own earned money that I spend...

196 000 customers / 7 100 comments

It's a great experience that you follow up with your customers! Even though it is a simple bot, it feels meaningful and good to be "seen".

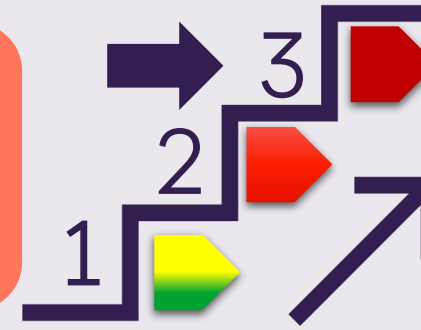


BEHAVIOR:

Complete an action, reduce loss

Complete an action during the interaction:
Limits, breaks, self-test, quiz, etc.

Varied across trials from 2,4 % to 50 %
Increased as a result of learning and
adapting

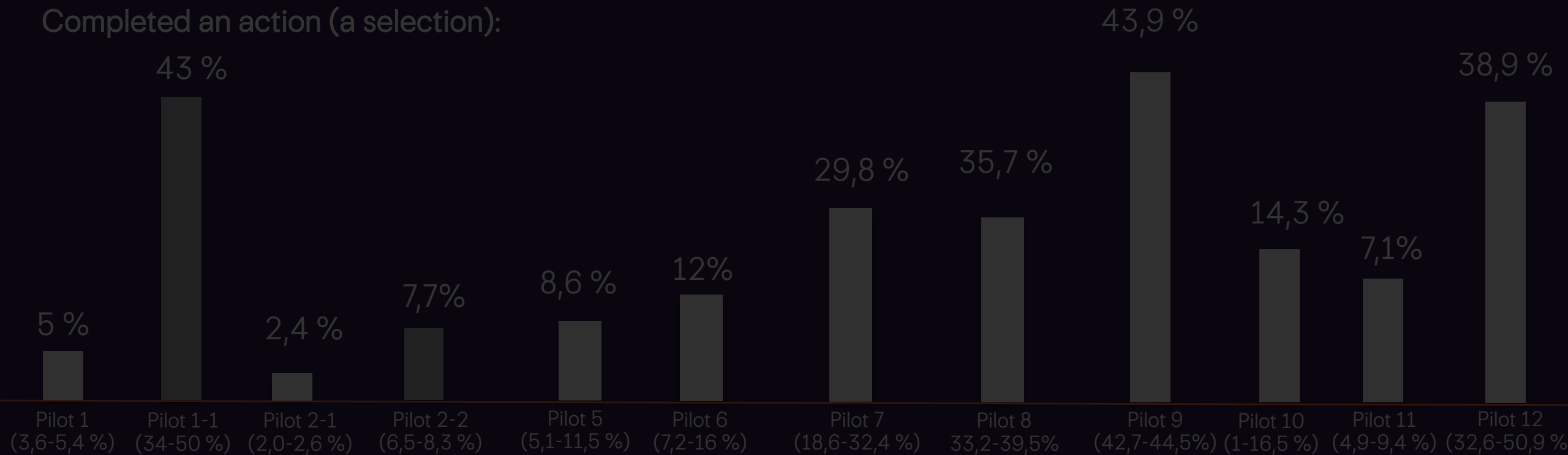


7-36 %

10-15 %

50 %

Completed an action (a selection):



