

Spillepuls

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Spillepuls at Norsk Tipping:
Real-time, data-driven player interactions

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The proactive call – a journey of learning



WHAT IF?



We could:
Digitize, expand on and scale
these learnings?

Real-time, data-driven player interactions

- Act on the rich data that is available for each customer
- Be personal and relevant
- Integrated in the customer journey



What is the Spillepuls player interactions?

- A digital personal dialogue/interaction designed to prevent that players *become* or *stay* at-risk or problem gamblers

How does Spillepuls work?



Customer behavior/ events




Algorithm/ rules




Personalized interaction

Spillepuls

What is the aim?

 Awareness

 Reflection

 Complete an action that moderates further gambling

SPILLEPULS – TWO EXAMPLES

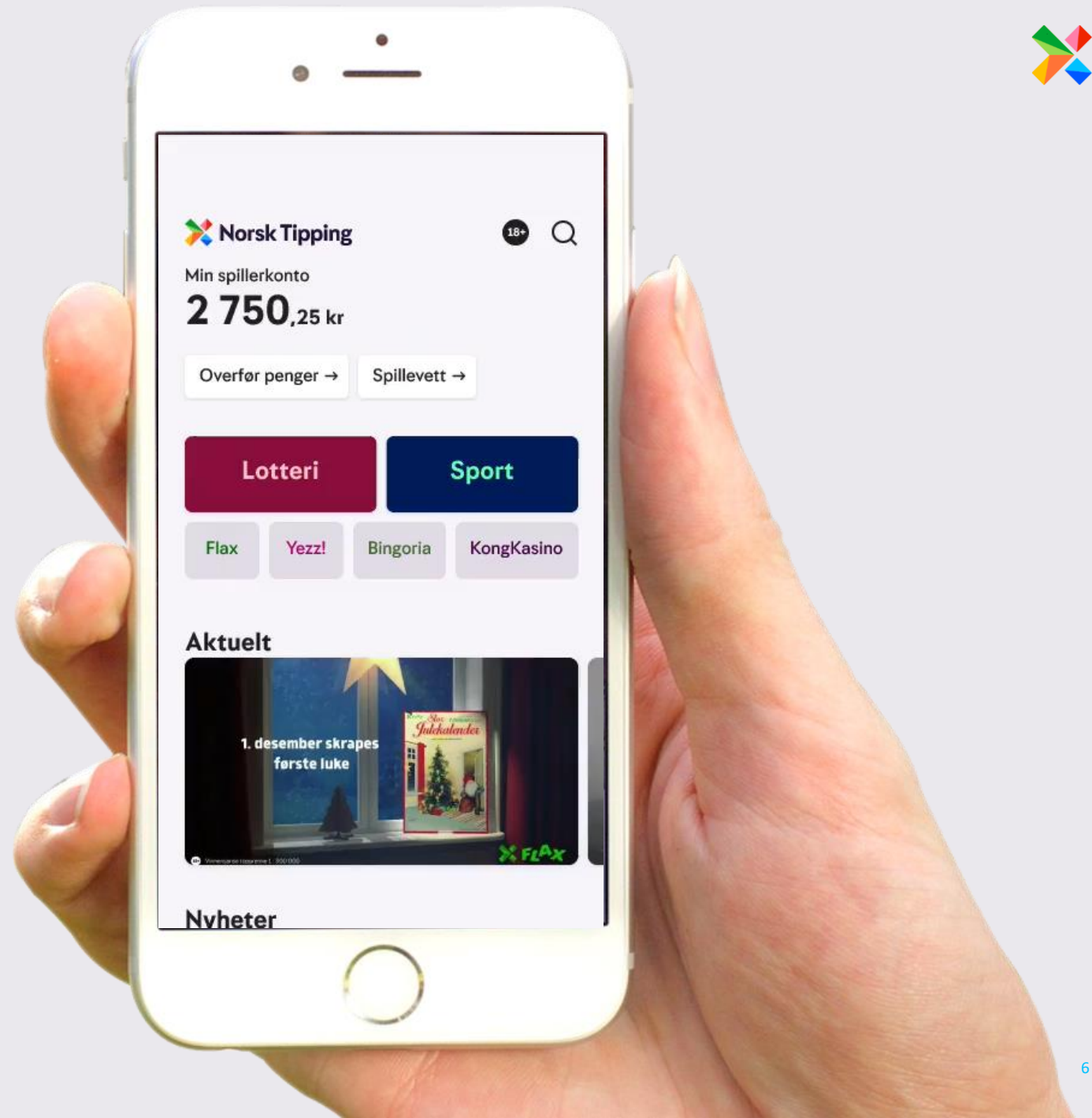


Behavioural marker: Escalated play – medium risk level



Aware
Reflect
Lower the limit

RCT design





Event: Wins in online casino



Prevent increased at-risk playing triggered by wins
Transfer winnings to bank account





RCT design

A	B	C	D
E	F	G	H
Control			





EVENTS

-  Start a play-break
-  Resume to play after play-break
-  Wins in the online casino
-  New in casino

BEHAVIOURAL MARKERS

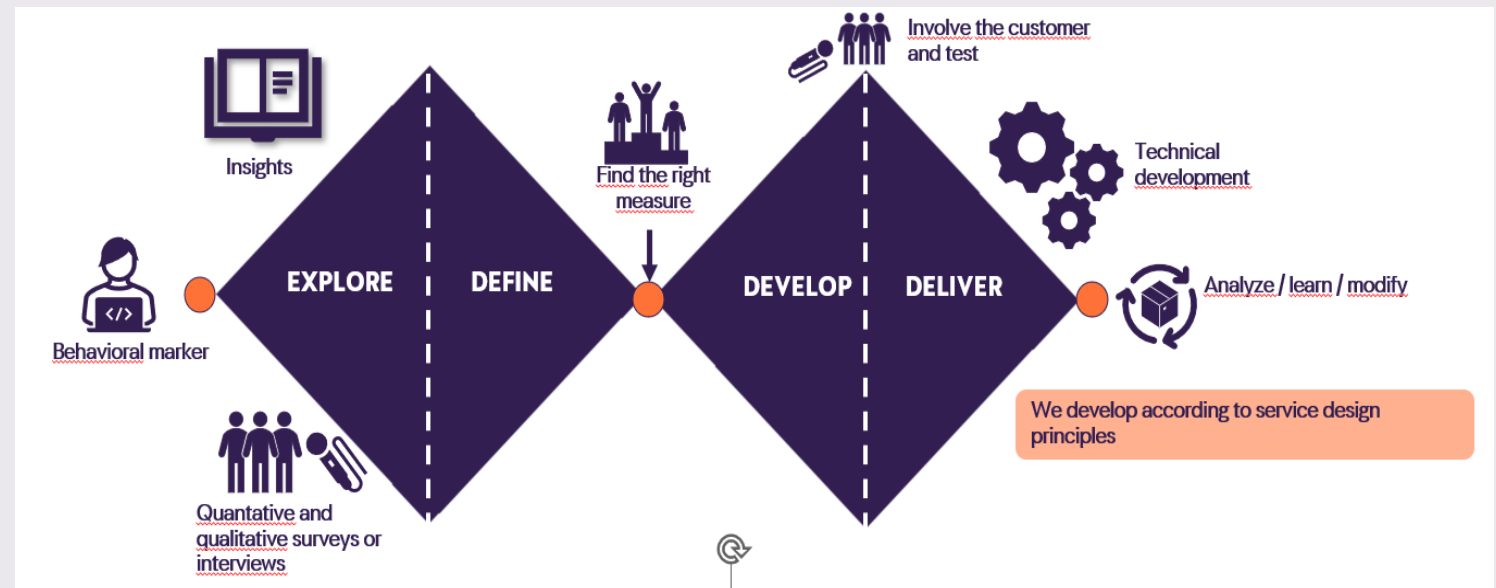


HOW DO WE WORK – DEVELOPING SPILLEPULS?



