THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

INSIGHTS

SEPTEMBER/OCTOBER 2023

Digging Into Lottery Success in the Badger State

SG
SCIENTIFIC GAMES

AI is here to stay. It's a tool we all need to learn how to use effectively just as we did when the smartphone first came out.

AI is here to stay. It's a tool we all need to learn how to use effectively just as we did when the smartphone first came out. AI can help lotteries improve daily operations and work smarter. The AI robot will do things faster, but it must be trained and integrated into our business intelligently. And humans are part of that solution.

Analytics. Combining industry-leading analytics and AI creates a quantum leap to leveraging data to drive player engagement and develop game portfolios.

Player acquisition. AI can analyze data to give lotteries insights into player behavior to make informed decisions and improve game access. It can analyze return to player and prize structure math models. AI can look at payout models to help determine if high or low volatility games work best in general or for a specific player.

Personalized marketing. AI can send personalized messages to players based on their habits, like reminders to purchase tickets for their favorite draws or letting them know about similar games. Lotteries can view a player's activity and send a personalized message such as: "Steve, nice win. Check out this new game and let us know if you like it." It's not just about knowing the player but creating a personalized marketing campaign for that player.

Responsible Gaming. An avatar that looks and sounds like a real human can be created for the sole purpose of age verification, RG education, personalized messages based on spending behavior and self-exclusion. Players may respond more positively to a "human" rather than a pop-up message or text alert.

Player Interaction and Services. A trained chatbot reduces lottery customer service workload and provides immediate responses to player questions such as game rules, draw dates and prize claims. It can change the way lotteries interface with players through a voice recognition "retailer" that processes transactions, provides winning numbers, cashes winning tickets, etc. AI can also provide voice-based interfaces for visually impaired players.

Fraud Detection. Lotteries generate large amounts of data on game plays, winning percentages, random numbers for quick picks and draw results, player purchases, jackpots etc. AI technologies, such as machine learning algorithms, can analyze large amounts of data and detect patterns and anomalies that may indicate fraudulent activities.

Product innovation. Lotteries can use AI for early phase innovation to generate potential names and logos for new games. It's good at brainstorming if given correctly structured queries. Checks for plagiarism and prior use must be used.

– Steve Beason, President of Digital & Sports