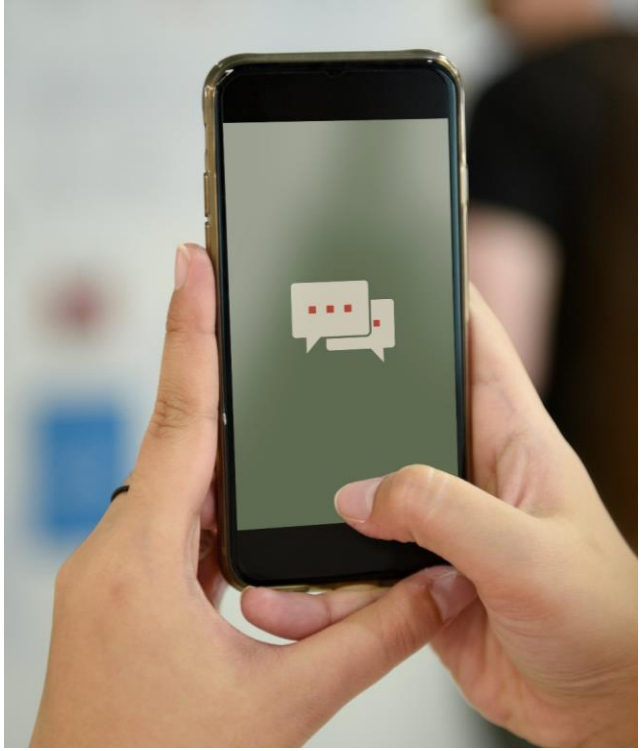


What's New and What's Next in RG Training?

Janine Robinson, M.Ed., CPCG
Director, Centre for the Advancement of Best Practices
Managing Director, RG+

Responsible Gambling Council

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.

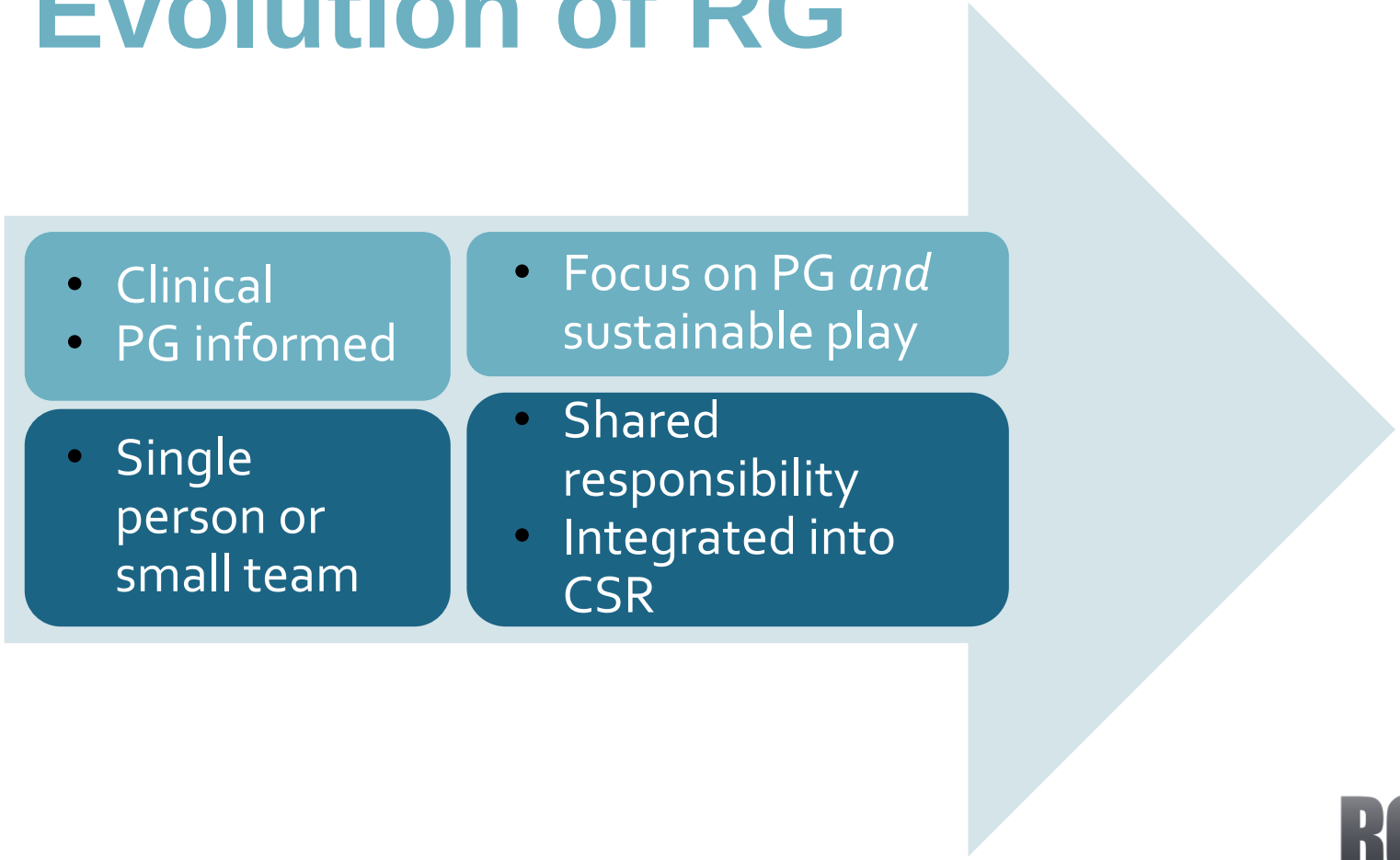
We **provide a safety net** for operators through RG program evaluations that support development and optimization of current programs.