The team & how we work

- Interdisciplinary innovation team
- Step-by-step
- Design thinking – customer centric
- Prototyping and user testing
- Learning from data – RCT's & feedback
- Exploring & experimenting
- Learning and improving through iterations



OBJECTIVES, DATA
& RESULTS
A FEW KEY LEARNINGS



OBJECTIVES

USAGE:

Read the whole message

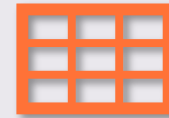
ACCEPTANCE:

Perceived as relevant, useful and not (too) disruptive

BEHAVIOUR:

Complete an action, reduce loss

DATA



24 randomized control trials so far...



110 variants of interactions tested



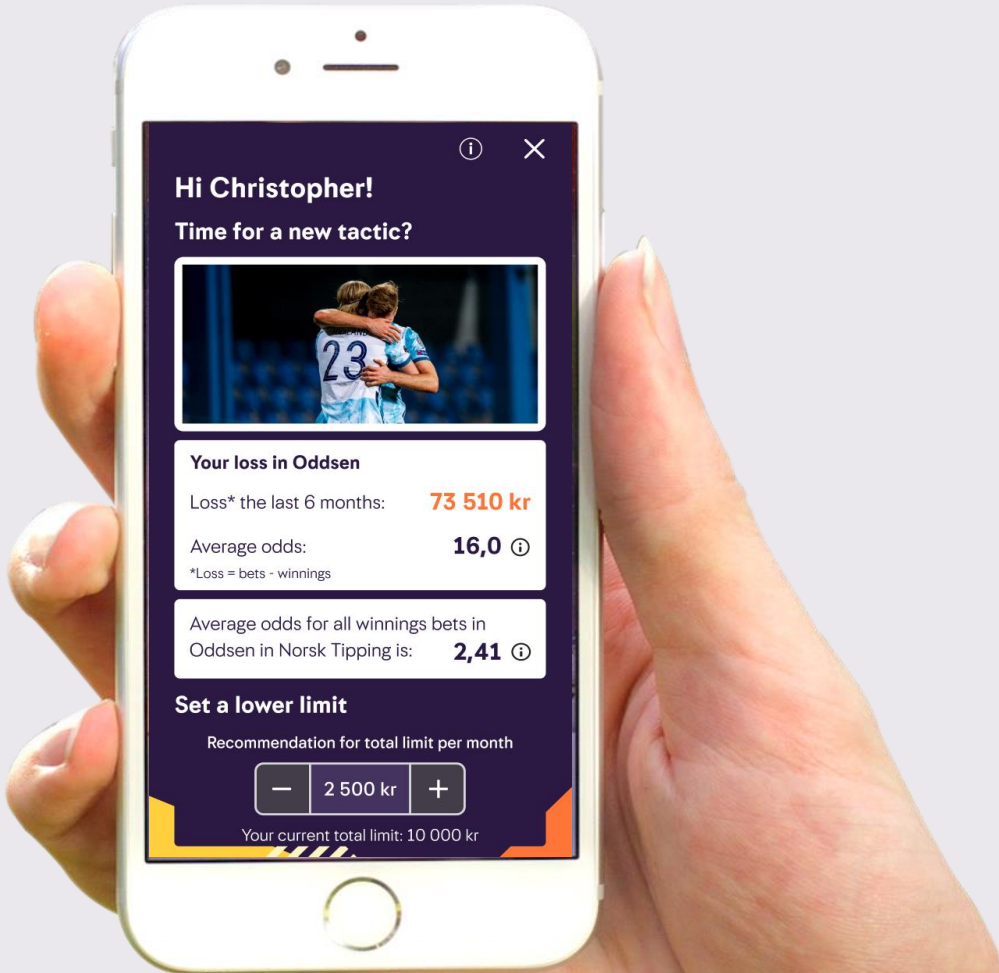
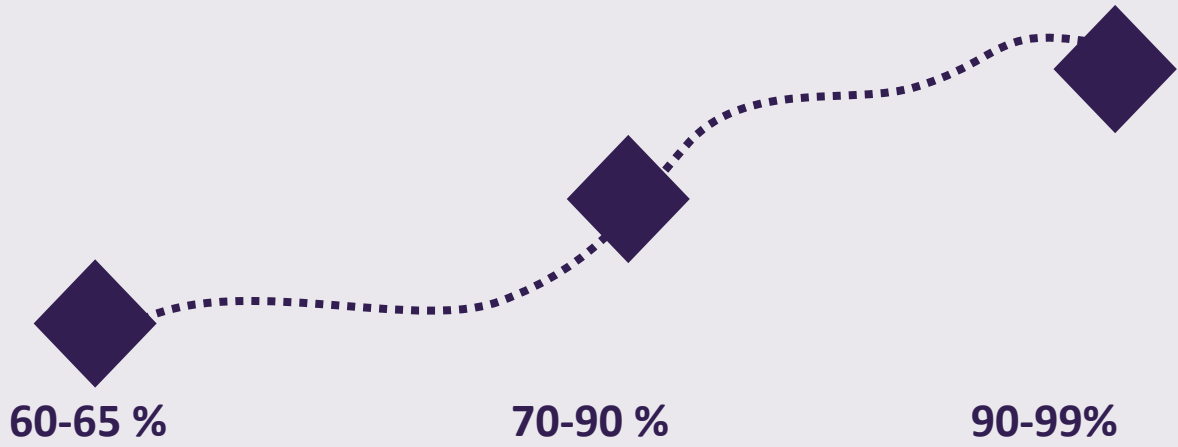
531 000 unique customers



