

## Implementing Responsible Gaming into Floor Operations

Laurie Norman  
Responsible Gaming  
August 14, 2008

Isle of Capri Gaming Corporation



## What is Responsible Gaming?

- **Responsible Gaming:** The commitment by the gaming industry to encourage players to make responsible choices about gambling by providing knowledge to make an informed decision.

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## Why Responsible Gaming?

- Social responsibility
- Customer care
- Long term revenue
- Government commitment

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## Responsible Gaming on the Casino Floor

- Protect well-being of players
- Create tools to bring responsible gaming to floor operations



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## Responsible Gaming Information Centre

- Located prominently on gaming floor
- Provides information, education and referrals



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## Presence on the Gaming Floor



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## Presence on the Gaming Floor



## Addressing Challenges

- Clear role with health providers
- Interactions vs. interventions
- Part of good customer service
- Risk levels vs. problem gambling
- Offer services – education, resources, referral or self exclusion

## Working Together

### Responsible Gaming

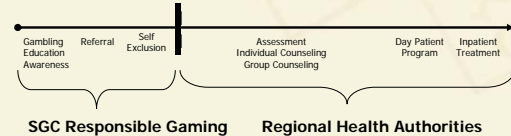
- Entertainment industry
- All gamblers
- Risk levels
- Identify behaviours
- Education / prevention
- Gaming insight
- All stages of change

### Regional Health Authorities

- Mental health / addiction services
- Gambler in difficulty
- Problem gambling
- Diagnosis
- Treatment
- Personal insight
- Action / Maintenance / Relapse

## Responsible Gaming Role

### Service Continuum



## Identifying Players

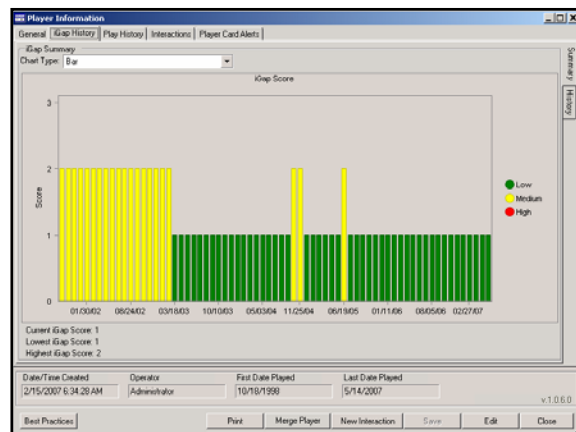
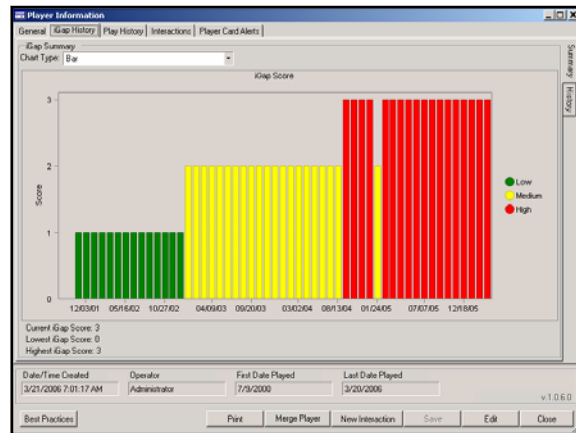
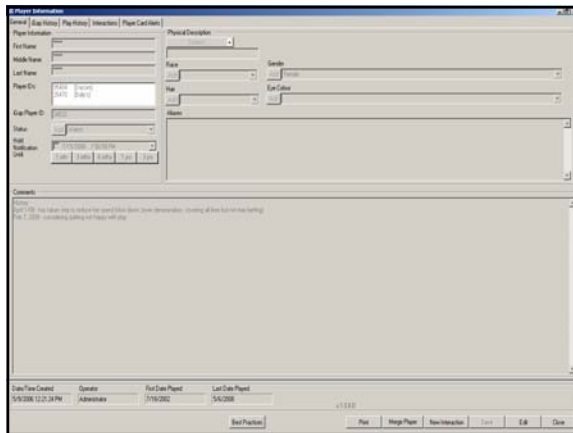
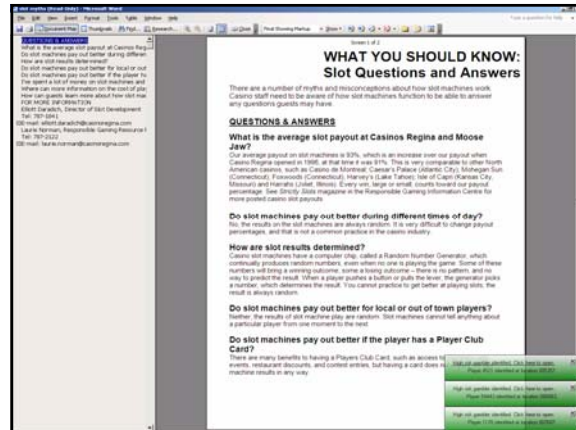
- **Traditionally**
  - Observation of red flag behaviours
  - Other guests
  - Staff
- **A new approach**
  - iCare software

