

New Jersey's

WIZARDS OF RETAIL

In the Garden State, an innovative program dramatically improved retailer engagement with the lottery category and evolved the role of lottery sales reps. Here's how.



(L to R): New Jersey Lottery Sales Representative Alexandra Padula and Krauser's Food Store retailer Jyoti Amin; Extra Grocery Deli retailer Hirana Panya and New Jersey Lottery Sales Representative Maria Jimenez.

f “Retail is Detail,” as the saying goes, then an important detail for success must be engaging retailers themselves.

This was the focus of an effective program that introduced New Jersey Lottery retailers to **an interactive web-based portal to manage and grow their lottery business.**

In a coordinated effort led by operator Northstar New Jersey, lottery sales reps communicated the benefits of the new tool to retailers and encouraged them to take advantage of it.

As a result, **one-third of the state’s retailers were signed up in the first year,** with more continuing to onboard today.

The approach and success of this retailer engagement program offer useful ideas for other lotteries to consider.

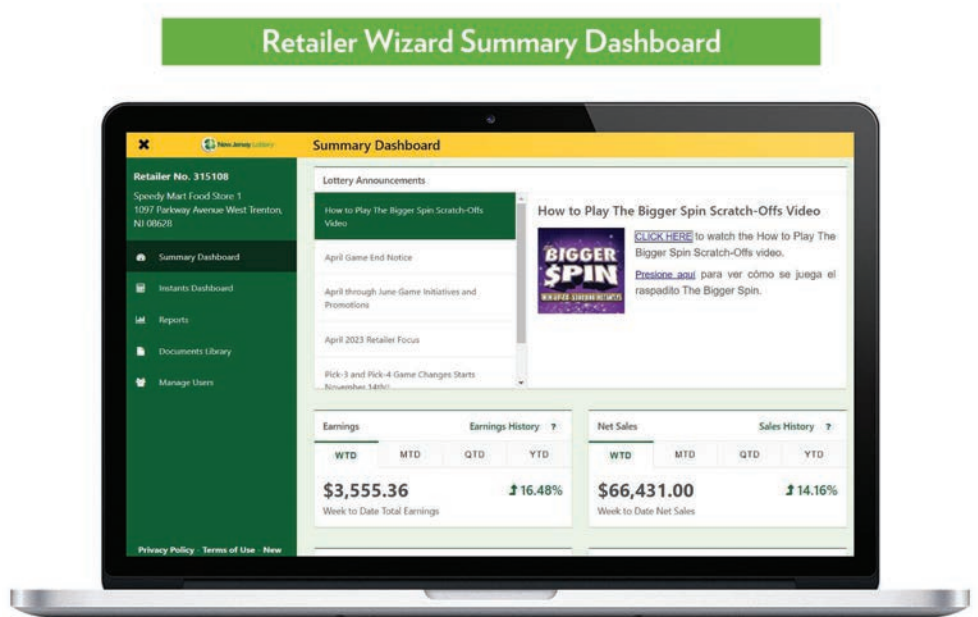


John Hodor, Vice President of Sales, Northstar New Jersey

FORWARD THINKING

The roots of the initiative go back to the time before most of the world had ever heard of COVID-19. The Northstar New Jersey team had been discussing the future role of the lottery sales representative (LSR).

“Our LSRs are highly effective at what they do, and we were proactively looking at how their role could evolve to support continued success,” explained **John Hodor, Vice President of Sales Northstar New Jersey.** “It’s common for a retailer to see their LSR for 20 to 30 minutes every couple of weeks. And right after the lottery rep leaves, maybe a snack-food rep comes in to talk



IGT’s Retailer Wizard interactive website provides retailers in more than 15 jurisdictions with an additional touchpoint between visits to obtain pertinent information they use every day.

with the retailer, then a succession of other product reps. By the end of the day, what happened to that lottery conversation? We knew that both reps and retailers would benefit if retailers had an immediate touchpoint to access detailed lottery sales data, promotions, and other related information whenever they need it.”

The discussion proved timely, as it soon became imperative for lottery sales reps to work with retailers remotely. During the pandemic, New Jersey’s LSRs quickly found remote and virtual means to support their territories, as well as promoting sales through vending, as the state had recently completed an equipment refresh, installing new IGT GameTouch™ 28 and GameTouch™ Draw self-service terminals.

Beginning in late 2021, retailers were also presented with the option to **upgrade from the existing New Jersey retailer website to IGT’s Retailer Wizard tool.** Retailers can log into this interactive and easy-to-navigate portal right from their mobile phone, tablet, or laptop to get the latest sales and marketing information.

The portal includes sales reports, electronic-funds transfer details, instant ticket orders, details about when packs are activated and settled, monthly retailer newsletters, winner awareness information, and more.

