Modern Player Engagement Programs:
An Elevated Customer Journey

Customer engagement is crucial to the success of any business. Player engagement programs are an excellent way for lotteries to maintain communication with their customers by offering meaningful rewards and incentives. Brands that thrive in the loyalty space understand the value in building customer journeys that optimize the consumer experience at every touchpoint. These programs extend beyond one-dimensional point-redemption promotions by offering personalized and engaging customer experiences that elevate the customer journey.

For lotteries, a successful player engagement program should seamlessly connect players across all lottery touchpoints, including retail, web, mobile, and social channels. Modern player engagement programs, such as Pollard Banknote's playON™ player engagement solution, offer the unique ability to capture player data across these touchpoints to better understand lottery players whose interactions have typically been anonymous. This 360° view of the player now enables lotteries to develop more personal and impactful communications,

encouraging further interaction among players. In fact, a recent study found that personalized messages generate 30% high responses rates than generic messages[1]. Now layer in the rich analytics functionality, and lotteries can transform this data into insights to create personalized experiences and promotions that drive sales, establish meaningful connections, and grow membership.

Equipped with a wide range of player data and segmentation capabilities, playON™ enables lotteries to identify different player segments and address unique player groups through personalized messaging that can be delivered across various channels and encourage specific behaviors. These rich segmentation tools and player analytics coupled with the insight playON™ provides enable lotteries to execute personalized experiences in real-time to drive engagement and elevate the customer journey. To illustrate, Anna is a lottery player who recently joined a playON™ player engagement program and downloaded the related app to her mobile device. By scanning her tickets

with the app, she can earn loyalty points in the program for her ticket purchases. The Lottery can now determine that Anna typically buys Powerball tickets on Wednesdays and through a recent survey, learned that her favorite instant ticket is Crossword. Armed with this knowledge, the Lottery can communicate contextually when and where she is likely to engage with the Lottery. Using push notifications, the Lottery can send her a reminder to buy a ticket on Wednesday, encourage her to purchase additional Powerball tickets for Saturday's draw, or offer a promotion to motivate her to try a newly launched Crossword game. Through these personalized communications, Anna's customer journey is unique to her, creating a more dynamic and targeted relationship between her and the Lottery.

Key Components to Enhance the Overall Customer Journey

In addition to personalization capabilities, a robust player engagement program like playON™ focuses on five key areas to help lotteries engage with their players and foster

PLAYON™
Player Engagement Solution

1 https://backlinko.com/email-outreach-study

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effective two-way communication that results in an enhanced customer journey.

1. Easy, Intuitive Design

For any loyalty program, no matter the brand, one key characteristic must be its ease of use for consumers. It could be the most robust program on the market, but if consumers find it too complicated and encounter too many barriers, it will result in a negative user experience and go unused. In fact, a recent study by CrowdTwist found that nearly 50% of consumers would leave a loyalty program if they found it too difficult[2]. Consumers will take the time to share identifiable information about themselves with brands; however, the required interactions must be frictionless, regardless of how consumers engage with the brand.

Pollard Banknote's playON™ player engagement program delivers an easy and intuitive user experience across all lottery touchpoints, facilitating more player interactions through a seamless, gamified approach that lets players earn and redeem points and learn more about a lottery's product offerings. This approach leads to smooth engagement experiences that help form a more fulsome view of each player, enabling lotteries to deliver enhanced customer experiences through more personalized interactions.

2. Mobile App Integration

Consumers today are constantly on-the-go, and in order to never miss an opportunity to connect with them, more and more brands have begun leveraging mobile technology and app-based loyalty programs. In fact, in Kansas, more than 60% of users who access the Lottery's playON™ player engagement program do so via a mobile device. App-based player engagement programs not only provide convenient access between lotteries and players, they can contribute to an overall enhanced experience for players with targeted messaging via geo-fencing and push notifications. Using this technology, lotteries can determine the location of their players and alert them to upcoming promotions in the geographical area or specialized offers. This technology was recently leveraged by the Kansas Lottery at the State Fair. When players entered the vicinity of the Lottery's mobile sales kiosk, they received a push notification to their mobile devices offering a promotion

code that could be redeemed for points at the kiosk. The results were so effective that it has now become part of the Lottery's engagement strategy and has been used on several occasions.

3. Word-of-Mouth Incentives

Word-of-Mouth (WOM) customer referrals are one of the most effective methods of keeping a brand top of mind, helping promote a brand across various player segments as well as driving player engagement program acquisition. According to the Nielsen Global Trust in Advertising Report, 84% of global consumers believe recommendations from friends and family are the most trustworthy sources of information about a product[3]. The best way for lotteries to initiate WOM discussions is to incorporate low-cost incentives that offer enough perceived value in the minds of players to motivate them to make a referral via email or social media. By offering bonus points and rewards to not only the referral, but the existing players who recruit the referral, these incentives help build up program membership while rewarding loyal customers and reinforcing positive player experiences with the lottery. Since launching playON™ in late 2017, the Kansas Lottery has conducted three refer-a-friend promotions with each averaging 40% more referrals than the previous campaign, contributing to an 84% growth in overall membership since launch.

4. Bonus Points

While every loyalty program will vary from brand-to-brand, they ultimately are all driven by the same goal – to facilitate growth and continued engagement. For lotteries, one effective strategy to achieve this goal is to reward players with bonus points for completing engagement activities. Bonus points motivate consumers to further engage with a brand and reach rewards faster, contributing to not only higher sales, but a higher level of brand advocacy as well.

playON™ offers several ways for players to earn bonus points, including ticket scanning, referrals, surveys, completing a profile, and even purchasing specific tickets. For lotteries, we have found that offering a variety of ways to earn bonus points provides added incentive for players to engage with player engagement programs, creates a more rewarding experience for players, and contributes to

stronger ticket sales. For example, the Kansas Lottery's *Ultimate Cash - The Hunt for the Last Top Prize* promotion offered double points to members who purchased and scanned the Ultimate Cash ticket into playON™. This resulted in the Lottery's *Ultimate Cash* ticket experiencing a sales increase of 44% just two weeks into the promotion!

5. Maintaining the Conversation

Customer acquisition is important for building up a loyalty program in its early stages, however customer retention is what will ultimately sustain the program in the long run, providing added value to consumers throughout their entire journey. This is achieved by maintaining regular two-way conversations with new and existing members, as well as lapsed members whose engagement with the lottery has declined. Leveraging playON™'s wealth of data analytics and rich reporting capabilities, lotteries can proactively reach out to players with customized messaging and offers, forming deeper, more personalized connections and experiences.

Elevate the Lottery Experience

Players today live in a virtual and physical world. By offering a robust player engagement platform, lotteries can break past the barriers of the physical world and develop deeper, more meaningful experiences personalized to each player. The right player engagement program bridges both these worlds by offering exciting rewards and bonus points across all lottery touchpoints, which can then be used toward the player's next retail purchase. An innovative player engagement program enables lotteries to more easily identify future opportunities to improve customer interactions and build stronger relationships, leading to a more elevated customer journey. Personalized experiences create meaningful connections with players, driving them to become brand advocates for lotteries, sharing their experiences and by doing so, growing a lottery's player base through word-of-mouth recommendations – which, as noted above, are some of the most trusted forms of marketing. As memberships grow, lotteries have access to in-depth information about their players, leading to more personalized, segmented journeys that extend the player lifecycle. What these programs provide is engagement, the result is increased loyalty across all lottery touchpoints. •