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



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

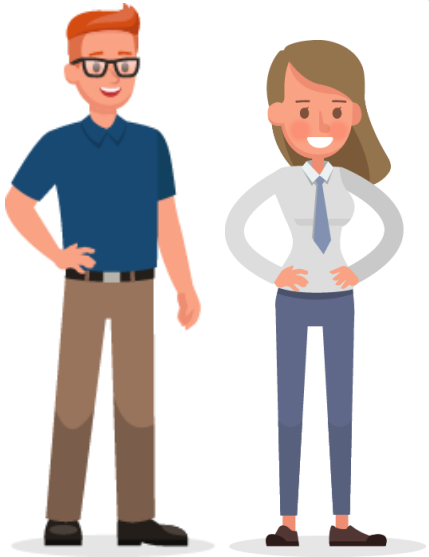
The Opportunity:

Responding without the stress of difficult human interactions.

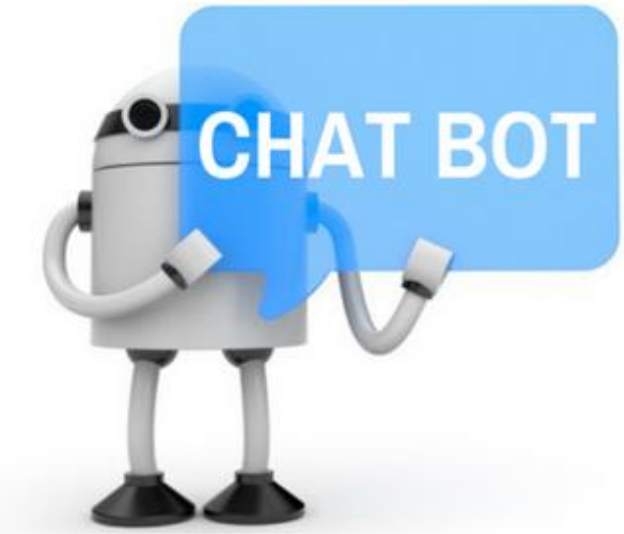
Online Gambling

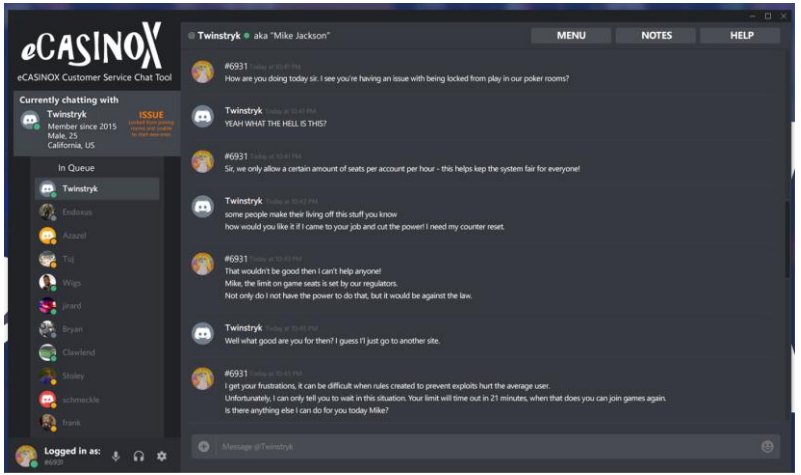
Behaviour Change:

To become more readily able to recognise red flags.

