BetBuddy

1 Bath Street, London, EC1V 9LB
Telephone: +44 (0) 20 7193 6896
Contact: info@bet-buddy.com
www.bet-buddy.com

Case Study: Ontario Lottery and Gaming Corporation

Ontario is currently the largest regulated internet gaming market in North America and the Ontario Lottery and Gaming Corporation (OLG) has a government mandate to work towards a 'Gold Standard' in Responsible Gambling (RG). OLG launched its regulated internet gaming offering in 2014 and was awarded the World Lottery Association's Best Overall RG Program award in November 2014.

"OLG has a government mandate to work towards a 'Gold Standard' in Responsible Gambling"

OLG's strategy for internet gaming was to develop a sustainable player base that gambles responsibly over the long term and to make OLG the number one destination for Ontarians' online lottery and casino play.

OLG's positioning was that its internet offering, PlayOLG, would uphold the social responsibility principles that are integral to OLG and would allow it to stand out from grey market operators in a competitive marketplace.

PlayOLG was designed to bring the excitement of online gaming to Ontarians in a safe, secure, and responsible manner.

A key part of realising this strategy was to integrate RG throughout the PlayOLG business and to help Ontarians to make informed gaming choices by offering a comprehensive suite of Play Management Tools that encourage healthy player behaviour, including the use of data analytics to identify those at risk of problem gaming.

Key Requirements for a Responsible Gaming Analytics Solution

1. Evidence-Based Approach and Independent Validation

BetBuddy's approach to RG analytics has been independently assessed by a world-respected academic expert in gambling addictions, enabling OLG to understand the strengths of BetBuddy's approach as well as areas for continuous improvement. BetBuddy's methods and approach have been published in peer-reviewed journals, including the Journal of Gambling Studies, giving OLG further confidence that the approach undertaken to at-risk behavioural assessment was based on sound and evidence-based scientific principles.

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**The Responsible Gaming
Analytics Experts**

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2. Flexible Player Messaging

OLG wanted to incorporate player risk profiles, personalised messaging, and self-assessments as a core element of its RG offering.

BetBuddy's solution was integrated seamlessly and effectively 'white labelled' alongside all of the other PlayOLG Play Management Tools.

3. Open Rather than 'Black-box' Solution

OLG wanted to understand what behaviours drive players' risk profiles to enable them to better understand their customers.

The BetBuddy system has a comprehensive and intuitive back office system that enables operators and regulators to analyse players' profiles.

This was important in demonstrating to stakeholders, such as the Ontario regulator, that a sound and clear methodology was being used to assess player risk, with effective human understanding and oversight of the algorithms deployed.

4. Integrated RG Solution with Feedback Loop

OLG needed an end-to-end RG solution that could seamlessly integrate with its player account management systems, marketing and content management systems, and player facing portals. At the same, time OLG staff needed access to detailed player risk profiles.

The BetBuddy system has enabled OLG to undertake daily risk scoring of its player database and produce risk ratings and segmented messages tailored to player risk. Automatic integration with marketing systems enables PlayOLG to personalise the player experience based on each player's risk rating, for example, by providing a higher proportion of RG marketing messages to those customers assessed as at-risk.

Results

Since launching, independent qualitative market research has been undertaken by OLG to assess the impact of PlayOLG's Play Management Tools. Player feedback has been positive, with at least 9 in 10 players considering the tools to be an important component of the website, helpful in managing their personal gambling behaviours, and easy to use[1]. This has translated into a more favourable opinion of OLG – with over half reporting that using play management tools made them feel better about OLG. For those that were aware of the BetBuddy tools, this translated to 40% using the self-test and 36% using the behavioural risk profile. Of the Frequent gamblers interviewed, 28% said these tools helped them to evaluate their personal gambling risk.

[1] based on interviews with 150 players selected from a group using at least one of the voluntary Play Management tools

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