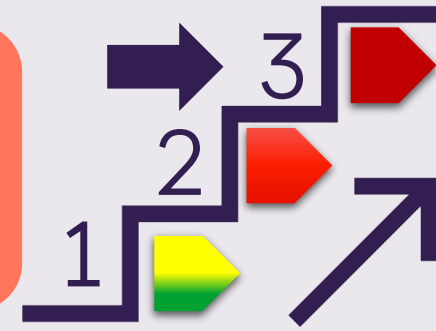


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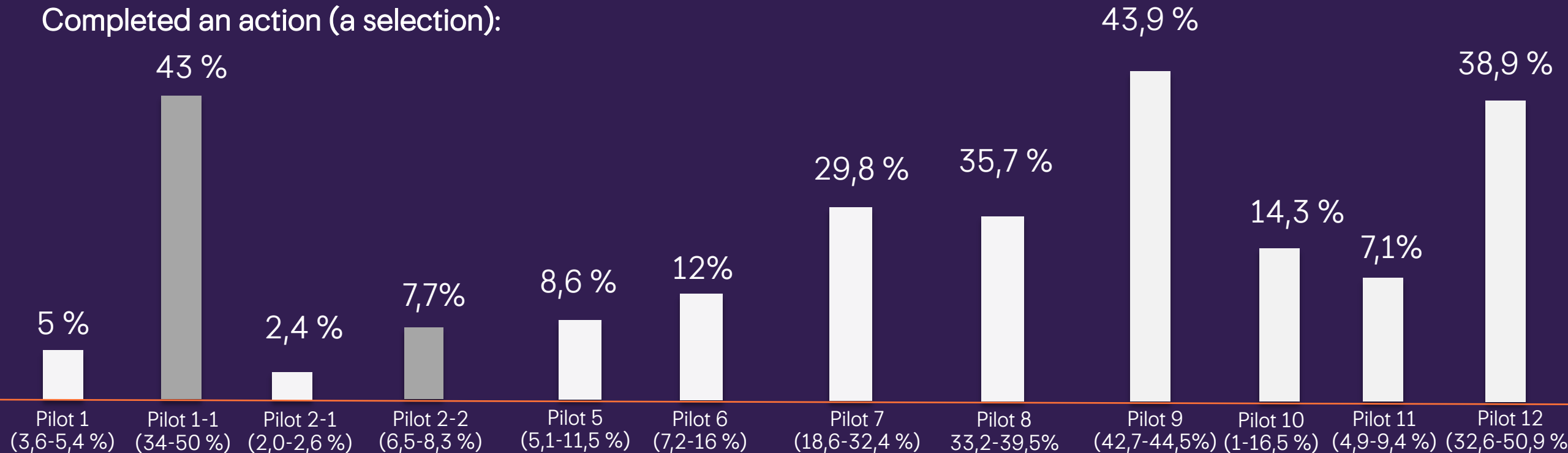


7-36 %

10-15 %

50 %

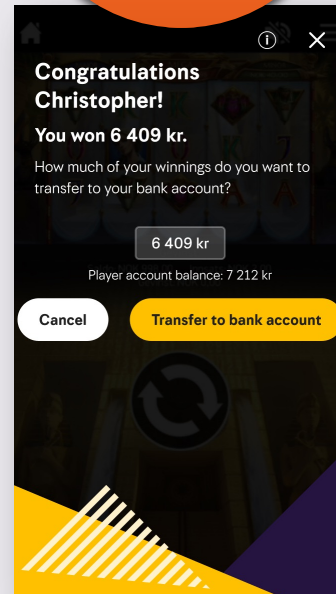
Completed an action (a selection):





