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LOTTERY BIZ

# La Fleur's Q&A: Arizona Lottery Retail Developments

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La Fleur's Magazine interviewed North American lottery directors over the summer to learn about FY23 developments for retail, marketing, and new game launches. In the interview below, Arizona Lottery Executive Director Gregg Edgar discusses what's ahead for retailers, such as revamping its retail incentive programs. The lottery also plans to expand its use of PlayCentral EX machines in

social establishments. It also wants to expand placement of SCiQ dispensers in their Money Service locations in select Kroger/Fry's stores.

Based on the Arizona Lottery's recent learnings from its indepth IPSOS customer satisfaction survey, the lottery will be problem solving areas that are pain points for its retailers. "We take a deep dive into the insights to better understand how we can provide exceptional customer service," said Edgar. "One of the learnings we will focus on specifically is our retailer incentive program. We learned retailers do not have a good understanding of the program, so we are revamping the program and will develop a strategy to gain traction with our retail partners."

The Arizona Lottery is also currently exploring the possibilities of partnering with retailers to expand its reach across the state allowing the lottery to better serve its shared customers. "Currently, we are partnering with Walmart in Kingman, Arizona, to provide service to players living in northern Arizona, Utah and Nevada, and we believe there is opportunity to replicate this service in other areas of the state. We are looking at where are winners are across the state and retailer locations in those areas. We will approach retailers to see how we can partner to co-lacate in their space to offer convenient service to our players," said Edgar.



The lottery is also focusing on gaining placement of PlayCentral EX machines in social establishments. "Placement of PCT EX machines in these establishments will help further support our draw games and Quick Draw product. Included in the placement of the PCT EX is securing placement of monitors that will attract customer attention of the lottery offerings," said Edgar.

Finally, the Arizona Lottery is closely with Kroger/Fry's to expand placement of SCiQ dispensers in their Money Service locations in select store where space and formats allow. "The additional facings will allow customers to access lottery products in two prominent locations inside stores. The first location in the PlayCentral vending machines location in all Fry's store and in select store the SCiQ dispensers at Money Services. We are also expanding our QuickCard placement in Fry's to include placement in the traditional gift card display, at self-checkout, and in lane as customers enter the checkout area," concluded Edgar.



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