Proactive responsible gambling communication

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“The money was supposed to pay for our wedding”
We want to deliver attractive games in a responsible manner.
Non-gamblers | Leisure gamblers | At-risk | Problem gamblers

TREATMENT
AWARENESS CAMPAIGNS

Public health agencies

Non-gamblers - Leisure gamblers - At-risk - Problem gamblers
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Gambling companies

GENERAL RG-INFORMATION
RG-tools: self-exclusion, limit-setting etc
Identifying at-risk gamblers

Risk markers
- TIME
- MONEY
- INTENSITY
- LOSS OF CONTROL
- AGE
Proactive responsible gambling – nudging target groups

CASE 1

- Static link to self-test
- Visible for all players
Proactive responsible gambling – nudging target groups

CASE 2

- Notification lit
- Fewer targeted players
Proactive responsible gambling – nudging target groups

8181 tests taken

27766 tests taken
Proactive responsible gambling – Nudging target groups

When does it work?
• Playing on curiosity
• Learn more about myself
• Learn about expenditure
• Learn about me in relation to others
• Brief motivational interventions

What is harder?
• Self exclusion
• Contacting national help line
... messages that asks for big decisions
Non-gamblers | Leisure gamblers | At-risk | Problem gamblers

PROACTIVE CALLS
Pilot: Calling high-risk and problem gamblers

Who did we contact?

71 players from three target groups:

• Big losers
• Young risk players
• Players with a problematic gambling profile
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• Average age: 37
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Out of the 71 phone calls 11 people chose some type self-exclusion immediately at the time of the call.

The most common conversation concerned limit setting and information about the consumption history.

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Out of the 71 phone calls 11 people chose some type self-exclusion immediately at the time of the call.

The most common conversation concerned limit setting and information about the consumption history.

70 out of 71 was either positive or neutral towards the call.
Contacting players in Casinos
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Targeting two special customer groups

• players aged 20-24, who make 15 or more visits in three months
• Players who visit the casino at least 20 times per month
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Two types of RG conversations

• Proactive conversation with high-risk profile customer
• Signing self exclusion
Contacting players in Casinos

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The staff is trained in conversational techniques to assist customers in increasing their awareness of their gambling participation.
## Contacting players in Casinos

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### Around 5000 conversations per year
Contacting players in Casinos

Result and lessons learned

• Reduced amount of visits
• Around 50% have not been gambling during their self-exclusion period
• However, few seek help

Positive overall reaction from players

8/10 states that the self exclusion time has been a positive period
Thank you!

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