

RG as part of customer journey, case Veikkaus



**SNSUS Nordic Conference on gambling and problem gambling in Reykjavík, Iceland
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Veikkaus holds the exclusive right to operate gambling games in Finland

Gross gaming revenue

EUR **1,100**
million

76%

authenticated gambling

*measured as GGR



Over **2,3 million**
registered customers.



Profit

EUR **680**
million

51%

play online

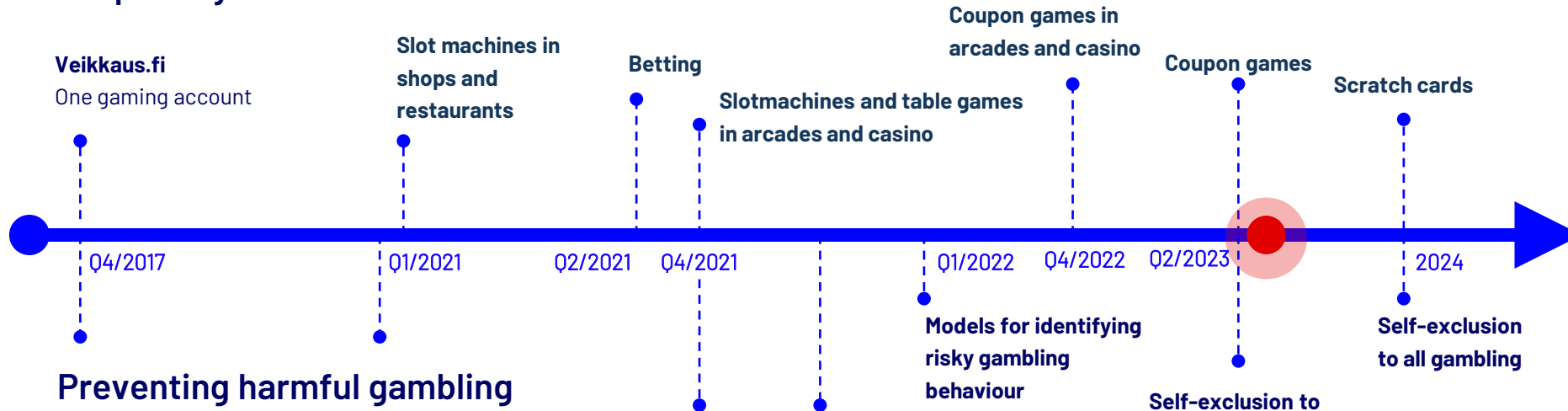
5,200

Retail outlets



Veikkaus has taken enormous leaps in journey towards the RG vision

Compulsory authentication



Preventing harmful gambling

Compulsory money transfer limits for online gambling and compulsory loss limits for online fast-paced games.

Self-exclusions for online gambling
Game history

Self exclusion on slot machines in shops and restaurants

Time Reminder for slot machines

Piloting the contact model

Self-exclusion on slot machines and table games in own arcades

Compulsory loss limits for online fast-paced games expands to slot machines and table games.

Self-exclusion and loss limits for slot machines and table games at casino

Models for identifying risky gambling behaviour

Self-exclusion to all gambling (exl. scratch cards)

Self-exclusion to all gambling



Responsible trailblazer in player experience

- ✓ 100 % gambling authenticated
- ✓ Wide-ranging tools for self-exclusion and controlled gambling throughout the portfolio
- ✓ Advanced models and methods for identifying and contacting customers with risky behaviour

Veikkaus RG approach: How gambling stays on the joyful side

All players

I can only play when I'm an adult and I'm identified

I can keep track and control my gambling

I understand the games and my way of gambling; I make educated decisions whilst

BASIC LEVEL PRINCIPLES



I must set loss limits on my playing of fast-paced games

I can only lose the amount specified in the rules of play

Veikkaus can react to any deviant gambling behaviour and give advice

I can set self-imposed bans on my gambling

RG TOOLS

Risk level players

Veikkaus can limit marketing to me

I receive personal messages about my gambling behaviour

I have to assess regularly my gambling behaviour

I see more content on responsible gambling and control tools

RISK LEVEL CUSTOMERS CARE MODEL

How to improve customer understanding of games and their risks?