More than 4,4 millions customer-interactions

USAGE:
Complete the interaction

Increased from 60 - 90- 99 % across all pilots/RCTs
Optimizing length and degree of involvement





ACCEPTANCE:

Perceived as relevant, useful and not disruptive

Across all pilots/RCTs:

Relevant: 3,7

Useful: 3,7

Disrupting: 2,4

Scale 1-5, reversed for «disrupting»

I felt this information was:

Relevant

Disagree Agree

Useful

Disagree Agree

Disruptive

Disagree Agree

Other comments: 0 / 500 characters

Your comment(s)

Send

«Thanks for the message. It's easy to get carried away when you lose and want to win your money back. When you really do not have the money...»

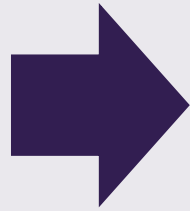
I'm aware, but it's my own earned money that I spend...

It's a great experience that you follow up with your customers! Even though it is a simple bot, it feels meaningful and good to be "seen".

200 000 customers / 7 500 comments



BEHAVIOR:
Complete an action, reduce loss

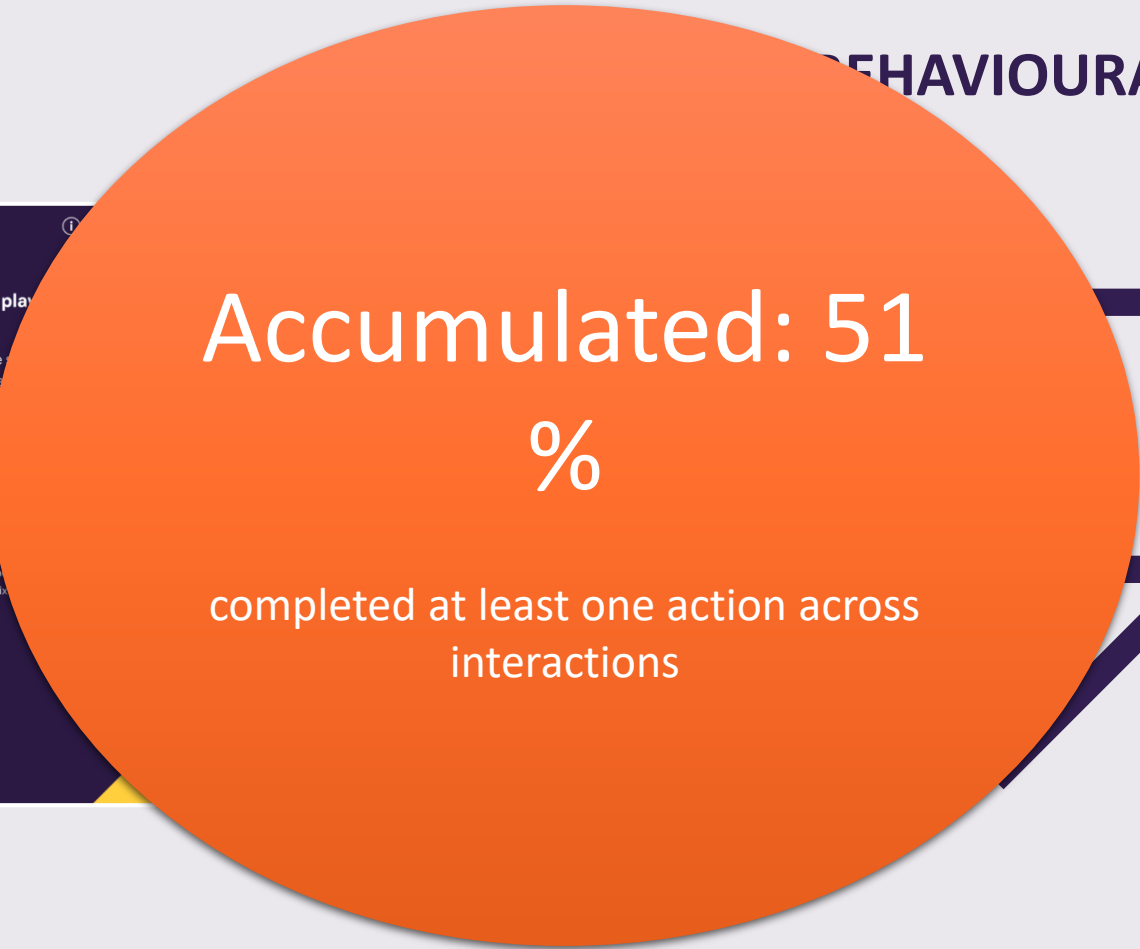
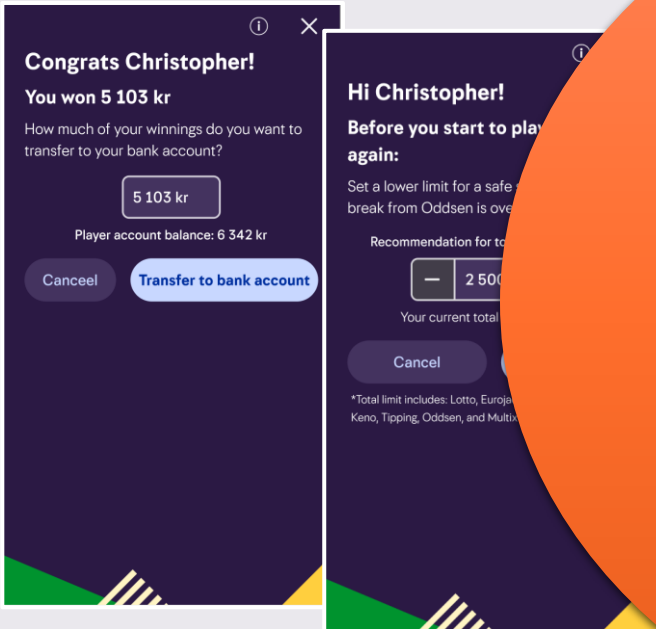


Complete an action during the interaction:
Limits, breaks, self-test, quiz, etc.