## iCare: Unique Approach

- Sophisticated software system
- Identifies player's risk levels
- Integrated into daily operations
- Tracking interactions
- Program management, reporting and measurement

## How iCare Works

- Software determines risk level
- Receive notification
- Determine status & priority
- Review player profile
- Manage our approach & interaction
- Provides system to track interactions – ensures a consistent approach





Player ID	Interaction Date	Reason for Interaction	Education	Printed Materials	Referral	Property Location
22707	07/19/2007 3:25:48 AM	2. Check in				Slot
22707	11/29/2006 9:25:45 AM	2. Check in				Slot
22707	11/07/2006 3:25:28 AM	2. Check in				Slot
22707	6/8/2006 1:01:00 AM	1. Notification				3. Far West

### Level 2 Possible Guest Interactions for Gambling Comprehension

Reason for Interaction	Possible Level 2 Opening Response
Questions about how gambling works	"I can teach you about that, would you like to learn?"
Player interaction approach	"Have you ever won? How is that exciting for you? How do you want to know how to make more? Can we? Is that a question?"
Player response: "Yes" (proceeds with appropriate education resources, "No" - invite them to learn at another time)	
Player response: "No" (proceeds with appropriate education resources, "No" - invite them to learn at another time)	
Player response: "Yes" (proceeds with appropriate education resources, "No" - invite them to learn at another time)	

**Education Resource Available**

- Randomness
- Independent events
- House advantage
- Gambler's fallacy (Don't drink)
- Gambler's fallacy (Don't drink)
- System - using patterns, personal patterns are random
- Non-random (if a strategy)
- All cards
- Cost of Play brochure
- Gambling 101

**Referral**

- RGIC
- Avoid referral back to Casino Security
- Request for multi-visit
- Problem Gambling help line

### River Analogy - Slot Machines

**Explains these Basic Concepts:**

- Randomness
- Independent Events
- Player's Performance

The following analogy explains how a player wins or loses while playing a slot machine. As casino staff this is an easy explanation and requires little time or resources. Use your little black note pad to draw the diagrams below while talking to a player right on the floor of the casino.

**Sequence of Events**

Many players believe that there is a sequence of events associated with a slot machine. That the wins and losses are lined up one behind the other in a cattle chute just waiting for the player to play through the little wins and losses and eventually he or she will get the "big win". It is just a matter of pushing in time and eventually the machine is due.

**Diagram 1**

WILLWELLWELLWELL.....W  
The Big Win

A slot machine does not work like that at all. There is no sequence of events.

## Interacting With Players

- **The Approach**
  - Part of good customer service
  - Open vs. closed – look for an 'in'
- **Initial Interaction**
  - Mood, motivation, understanding, \$, educational needs
- **During Interaction**
  - Offer education, resources, referrals

## Interacting With Players

- **Educational Techniques**
  - The River analogy (randomness)
  - Inside the numbers (churn & house advantage)
  - PC card and wins (payouts)
  - Gambler's slide (house advantage)
  - Slot Tutorial (RGIC)
  - Cost of Play (house advantage – budgeting)
  - Budgeting strategies

### Interacting With Players

- **If no concerns:**
  - High risk – delay notification
  - Lower risk – no further action
  - Continue to monitor for red flag behaviours
- **If concerns:**
  - Watch status for follow up
  - High risk player statement

### Interacting With Players

- Allow player opportunity to change, help facilitate that change
- Continued concerns
  - Recommend self exclusion or involuntary exclusion

### Interacting With Players

#### High Risk Player Statement

- Presented - formal letter
- Resourced material
- Objective – entertainment
- Review options; self exclusion & community resources
- Encourage - protect oneself socially and financially

### Results Can Be Measured

- Research conducted to determine whether player interactions impact risk level
- Hypothesis: interaction would decrease probability of moving to higher risk

### Measuring Results

- 883 players studied from January 2005 to September 2007
- Of these, 11% classified at moderate risk (preliminary findings focused on this group)

### Measuring Results

- Analysis showed statistically significant decrease in probability of moving to higher risk

	Before Interaction 2093 (person-month)	After Interaction 933 (person-month)	Difference
Moderate to Low	5.1%	8.3%	3.2%
Moderate to Moderate	79.7%	78.8%	-0.9%
Moderate to High	15.2%	12.9%	-2.3%

### What Does Research Really Mean?

- We can measure results of interactions
- Results show we are reducing risk levels
- Greatest impact is at moderate risk level

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### What's Next?

- **Continued Research**
  - Statistical
  - Measure impact of responsible gaming
- **Best Practices**
  - Continue to develop techniques to work with players on the floor of the casino.
  - Continue to interact with players

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### Questions?

**For more information, please contact:**

Laurie Norman  
Responsible Gaming  
Casinos Regina and Moose Jaw  
Phone: 1-306-787-2122 or  
E-mail: [laurie.norman@saskgaming.com](mailto:laurie.norman@saskgaming.com)

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