- ✓ Communications expressing care and concern based on the gambling risk detection model
- ✓ Our pelaamaltilla.fi website offers all players information on the risks of gambling, the means of gambling control and services that provide help with gambling problems.
- ✓ About 200,000 of our players have subscribed to the Pelaa Maltilla (“Play in moderation”) service messages. We contact them every month with versatile messages on the self-control of gambling.
- ✓ We send targeted customer messages and launch campaigns to inform our customers actively about responsible gambling. Communications to customers on game risk levels, volatility, game features etc..
- ✓ For those who play in our online service, we actively provide information on issues such as the option of viewing one’s gambling history, winnings and losses easily per month and per year. Players can view their gambling history at veikkaus.fi for three years.
- ✓ At the game arcades and other points of game sales (including slot machines) we make sure that information on identification, the gambling control tools, the age limit, and the gambling helpline Peluuri is available. Peluuri offers help with gambling Problems.



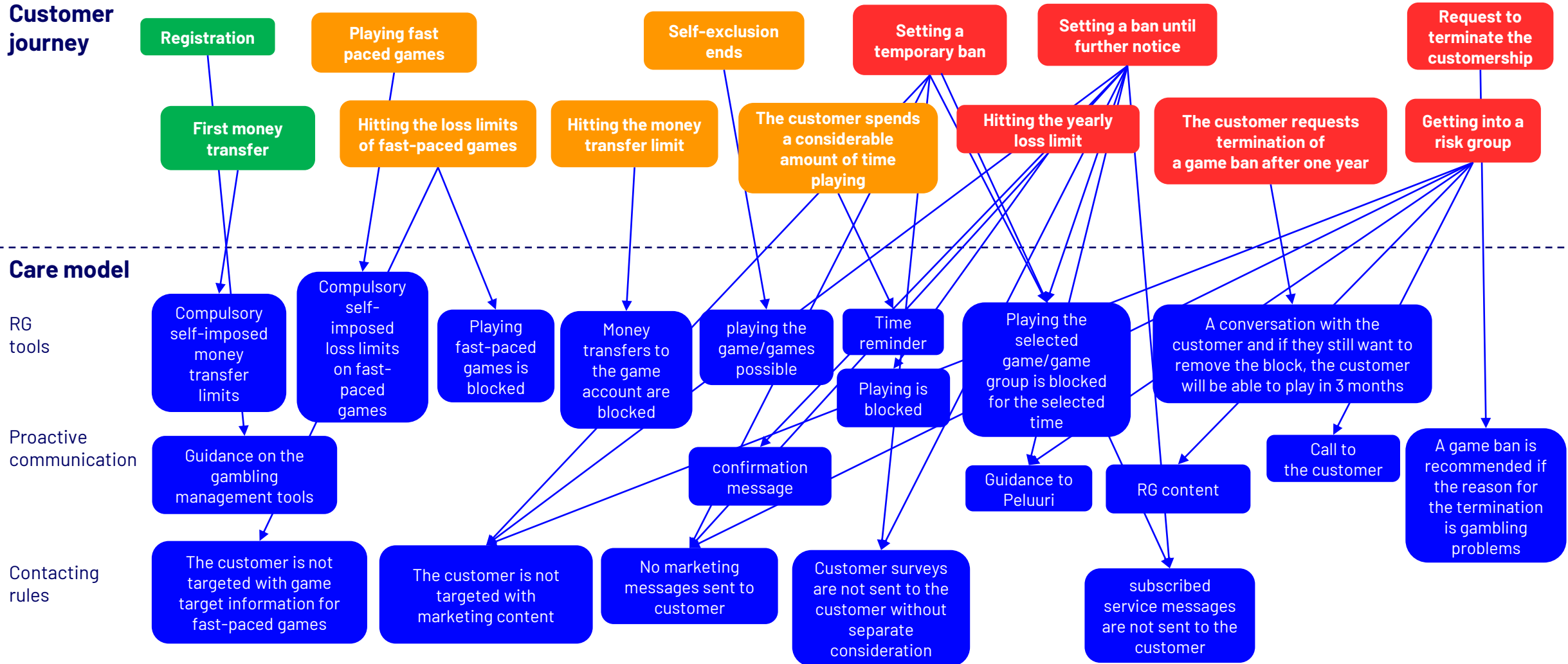
Building a comprehensive responsible gambling framework

