



intralot

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Driving Revenues Across the Multi-entity Lottery Ecosystem

From the traditional retail environment over to the online ecosystem, Lottery organizations have always been trying to manage and drive each stakeholder independently. By using different, unconnected tools they have strained to maximize the performance of retailers, chain heads, sales representatives, account managers, employees, anonymous players or registered customers. Inspired by Aristotle's famous quote that "The whole is greater than the sum of its parts", INTRALOT gives Lotteries the opportunity to tackle the gaming ecosystem in its entirety, rather than individual units. By exploiting INTRALOT's portfolio of supreme products, operators can enhance their retail network, boost sales through all channels and eventually increase their players' lifecycle value.

Our product solution includes two distinct, yet interconnected CRM products: the newest INTRALOT Retailer Pulse for reshaping the retail universe by empowering retailers, leveraging technology and streamlining operations, and INTRALOT Player Pulse for acquiring, converting, engaging and retaining players, and in general managing their activity across both retail and online channels.

INTRALOT Retailer Pulse - The Retailer at the center

INTRALOT's tried and tested Retailer Management System has evolved into an end-to-end solution that consolidates the company's multiyear experience in retail operations around the world. Retailer Pulse is a CRM platform that touches all of the retail network's entity levels, from sales reps and field support technicians all the way up to the operator, and aims to become the technological heartbeat behind today's corporate sustainability and growth.



The platform consists of three functional pillars that can be managed through a single intuitive user interface. Network Management and Financials is the core functionality, facilitating the organizational structure and accounting of retailers. Here,

back office users easily handle retailer life-cycles including all involved network entities.

The Engagement Engine on the other hand, redefines incentives in order to create profound retail experiences for players and thus increase revenues. It provides a holistic campaign mechanism that synchronously motivates retailers, sales reps, employees and in-store players - registered or anonymous.

For example, by making use of the campaign tool Lottery operators can create incentives for retailers and store employees that reward Happy Hour sales of specific games. By binding these stimuli with in-store player promotions that reward involvement with those games at the same time of day, retailers are empowered to upsell products.

To be relevant however, and see where, when and to whom the Happy Hour promotion should be offered, segmenting is deemed as mandatory prior to incentivizing. Retailer Pulse offers that. Under the “Define once, use everywhere” principle, the platform’s real time segmentation tool consists of a multiplicity of rules from retailers’ properties to periodic sales per game, profiling and status levels. Targeted groups may be used for promotions and achievements, communication to multiple touchpoints, performance monitoring and reporting. Localized profiling algorithms, a blend of qualitative and quantitative data, offer Lotteries the chance to strategically group retailers and present them with the most suitable offering mix.

Furthermore, Retailers’ Club schemes act as the long-term retention stronghold where retailers earn redeemable points based on their sales, and are then rewarded through player referral schemes based on full or partial player registrations at their POS, as well as revenues generated by those eponymous players.

The third functional pillar of Retailer Pulse concerns Logistics. The module here caters the Lottery’s warehousing and logistic needs ensuring that network operations remain uninterrupted. Back office users get a mission control view of all lottery hardware in the shop, from terminals and printers to various screens, while real time alerts offer an instant indication of possible device

malfunctions. Moreover, a customizable suggestive ordering mechanism simplifies consumables management from scratch tickets paper to game coupons. Additionally, the Request and Ticket Management module involves ticket opening, assignment, routing and escalation, offering Lotteries a cross-platform tool to efficiently pinpoint operational needs and assign appropriate staff to fulfill those requirements.

To wrap up, Retailer Pulse also aims at helping lotteries make the right decisions based on unrivaled insights. The platform offers preconfigured and ad-hoc reporting



capabilities distributed across all functional pillars, with consideration to each business user’s specific needs. At the same time, portals and native mobile apps make information available across all entities.

INTRALOT Player Pulse - The Player at the center

Player Pulse is the evolution of an award-winning gaming CRM product for players. Either as stand-alone or in full cooperation with Retailer Pulse, the platform represents our innovative, highly-performing solution that meets the growing demands of the gaming industry, enabling the expansion of sales across all retail and online sales channels. It is a product with unrivaled cross-channel experience management capabilities.

With this solution Player Account Management is redefined to support Click

and Mortar journeys under the concept of a single account and a universal wallet. Plus, by committing to WLA and international principles and standards for responsible gaming, INTRALOT has integrated all responsible gaming practices and technologies into its CRM system. For example, multiple generic and personalized limits are available to the operator and the players for regulating their game.

At the same time, Player Pulse tackles fraud by incorporating numerous parametrical rules that assign fraud points per player segment. The total points accumulated per player are used to classify the individual and define login, deposit, withdrawal and wagering restrictions.

On the marketing side, Player Pulse offers all functions required to convert and manage players and their attributes, maximize their lifetime value and reduce churn in the most effective, simple and user-friendly way. Through advanced segmentation, loyalty, bonus and promotion functionalities, centralized management and real-time reports, Lottery operators get to deeply understand players and exceed their expectations with personalized land-based and online offerings that generate concrete, long-lasting bonds with their brands.

To sum up, and considering each lottery’s needs and potential, we are offering made-to-measure solutions, designed to ensure growth by increasing profitability while simplifying and optimizing daily operations. And as the line separating the retail and online worlds is blurring, we have produced unmatched software that guarantee the imperative of digital transformation of both the retailer and player worlds. ■

George Theofilopoulos is the Director of CRM in the Product and Services division of INTRALOT. With an extensive working experience of more than 15 years in product management and business development, he has undertaken various roles in multinational companies of the Gaming and Information Technology sector.