Varied across trials from 2,4 % to 50 %
Increased because of learning and adapting across trials

EVENTS

BEHAVIOURAL MARKERS



11 % (36 %!)

15 %

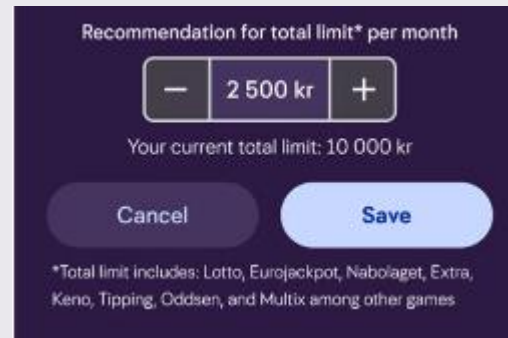
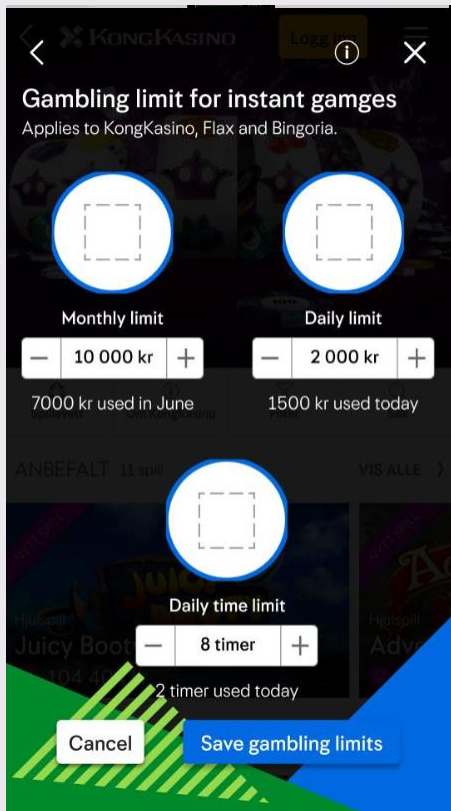
50 %

42-55 %

Accumulated



Key! Make it super-easy for the customer to complete an action



Personalized
suggestion

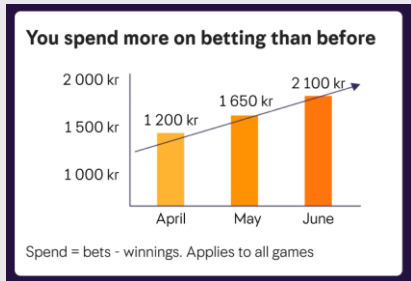
Anchoring effect

Easy to understand

One quick choice



The content/messages that motivate for action

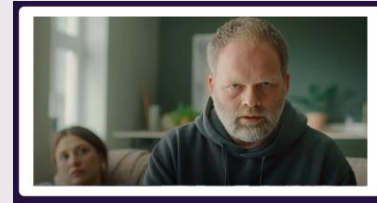


Hi Christopher!

Are you ready for a challenge?
Here is a question for you.

Do you play _____ now than before?

Less The same More



Set your limit to 2 300 kr, and you will use 9 300 kr less on KongKasino within the next year.

9 300 kr

The total is a projection based on how much money you have bet in the last 30 days

Hi Christopher!

You lose more in Oddsen than 95 out of 100 others in your age group

Facts

Reflection/
involvement

Normative
information

Emotions

Positive
motivation

“Assertive
about risks”

WRAP UP:



Wrap-up

- **High usage**
- **Accepted by the customers**
- **Behavioural changes – complete actions & reduce loss**

- **Personal**
- **Relevant**
- **Integrated in customer journey**

- **Scalable**
- **Well tested**



Spillepuls



Thanks!



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