

What's New and What's Next in RG Training?

Janine Robinson, M.Ed., CPCG

Director, Centre for the Advancement of Best Practices

Managing Director, RG+

Overview

1. Recent changes in the gambling industry
2. The evolution of RG
3. Training over the years
4. Sneak peak of new RG training formats
5. What's next?

Who We Are

The **Responsible Gambling Council** (RGC) is an independent non-profit organization dedicated to problem gambling prevention.

Our mission is to **prevent problem gambling** and reduce its impacts.

We have **35+ years** in research and education.

360 perspective: gamblers, operators, regulators, policy makers and treatment professionals.

Who We Are

RG+ is a **research and development** company established by RGC.

We're **advisors** to gaming operators and regulators, delivering practical program evaluations, impactful player and stakeholder communications, and policy/strategy development.

We **provide a safety net** for operators through RG program evaluations that support development and optimization of current programs.





How is the gambling industry changing?

- New gaming platforms
- Land-based and online delivery formats
- Sports betting legalization

How do signs of PG and appropriate responses change with these new advances?

The Evolution of RG

- Clinical
- PG informed

- Focus on PG *and* sustainable play

- Single person or small team

- Shared responsibility
- Integrated into CSR

Emerging Research in RG

Focus on Youth

- Gambling risk and harm
- Evaluation of targeted interventions

Technology and Gambling

- New forms of gambling and new ways of playing
- For example, video game loot boxes

Disrupting RG

- Concerns with funding, validity, stigma
- Reforming RG through new approaches

Training Over the Years



Training for the Future

- Online Gambling
- Land-Based
- Sports Betting
- Lottery Retail

Training for the Future

- Simulations
- Chatbots
- Interactive Video
- Game-Based
- Storytelling
- Infographics
- Motion Graphics
- Scenario-Based
- 3D Animation
- Virtual Reality
- Augmented Reality
- Comics

Online Gambling

The Challenge:

Recognizing and responding to red flags without face to face interaction.

Online Gambling

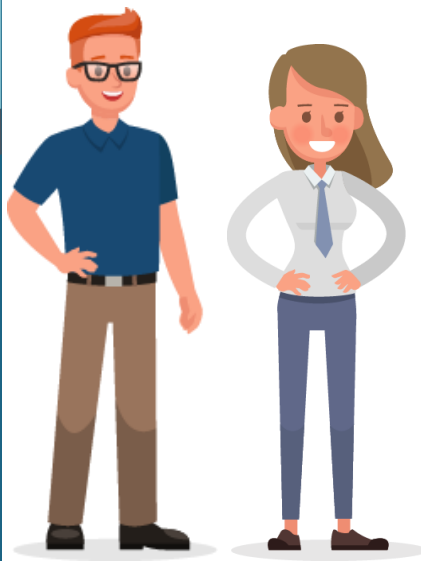
The Opportunity:

Responding without the stress of
difficult human interactions.

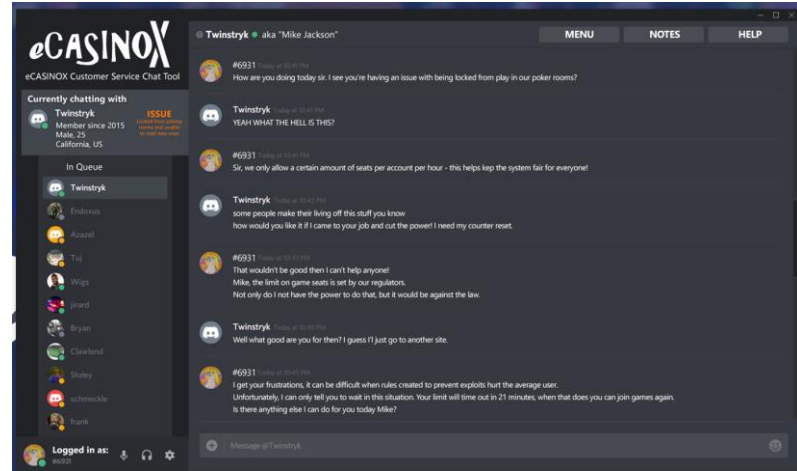
Online Gambling

Behaviour Change:

To become more readily
able to recognise red
flags.