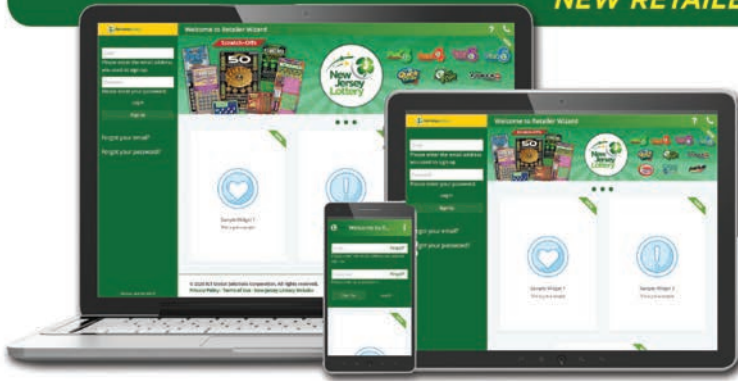
“Retailer Wizard offers all kinds of content that retailers couldn’t access previously,” said Hodor. “Our sales reps visit roughly 100 retailers each on a regular basis – that’s a lot to manage when you’re trying to grow the business and build sales. Now, retailers have sales and inventory data at their fingertips. What’s more, sales management can upload important and useful information for all of their accounts. This really benefits retailers and levels the playing field for reps by giving retailers the ability to manage their business through virtually any connected device.” Previously, retailers would need to contact their sales rep for information or could retrieve only limited data from the terminal at the store.

THOUSANDS AND COUNTING

Corporate chain retailers were given first access to Retailer Wizard, as the portal not only provides reports for accounting but gives local store managers insight on broader sales performance, trends, and other data that could be used to generate lottery interest and engagement.

“The New Jersey Lottery sales team works with IGT to review the retailers’ feedback and suggest enhancements to the tool,” said **Danielle Davis, IGT Director Product Management, Retailer Management &**

NEW RETAILER WEBSITE RETAILER WIZARD!



Retailer Wizard is the New Jersey Lottery's one-stop-shop for managing your Lottery business. It's an all-new, user-friendly website, providing access to important Lottery reports and information via your desktop, laptop, tablet, or smartphone.

MANAGE AND GROW YOUR LOTTERY BUSINESS - WHENEVER AND FROM WHEREVER YOU CHOOSE!

BENEFITS FOR YOU:

- Stay informed of sales, commissions, and trends at your location(s).
- Know exactly how much money is due on the next sweep (EFT Amount).
- Receive alerts about issues occurring in your location(s) that may be affecting your sales.
- Easily spread the good news about high jackpots and winners in your location(s).
- Access detailed reports for your Lottery business at any time without being tied to your Lottery terminal.

...AND MUCH MORE!

TO ACCESS RETAILER WIZARD from your browser, navigate to: <https://retailerweb.njlottery.com>

Starting with the launch in 2021, articles sharing the benefits of Retailer Wizard were included in the Lottery's monthly Retailer Focus newsletter to build awareness and promote retailer registrations.

Optimization. "The teams also address the needs of independent and social-space retailers."

Hodor and team focused not only on making retailers aware of the new tool, but **communicating the benefits and encouraging retailers to engage with it.** "We incentivized and made it a priority for our sales reps first to just get retailers logged in," said Hodor. "This required some of the typical inputs – email, password, verify. For some of our retailers, that was a heavy lift, but once they saw how useful and easy-to-access it was, adoption took off. We heard, 'Hey this is a cool! There's a lot of good information here.'"

At the launch, the team began including articles about the portal in the Lottery's "**Retailer Focus,**" a **printed monthly newsletter that brings retailers up to speed** on the lottery category and is also available digitally through Retailer Wizard. The articles **built awareness and promoted registrations,** helping to kick interest up to the next level.

New Jersey Lottery sales reps registered more than 2,000 retailers on Retailer Wizard by the end of November 2022.

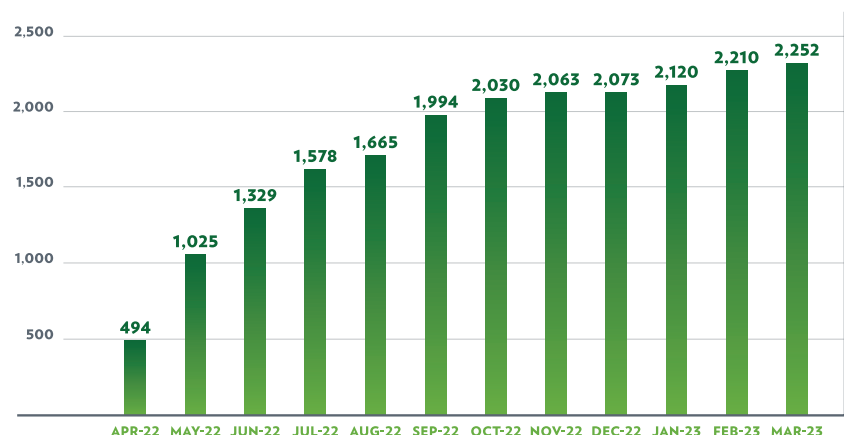
The team implemented a quarterly **incentive** from July through September 2022, in which reps selected retailers and ensured that they logged in to Retailer Wizard at least once per week. This incentive dramatically increased usage. (See figure "2022-2023 Registrations")

In the second quarter of FY 2023, reps were given a goal to increase both the number of

registered retailers and increase usage with current users. Retailers were encouraged to sign up and log in often to earn entries into a drawing for prizes.

Even as awareness of the tool grows, the sales team continues to investigate sales and retailer incentives to increase the number of registered retailers and promote usage of Retailer Wizard's many features.

2022-2023 Registrations



New Jersey Lottery sales reps registered more than 2,200 retailers on Retailer Wizard by the end of March 2023, and the engagement effort is ongoing.