Compulsory

Voluntary

POINT OF SALES				VEIKKAUS.FI & APPLICATION		
SLOT MACHINES AND TABLE GAMES AT THE CASINOS	SCRATCH CARDS (1.1.2024)	BETTING, TOTO AND LOTTERY GAMES	SLOT MACHINES	CASINO GAMES	LOTTERY GAMES	BETTING AND TOTO GAMES
Identification	Identification					
	Risk level customers care model					
	Self-exclusions					
Purchase limit for table games	Yearly loss limit					
Time and loss limit for slot machines	Self-imposed money transfer limits					
	Self-imposed loss limits on fast-paced games					
Panic button	Panic button					
Entry ban	Time reminder					

Responsible gambling as part of our customer journey



Small innovations and improvements can make a difference

We want to make available both compulsory and voluntary tools for the self-control of gambling, i.e., game restrictions and self-bans. We also want to offer low-threshold opportunities for taking a game break.

The Panic Button stops gambling online, via the application, and on slot machines until the end of the following day

- In 2022 Panic button was used:
 - 39 438 times online
 - 12 857 times on the slot machines

We are constantly developing our gambling management tools and communications



Risk level customer care model



Care call from the Customer service

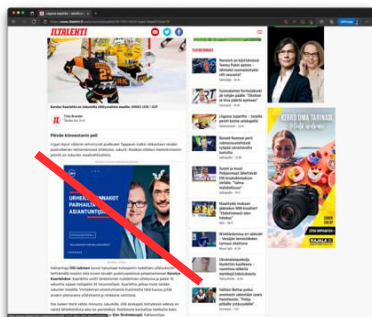


Eurojackpotin potti kohosi

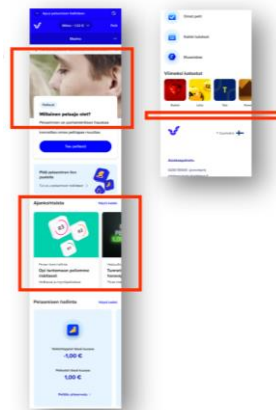
Eurojackpotin Perjantaiarvonassa on jaossa noin 21 miljoonaa euroa. Meneeko potti jakoon?

Eurojackpotin

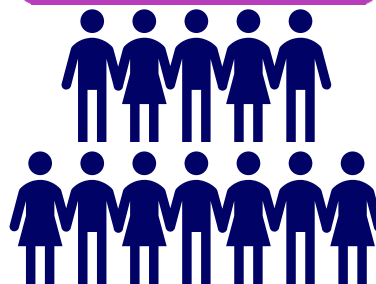
No marketing messages



No display marketing



RG frontpage



Customer data



Guide to Gametest



Ask feelings



Estimate wins/losses



Break challenge

How to be responsible trailblazer in player experience?

Our goal is to provide a safe gambling environment where gambling is a joy, not a problem.

- Therefore, our objective is excellent customer experience
- We apply extensive CSAT measurements for keeping track of the customer experience. The CSAT measures the share of customers who are either satisfied or very satisfied with the service they get.
- **What we have learned, is that lower risk players are more satisfied than high-risk players**



Observations on the impacts of RG content at veikkaus.fi & application

- We have learned that many risk-level customers are ready to participate in responsibility-themed activities, such as evaluating their playing, responding to the break challenge and completing a game test
- With this content we will get thousands of risk level customers to interact and think about their gambling habits
- **No negative feedback of the RG content**

Observations on the impacts of the care calls on customer behaviour:

- A larger number of customers opted for a self-exclusion in the target group for the calls compared to the control.
- In connection with reducing their daily limits, customers who took the calls show similar patterns as with self-exclusions: they reduced their limits on the date of answering the call
- **Most of the reactions and feedback are positive or neutral**