Online Gambling



eCASINOX

eCASINOX Customer Service Chat Tool

Currently chatting with

Twinstryk
Member since 2015
Male, 25
California, US

ISSUE
Locked from joining rooms and unable to start new ones

In Queue

Twinstryk

Endoxus

Azazel

Tuj

Wigs

jrard

Bryan

Clawlend

Stoley

schmeckle

frank

Logged in as:

#6931

@ Twinstryk aka "Mike Jackson"

MENU

NOTES

HELP



#6931 Today at 10:41 PM

How are you doing today sir. I see you're having an issue with being locked from play in our poker rooms?



Twinstryk Today at 10:41 PM

YEAH WHAT THE HELL IS THIS?



#6931 Today at 10:41 PM

Sir, we only allow a certain amount of seats per account per hour - this helps keep the system fair for everyone!



Twinstryk Today at 10:42 PM

some people make their living off this stuff you know
how would you like it if I came to your job and cut the power! I need my counter reset.



#6931 Today at 10:43 PM

That wouldn't be good then I can't help anyone!
Mike, the limit on game seats is set by our regulators.
Not only do I not have the power to do that, but it would be against the law.



Twinstryk Today at 10:45 PM

Well what good are you for then? I guess I'll just go to another site.



#6931 Today at 10:45 PM

I get your frustrations, it can be difficult when rules created to prevent exploits hurt the average user.
Unfortunately, I can only tell you to wait in this situation. Your limit will time out in 21 minutes, when that does you can join games again.
Is there anything else I can do for you today Mike?