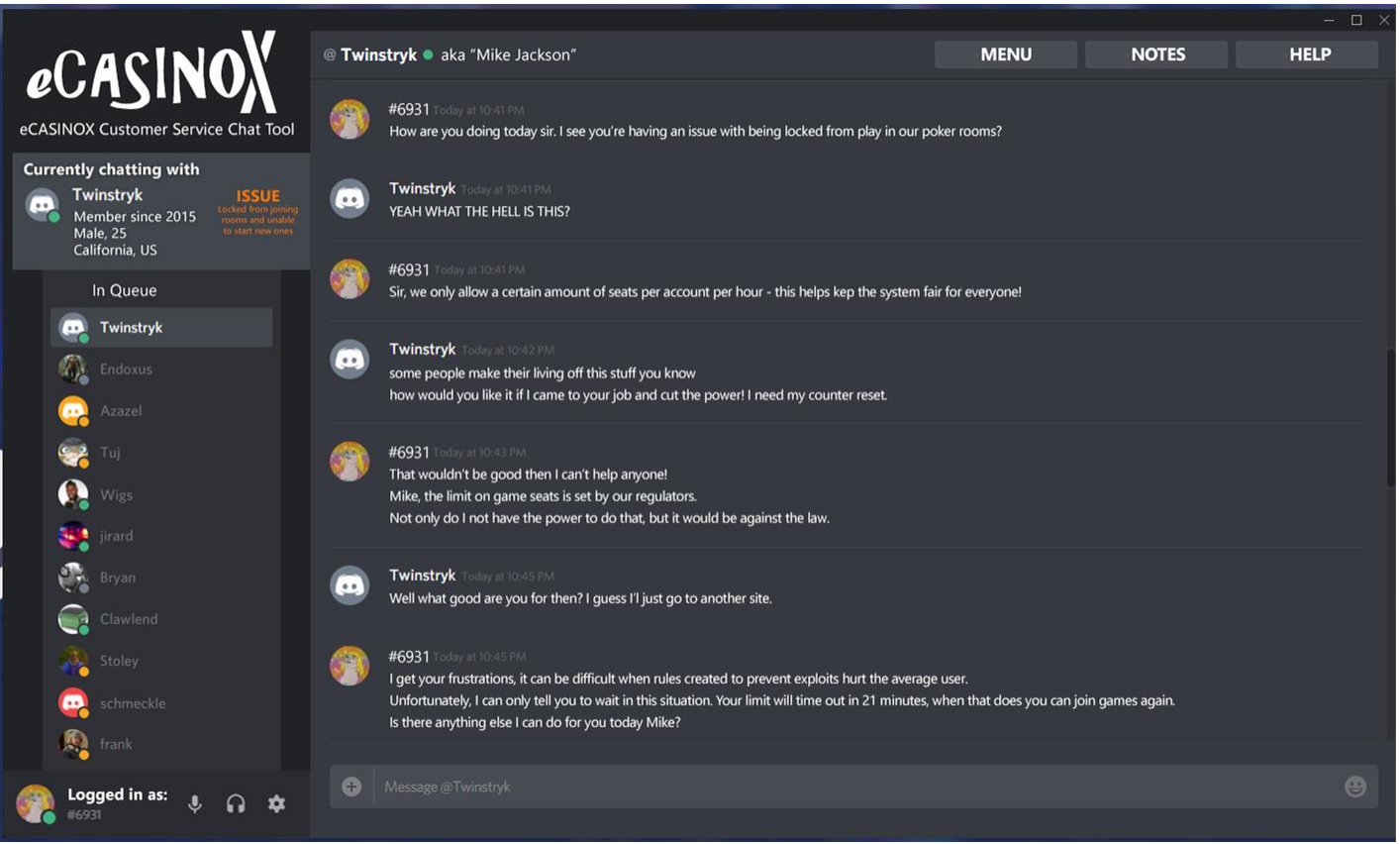


Online Gambling





RG+

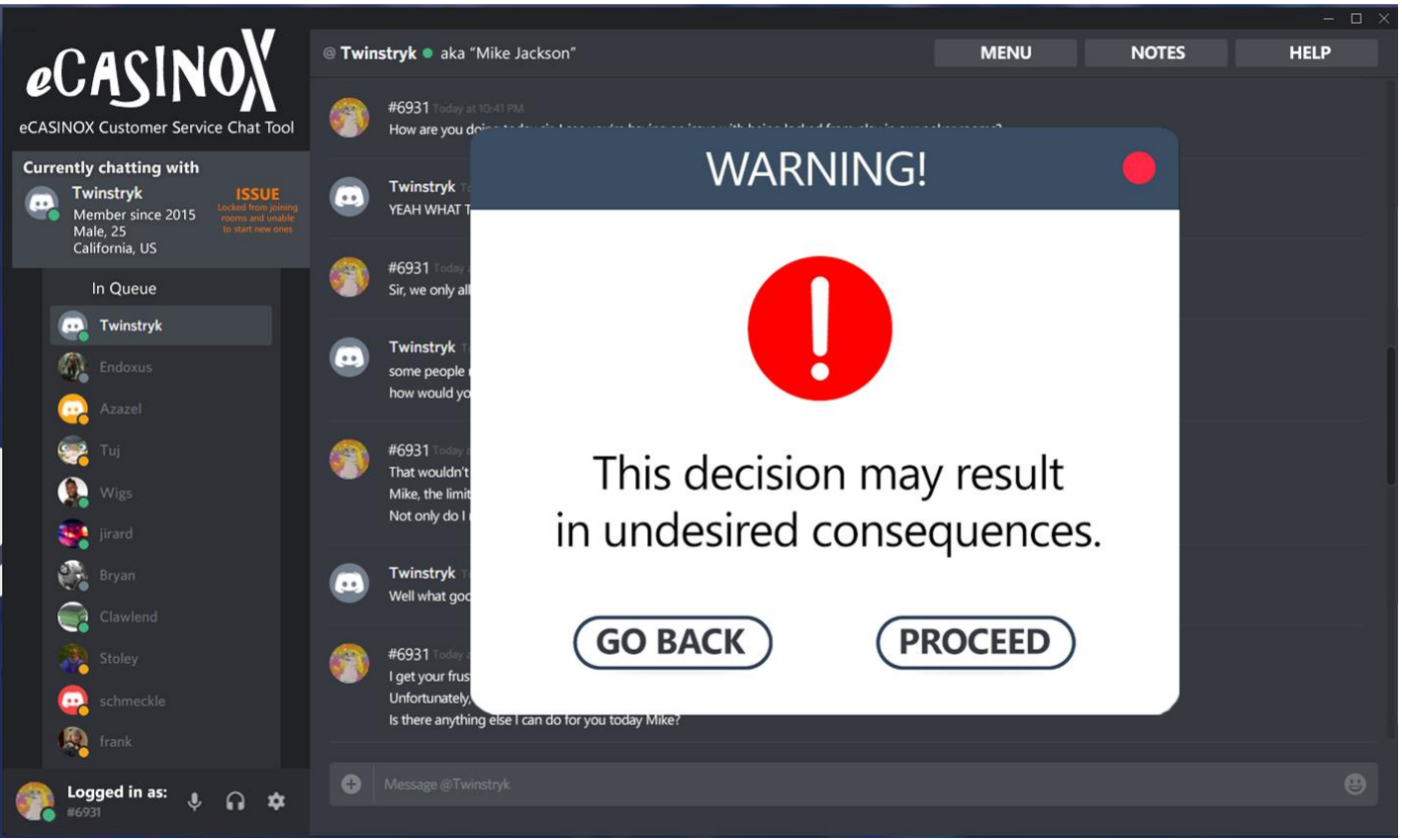


Chat simulation

Series of fictional customers

Chatbot responds based on keywords

RG+



Trainees get feedback messages based on their responses

Interaction is dynamic and scenario branches

RG+

Land-Based Gambling

The Challenge:

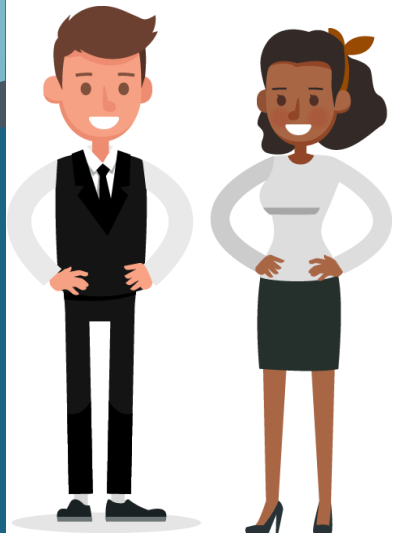
Customers may have inaccurate beliefs about gambling, and aren't always willing to adjust those beliefs.

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

JOSH HAS BEEN AT THE SLOTS ALL DAY
HIS LUCK HAS BEEN ... POOR
CAN I GET YOU A DRINK?
THIS THING IS DUE!
WINNER
I GOTTA KEEP AT THIS ONE UNTIL I WIN
KABOOM
IT'S GOT TO HIT SOON!
CHASING LOSSES IS VERY RISKY!
DO YOU MIND IF I SHARE HOW THE MACHINES WORK?
JOSH DOESN'T WIN THAT BIG ONE, BUT HE DOES KNOW MORE ABOUT WHY

Sports Betting

The Challenge:

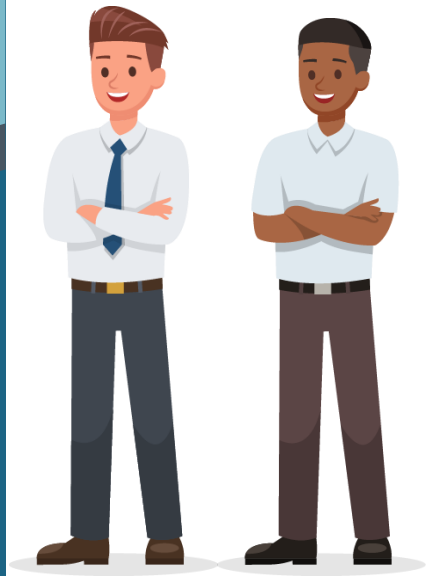
Sports betting is old, new or emerging in many jurisdictions. Staff need to learn new game information and new RG strategies.

