Artificial Intelligence v2.0

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A year ago, we asked our associate member partners about how artificial intelligence is impacting the lottery industry, and what the future holds. We received a number of interesting responses, which were showcased in the September/October 2023 edition of *Insights* magazine.

 Now, one year later, AI continues to make advances at lightning speed, so we asked a similar question of our associate member partners this time around:

How should lotteries be taking advantage of artificial intelligence in their everyday operations?

The answers were varied, with some focused primarily on player and marketing tools (one year can make a big difference in capabilities) and others offering more insights into different parts of a lottery's operations.

Scientific Games

AI has reached ubiquity in our world. Just as lotteries adapted to the advantages of the internet, they must also harness the power of AI at all levels of their organizations. AI can significantly enhance operations, streamlining processes and enabling smarter decision-making. But to reach its full potential, AI must be trained by humans and integrated thoughtfully into a lottery's business. Humans play an indispensable role ensuring AI-generated content is accurate, relevant, and aligned with goals.

Knowledge base. AI can quickly retrieve precise answers to complex questions, improving efficiency and decision-making. AI can analyze patterns in queries to identify gaps in knowledge, helping proactively expand and refine an advanced, powerful knowledge base over time. The possibilities at the push of a button are endless, from retrieving historical stats to referencing all product offerings and onboarding new employees.

Process Management. AI streamlines process development and execution and analyzes vast amounts of data to identify inefficiencies and suggest optimized workflows. It can automate repetitive tasks, reducing the likelihood of human error and freeing up humans to

focus on more strategic activities. AI can also continuously monitor and adapt processes in real-time, ensuring they remain effective and aligned with evolving business needs.

Responsible Gaming. AI continues to revolutionize RG by enabling proactive measures that protect players like never before. Through advanced data analysis and real-time monitoring, AI can identify at-risk behaviors early, allowing for timely interventions that promote healthy gaming habits. This helps lotteries create a safer, more responsible environment for players, ensuring that entertaining content remains a priority while safeguarding their well-being.

Communication. AI can help promote unity by leveraging real-time translation services and enabling seamless conversations across different languages. AI can also analyze cultural nuances and tone, tailoring clear messages for specific audiences. Additionally, AI-powered chatbots and virtual assistants can facilitate 24/7 customer support for players, ensuring consistent, efficient communication regardless of time zones.

Fraud Detection. Lotteries generate vast data on plays, purchases, and results. AI, using machine learning, can analyze this data to detect patterns and identify potential fraud.

Analytics. AI can extract valuable insights from vast data sets, optimizing strategies for game content development, player engagement, personalized marketing, and revenue growth.

Player acquisition. AI analyzes 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 to reach a specific player audience.

- Blair Johnson, VP, Digital Delivery and AI

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