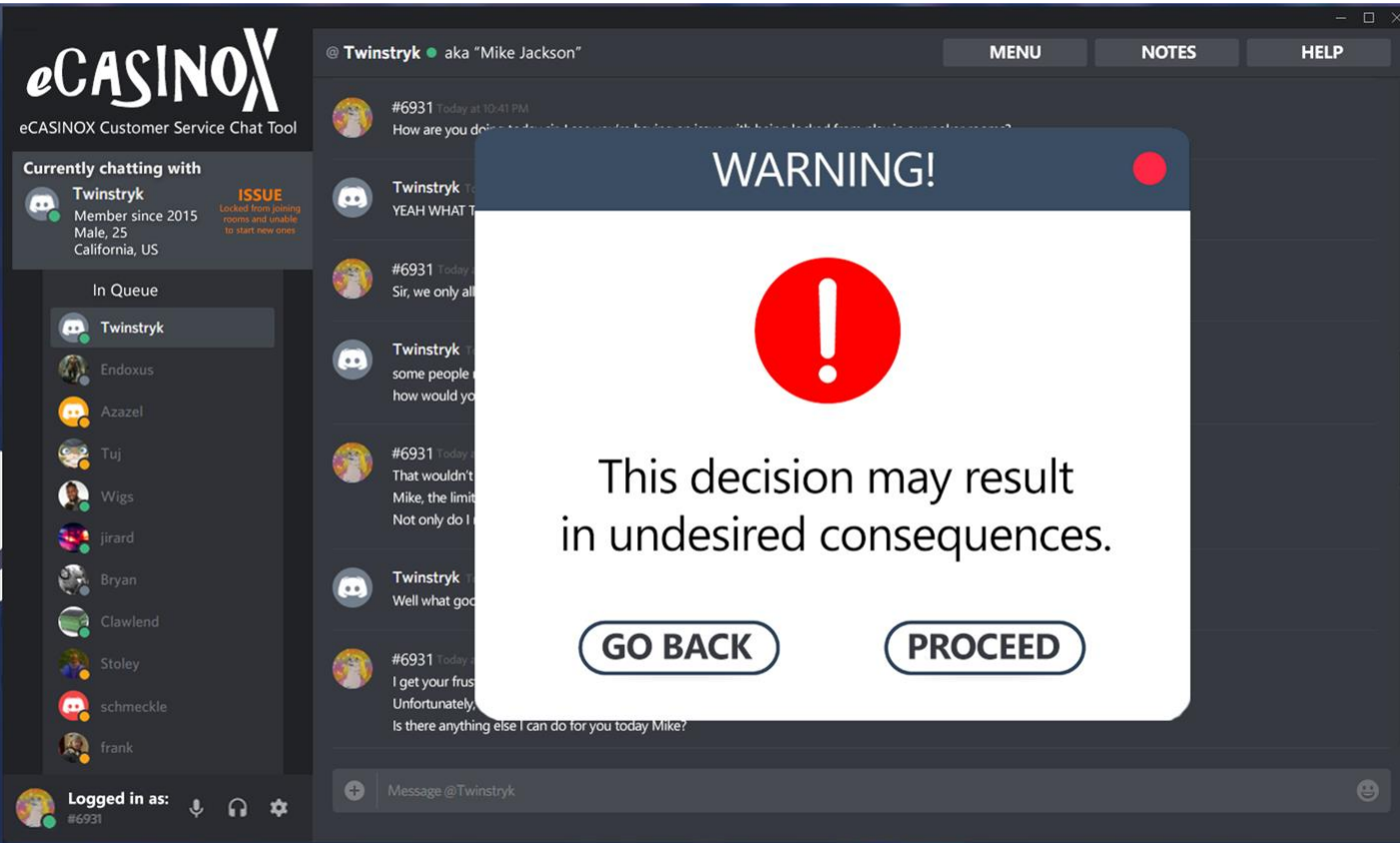
Message @Twinstryk

Chat simulation

Series of
fictional
customers

Chatbot
responds based
on keywords

RG+



Trainees get feedback messages based on their responses

Interaction is dynamic and scenario branches

Land-Based Gambling

The Challenge:

Customers may have inaccurate beliefs about gambling, and aren't always willing to adjust those beliefs.

Land-Based Gambling

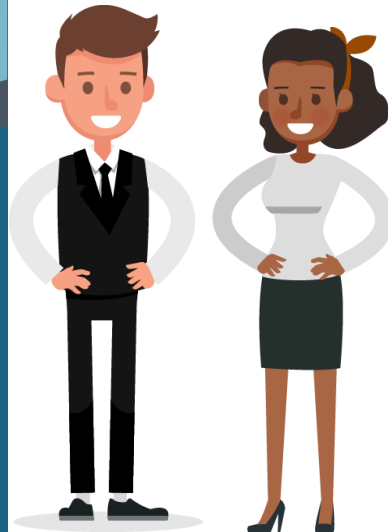
The Opportunity:

Improve the customer journey with solid information and excellent customer service.

Land-Based Gambling

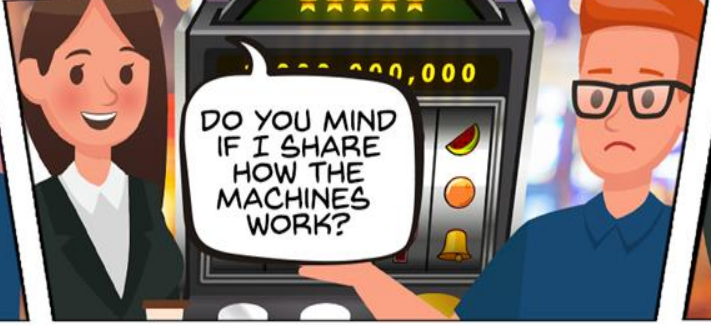
Behaviour Change:

To demonstrate RG as
part of a regular
customer service
offering.