Sports Betting

The Opportunity:

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

Sports Betting



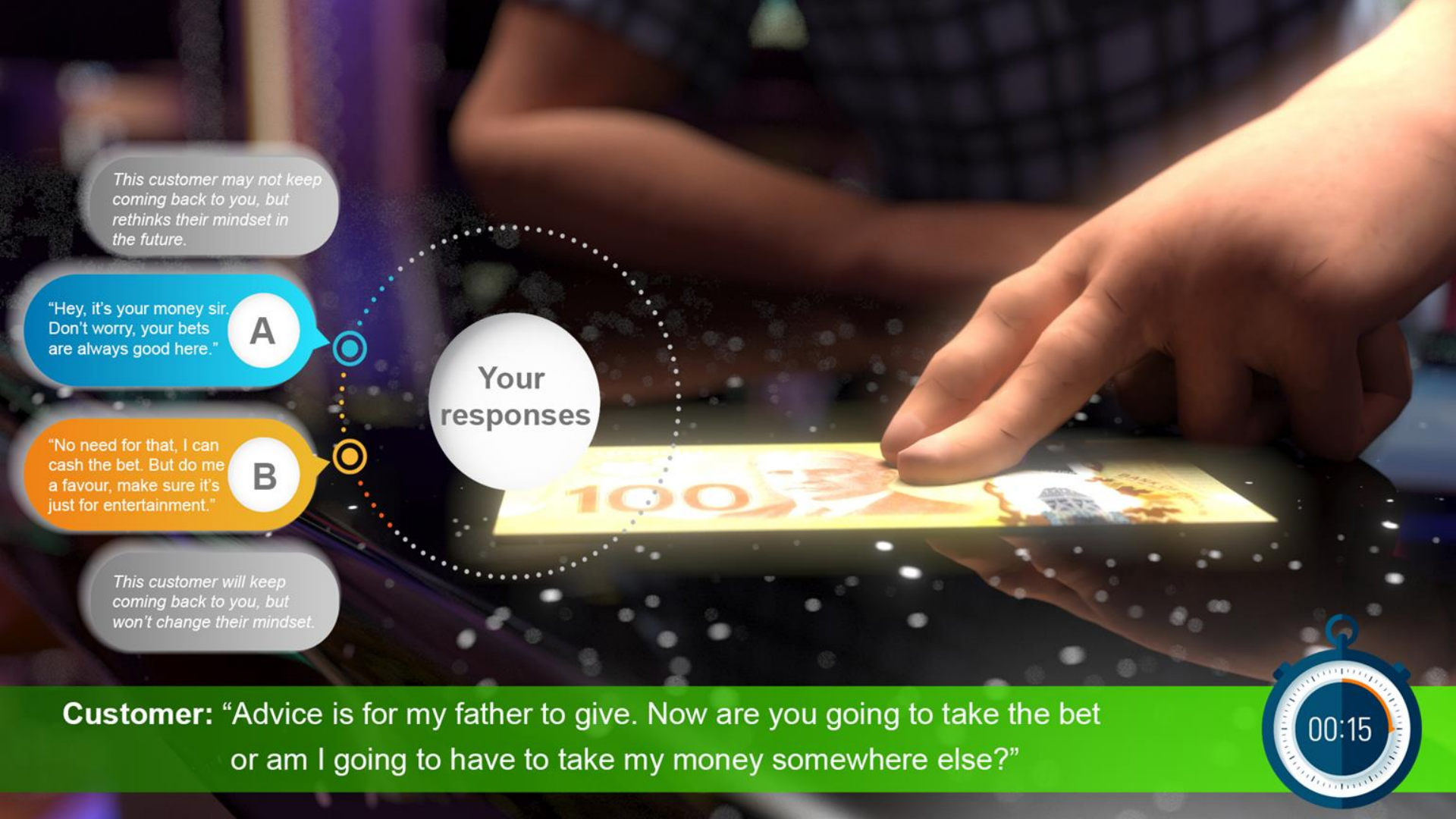
Behaviour Change:

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!"
00:15
Customer: "Dude, I know this team like the back of my hand. Guaranteed win! Put me up for a hundred bucks."

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!"



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?"