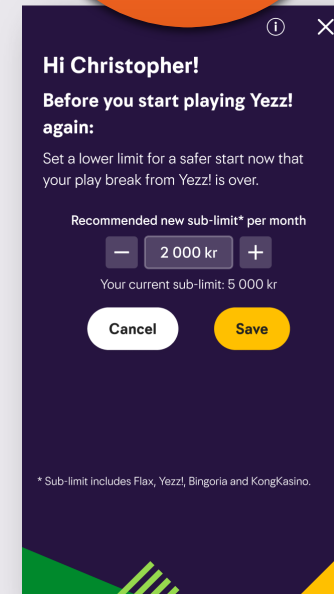
Event-based interactions perform well

35,7%



Transfer casino winnings to the bank account

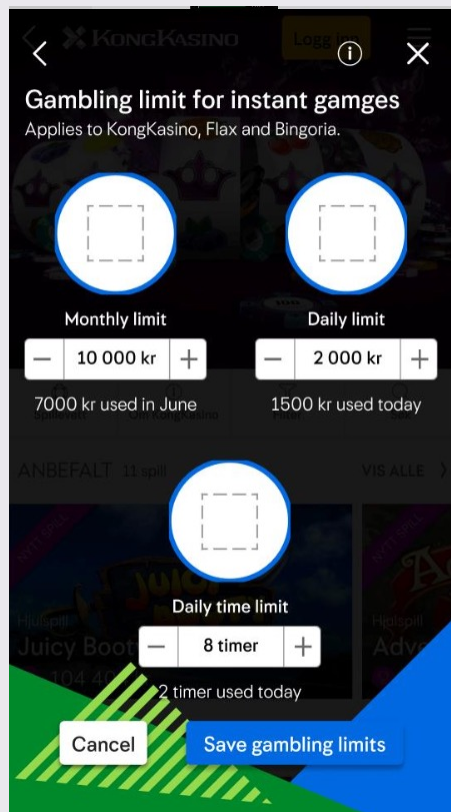
47,4 %



Reduce limit when starting to play again after play-break of 180 days



Make it supereasy for the customer to complete an action



Personalized suggestion

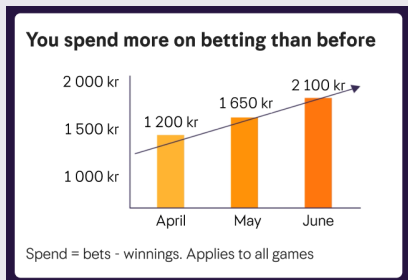
Easy to understand

One quick choice

Anchoring effect



The content/messages that motivate for action

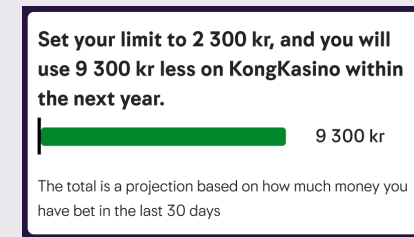
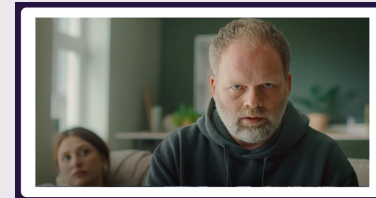
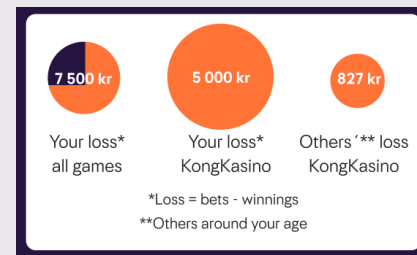


Hi Christopher!

Are you ready for a challenge?
Here is a question for you.

Do you play _____ now than before?

Less The same More



Facts

Reflection/
involvementNormative
information

Emotions

Positive
motivation"Assertive
about risks"

WRAP UP:

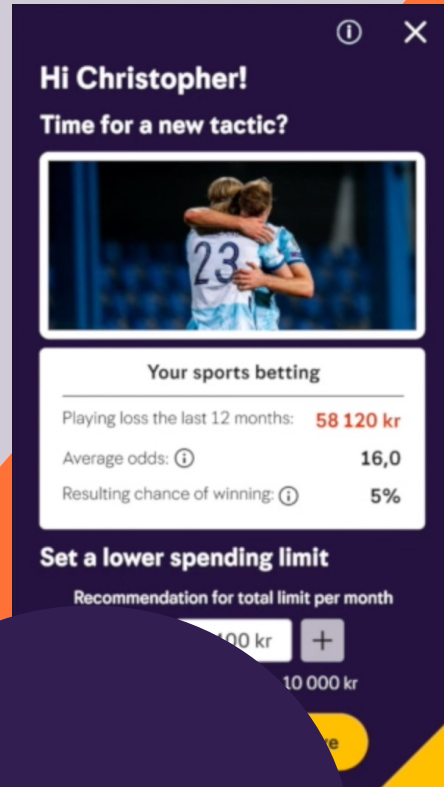


Wrap-up

- High usage
- Customer acceptance
- Effects on behaviour – make actions & reduce loss

- Personal
- Relevant
- Integrated in customer journey

- Scalable
- Well tested



Spillepuls



Thanks!



Norsk Tipping



Contact information
Senior adviser responsible gaming Tanja Sveen
tanja.sveen@norsk-tipping.no
Mob: +47 994 40 319



Abstract: Real-time, data-driven player interactions

- Norsk Tipping has developed an innovative solution for real-time interactions formed as digital personal dialogues/interactions, named “Spillepuls”. The player interactions are triggered by algorithms that are developed for each event/behavioural marker. The solution is based on advanced data analysis, knowledge about behaviour change, behavioural design and is inspired by chatbot technology.
- The purpose of these interactions is to make the customer aware, reflect and complete an action that moderates further gambling.
- The interactions have been developed step-by-step in an iterative process over the last three years. Norsk Tipping has systematically explored different kinds of content, designs, and timings through randomized control trials to learn from data and adjust based on learning.
- So far 22 randomized control trials have been carried out across different events/behavioural markers, and 385 000 unique customers have received more than 3 million interactions (per January 2023).
- The three overall objectives are: Usage, customer acceptance and effects on player behaviour; usage of RG-tools and reduced loss.
- Over time the usage (open, read and complete the interactions) has increased from around 60 to 90-99 %. The customers score relevance and usefulness at 3,7 (scale 1-5).
- Across all the randomized control trials appr. 30 % of the players complete an action in the interaction, ranging from 2,4 % to 45 % across the trials. In several of the trials there is a significant reduction in the loss compared to the control groups.