Land-Based Gambling





Sports Betting

The Challenge:

Sports betting is old, new or emerging in many jurisdictions. Staff need to learn new game information and new RG strategies.

Sports Betting

The Opportunity:

To be creative in RG programs that address the needs of a high risk population.

Sports Betting

Behaviour Change:

To use customer
service skills to
promote RG.



Sports Betting





Your responses

A

"Why not bet more if you're so sure? Easy money right?"

B

"You need a reality check. You could easily be wrong about your team."

C

"A lot of people feel that way about their team. But we won't know until the game plays out."

D

"I completely agree. It's a for-sure thing!"

Customer: "Dude, I know this team like the back of my hand. Guaranteed win! Put me up for a hundred bucks."

00:15



**Correct
response**

A "Why not double down if you're so sure? Easy money right?"

B "You need a reality check. You could easily be wrong about your team."

C "A lot of people feel that way about their team. But we won't know until the game plays out."

D "I completely agree. It's a for-sure thing!"

This customer may not keep coming back to you, but rethinks their mindset in the future.

"Hey, it's your money sir. Don't worry, your bets are always good here."

A

"No need for that, I can cash the bet. But do me a favour, make sure it's just for entertainment."

B

This customer will keep coming back to you, but won't change their mindset.

Your responses

Customer: "Advice is for my father to give. Now are you going to take the bet or am I going to have to take my money somewhere else?"

00:15

Lottery Retail

The Challenge

RG is only one small part of retailers' jobs. Most of their daily tasks and expertise don't relate to gambling.

Lottery Retail

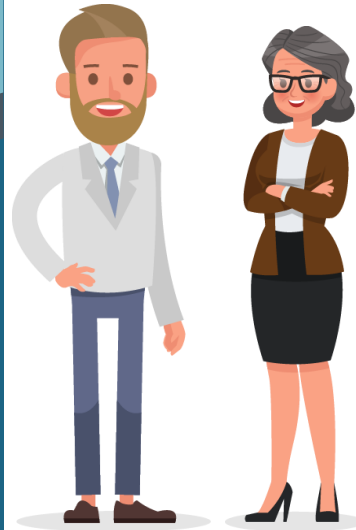
The Opportunity

To provide retail staff with a simple, brief response to common interactions that used to be time-consuming and uncomfortable.

Lottery Retail

Behaviour Change:

Recognizing the signs
of excessive play.



Lottery Retail



360°

A small, white, spherical 360-degree camera lens is positioned between the numbers 3 and 0 of the "360°" text.

LENA'S PROFILE

Constantly coming in late at night and early in the morning
Keeps paying for scratch tickets with loose change
Overheard her arguing with someone on her phone outside the store recently

Physical and mental health is being noticeably impacted in a negative way

She's looking more rough everyday.
I hope she's ok.

SHOULD I INTERVENE?

BEGIN THE CONVERSATION



This scenario walks retail staff through an interaction with Lena, a regular customer they know well.

LENA'S PROFILE

Constantly coming in late at night and early in the morning
Keeps paying for scratch tickets with loose change
Overheard her arguing with someone on her phone outside the store recently

Physical and mental health is being noticeably impacted in a negative way

Lena: I can talk...quickly. What's going on?

Tell her she can't buy

Ask a question

Confront her

Give her something

Call the police

Cancel intervention



A close-up photograph of a person's hand dropping a coin into a tray. The hand is positioned at the top center, with the coin falling towards the bottom center. The tray is held in the other hand, and it is filled with several coins. The background is a blurred stadium with spectators, suggesting a sports event. The image is framed by a blue border with a futuristic, circuit-like design.

LENA

I'm not sure I'm ready for that kind of talk right now, I just want my tickets.

I'll think a bit about what you said though.



What's missing from RG training?

What new challenges are just
around the corner?



What's just over the horizon for RG?

Thank you!

Questions?

JanineR@rgco.org