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

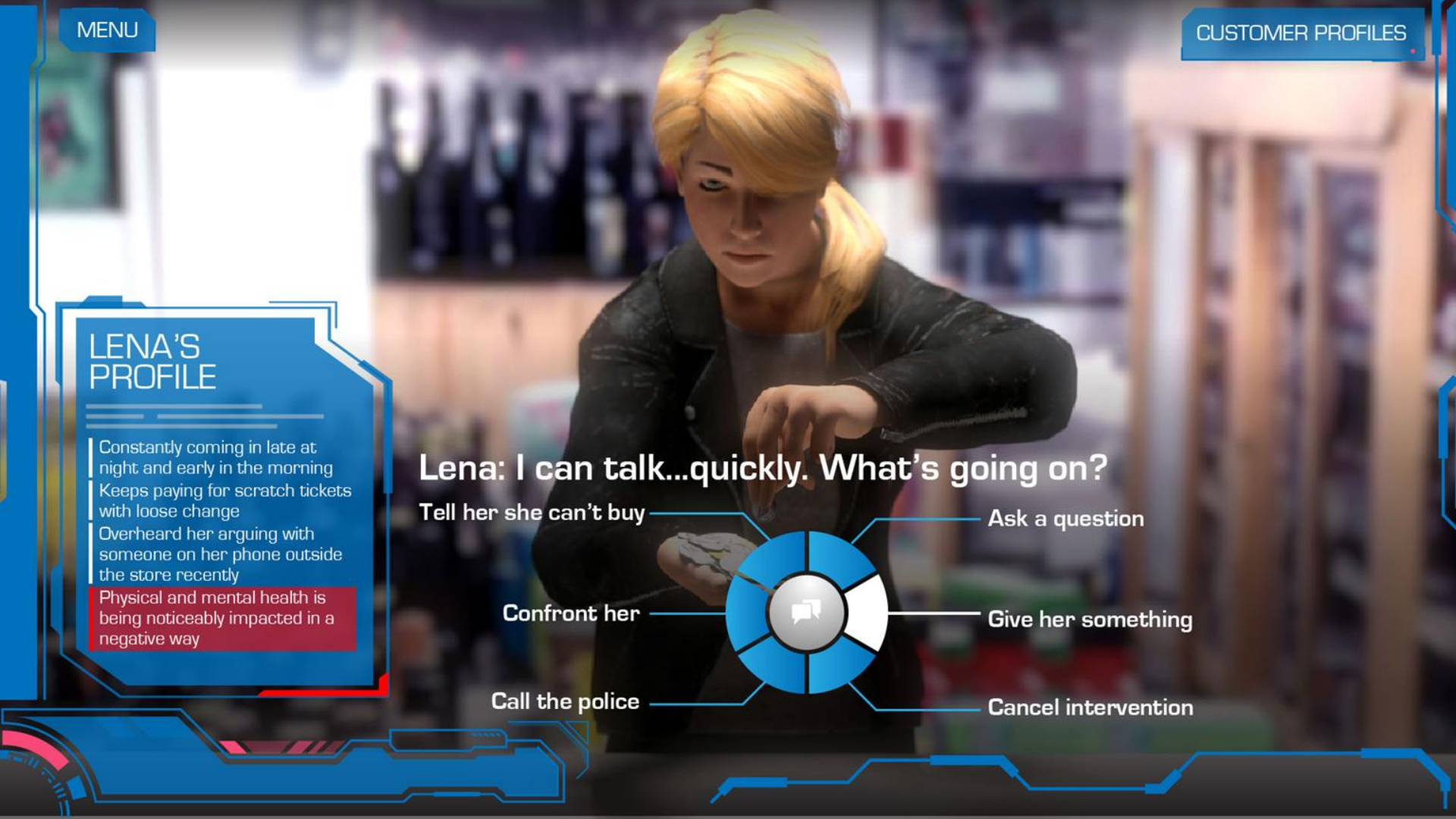
Behaviour Change:

Recognizing the signs of excessive play.

Lottery Retail

360°

MENU
CUSTOMER PROFILES
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.


