The customer

The Pennsylvania Lottery was established by the state legislature in 1972. Today it is ranked among the Top 20 lotteries in the world, measured by total sales performance. Pennsylvania Lottery players buy both draw and instant lottery games at more than 9,100 retail stores across the state. In 2012, the Pennsylvania Lottery achieved $3.48 billion in gross sales and supplied more than $1 billion – a new record – to support programs exclusively serving older Pennsylvanians.

*Source: The Pennsylvania Lottery*

The challenge

The Pennsylvania Lottery is one of the most successful lotteries in the world because it continuously looks for ways to improve. Its mission is to maximize sales and proceeds to support programs benefiting older residents. As demographics project significant growth among Pennsylvania’s older adult population, the Lottery must ensure the current revenue base is strong and opportunities for new revenue are created.

*Value in Partnership.* The Lottery sells games to players through a statewide distribution network of retailers that range from small mom n’ pop stores to large chains. The lottery works diligently every day to support its retailers by providing the highest level of service. Since the Pennsylvania Lottery launched in 1972, Scientific Games has worked alongside the Lottery to provide a comprehensive array of products and solutions that support this objective.

Together, the Pennsylvania Lottery and Scientific Games monitor the lottery’s business holistically to eliminate potential problems before they emerge, ensure effective communication and knowledge sharing with the Lottery’s retail network, and continuously align strategies and tactics with the Lottery’s business goals. One ongoing challenge is to enhance the retailer experience, engage with players and ensure sales performance not only continues, but grows.

“Our partnership with Scientific Games has helped strengthen already solid relationships with our retailer network. Strong collaboration with our supplier and our retailers sets the retailers up for greater success. After all, the Lottery’s performance has a direct impact on how well Pennsylvania can serve its older residents – and they’re counting on us to succeed.”

*Tom Blaskiewicz,*
*Deputy Executive Director for Retail Operation, Pennsylvania Lottery*
The solution

Tom Blaskiewicz, Deputy Executive Director for the Pennsylvania Lottery, determined the best way to explore retailer needs and identify new solutions was to meet directly with the retailers themselves. He brought together a regional group of retailers and District Lottery Representatives (DLRs), along with Lottery leadership and representatives from Scientific Games for a three-day “Taking It To The Streets” session. The agenda was simple: 1) listen to the retailers’ interests and needs, 2) learn how the Lottery could help retailers provide optimized service to players and, 3) provide updates on improvements already initiated. A rich dialogue ensued that produced more ideas for maximizing sales performance and providing leading support to retailers.

More efficient tools and support methodologies. While retailers gave kudos to Scientific Games’ National Response Center (NRC) for a knowledgeable and responsive call center team, DLRs suggested a way to streamline their troubleshooting efforts to gain swifter access to NRC reps by pre-certifying them on basic skills and passing their certification ID through to the NRC with the incoming call.

The right games in the market at the right time. The Scientific Games’ Inside Sales group was recognized by the retailers for providing personalized service. Inside Sales maintains concise, accurate records of the instant games for each retailer and makes recommendations based on historical and current sales performance. This ensures each retailer always has the best game inventory mix in their store(s).

Meeting retailer needs. Discussion also revealed the need for language translation on calls to the NRC. While this service is already provided in 126 languages and dialects, it was evident that retailers needed to be better educated about the service. Scientific Games immediately went into action to identify appropriate channels for communicating this valuable support feature and rolled it out to retailers across the state.

The results

• Simply asking the retailers for their input demonstrates the Lottery’s interest in the retailers’ unique perspectives. Retailers know that the Lottery and Scientific Games are available to them for future ideas and input.

• An ongoing focus on business process optimization pays dividends in cohesive and effective partnerships with retailers and the supplier. Restructuring the inbound call process increases efficiency by minimizing both troubleshooting and call center talk times.

• A proactively positioned inside sales group keeps retailers supplied with the best games for the market, makes instant ticket ordering efficient and supports effective planning.

• Providing language translation on calls to the NRC directly boosts the motivation and ability of retailers to effectively promote and sell lottery products.

“We’re very pleased with our first listening session with retailers. When businesses rely too heavily on email and telephone, we miss an opportunity to build stronger relationships - and good communication is the key to developing successful partnerships with retailers. To me, a single face-to-face meeting is worth a thousand emails.”

Todd Rucci, Executive Director, Pennsylvania Lottery
Why Scientific Games?

Scientific Games Corporation is a leading provider of secure, high quality player-engaging products and services to more than 300 lottery and gaming organizations around the globe. We partner with our customers to sustain value through collaboration and engagement.