MENU
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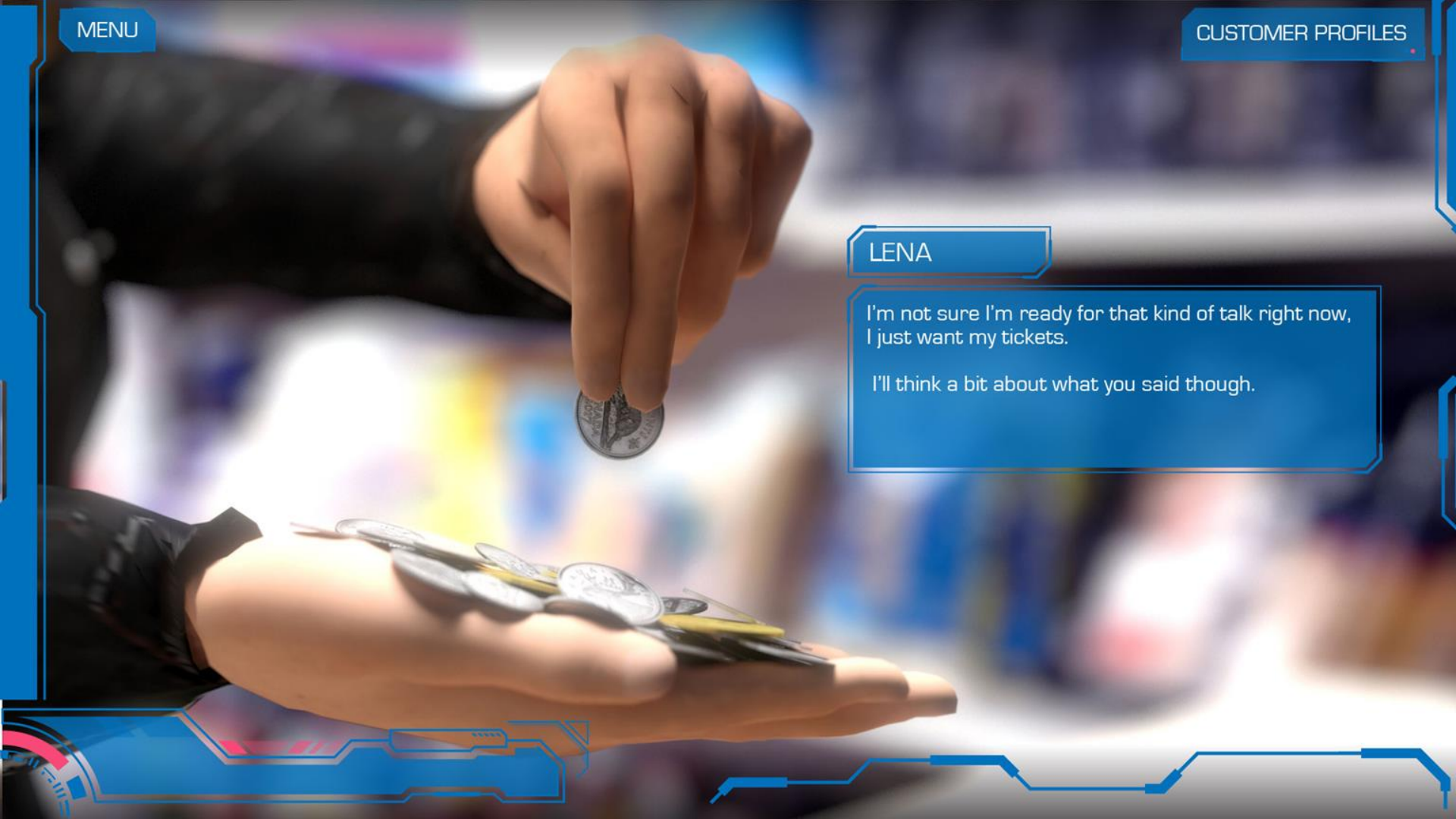
LENA'S PROFILE
Constantly coming in late at night and early in the morning
Keeps paying for scratch tickets with loose change
Overheard her arguing with someone on her phone outside the store recently
Physical and mental health is being noticeably impacted in a negative way
Lena: I can talk...quickly. What's going on?
Tell her she can't buy
Ask a question
Confront her
Give her something
Call the police
Cancel intervention


MENU
CUSTOMER PROFILES
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