TRENDBOOK

AI in Customer Protection

THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

TOTALIZATOR
SPORTOWY

AI Transforming
the Lottery Sector

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"The first ever EL seminar on Artificial Intelligence, held in Warsaw from 13 – 15 May 2024, brought together sector leaders, experts, and innovators for an exploration of how artificial intelligence is transforming the lottery and other games of chance sector. Over the course of the event, participants gained critical insights into AI's strategic, operational, and ethical implications. From AI-driven marketing strategies to player protection and regulatory concerns, the seminar provided a platform for discussing both the opportunities and challenges that lie ahead. The case studies, expert panels, and interactive sessions highlighted AI's growing influence in shaping the future of gaming and customer engagement. This trend book captures the most pivotal takeaways from the LEGO ® Workshop on Consumer protection, offering a forward-looking perspective on how AI will continue to help to protect customers as well as to reshape the sector.

I thank Totalizator Sportowy and all participants for their support to this seminar."

Arjan van 't Veer

Secretary General
The European Lotteries

AI-Driven Innovation

AKADEMIA LEONA KOŹMIŃSKIEGO

"The rapid evolution of artificial intelligence (AI) has reached a critical point, offering industries new possibilities for innovation, but also introducing complex challenges. Among the most exciting developments in recent AI research is generative AI, a branch of technology that creates new content—ranging from text and images to music and simulations—by learning from vast datasets. This seminar, organized for the European Lotteries, delved into how such advancements could reshape the lottery sector, which stands at the crossroads of tradition and innovation.

Lotteries, by nature, are built on randomness and fairness. However, the integration of AI introduces a powerful, data-driven dimension that holds the potential to transform everything from customer engagement to predictive analytics. At the same time, generative AI raises crucial questions about ethics, transparency, and the implications of its use in systems designed to be fair and unbiased.

Our seminar sought to address these dual perspectives: the promise of AI as a tool for efficiency, personalization, and enhanced decision-making, alongside the responsibility of applying such technology in a sector where trust is paramount.

The report we hereby present report synthesizes the key discussions and findings from the seminar, providing a deeper understanding of how AI—particularly generative AI—can be responsibly integrated into the operational and strategic frameworks of European Lotteries. The insights presented here aim to guide future initiatives, ensuring that AI serves as a tool for innovation while upholding the values that are central to this sector's long-standing success."

Prof. Aleksandra Przegalińska
Vice-Rector for International Cooperation
and ESR - Kozminski University

Introduction

The following report is based on the experiences of **61 participants** of the **"AI in Customer Protection" LEGO® SERIOUS PLAY®** workshop, held in Warsaw on May 15, during the European Lotteries seminar.

The essence of their stories were recorded on sticky notes in three colors corresponding to the categories: challenges, solutions, and vision of the future.

The metaphors used in this booklet were used by the workshop participants.

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About the
LEGO® SERIOUS PLAY® method

The background, method, and its applications have been officially described on the LEGO® website.

We encourage you to take a closer look at the tools and approaches we used during the workshops. For us, the method enabled reflective conversations, and this report presents the key insights and reflections that emerged during these discussions.

We crafted questions around challenges and solutions related to customer protection, and finally, we explored the possible applications of AI in the lottery industry.

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Main themes

The main themes that emerged were:

Building bridges through the education of players
the necessity of taking responsibility for educating lottery recipients and **explaining the mechanisms** related to lotteries.

Outserving protection
being an efficient regulator but also implementing additional protective layers that go **beyond legal regulations**, based on knowledge related to **behavioral neuroscience.**

Customer vs. lottery operator
transparent rules of the game - communication of rules and community-based responses to threats, highlighting the potential to build a dialogue about responsibility on both sides.

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The Challenges

can be grouped into four categories:

01 Awareness and Education

The player is not always aware of the risks when entering the game. It is the lottery operator's responsibility to educate customers, raise their self-awareness, and provide healthy playing frameworks. The metaphors of **'blinded customers'** and the **'risk and chance balance beast'** illustrate these challenges.

02 Regulations and Responsibility

A lack of cooperation between businesses and customers in the area of customer protection, along with navigating the uncertainty due to the absence of AI regulations, significantly impacts our business. A frequently recurring theme was the *blurred lines* and **lack of clarity regarding formal regulations.**

03 Unpredicted Customer Behavior

There is a lack of a system for alerting suspicious behaviors, insufficient dialogue between customers and operators, and a **slow response** to threats to customer safety. The metaphor of a **snake** emerged to illustrate these challenges.

04 Unbalanced Marketing Communications

Player willingness to play depends on sending the right message at the right time. **A balance between responsible communication and engaging content is essential.** In this discussion, the metaphor of a weighing scale emerges.

01 Awareness and Education Challenge

Here are some illustrative metaphors that were used during the workshops:

"Blinded customers"

- The player awareness what they can see and what they can't see.

- The player is not always aware of the threats when entering the game.

- The player will be playing too much lottery.

- Personal problems and natural personality predispositions increase risks and are difficult to address.

- Customers are blinded and we need to help them read the risk.

"Risk & Chance balance beast"

- The risk from the players is not seeing the risk of the games, thinking it's an animal without danger, but instead it is a dragon. We need to teach how to play without getting buried.

- We are here to educate on industry sustainability and adoption of technology (safeguards).

"Blinded customers"
The player is not always aware of the threats when entering the game.

02 Regulations and Responsibility Challenge

Here are some illustrative metaphors that were used during the workshops:

"Blurred lines of responsibility"

- Lack of clarity on responsibililty in the era of AI.

- Navigating through the uncertainty – lack of AI regulations impacting our business.

- AI content can bombard players and players will receive too many messages.

- One of the challenges that we are facing is protecting the underages from playing e-lottery using their parents. We need AI to understand the patterns and build on the parent-child relations.

- Security is mandatory for customer protection, but if it's not well defined according to the use case, it could be a heavyweight for customer experience even frustrating (too many layers of protection, legislation, validation, etc.).

- Lack of cooperation between business and customers in the area of customer protection.

- Business and player protection areas of the companies to cooperate with each other.

"The regulators have a lot of pressure on their head. The data privacy shield protection is needed".

03 Unpredicted Customer Behavior Challenge

Here are some illustrative metaphors that were used during the workshops:

Lack of alerting suspicious behaviors system

- The challenge of informing players about their suspicious behavior for Responsible Gaming (RG) and finding a balance.

- Customer protection is based on observation. It has its limitations.

- The operator/lottery is not aware of the personal/specific protection needs.

- The potential of using AI in behavior tracking and predictive analysis is not fully recognized and underutilized.

Lack of dialogue between customer and operator

- Finding the consortium between consumer and operator.

- "Moving too slow": Lottery companies should be faster in gathering information and identifying risky players' behavior before it gets too serious for the player in question.

"Snake trying to persuade players that AI analytics can help them win."

04 Unbalanced Marketing Communications

Here are some illustrative metaphors that were used during the workshops:

Touching socially sensitive issue of addiction

- AI-generated gaming content can be addictive and lead to even more serious problems with gambling.

- Customer protection shall be both the operator's and the player's responsibility. The challenge is to recognize risky behavior at the right time and to build awareness in players.

Finding the marketing and communications balance

- Marketing including advertising and retention (bonusing) is excessive and we need to find the balance and define the frameworks.

- Player willingness to play – how to send the right message at the right time.

The balance between responsible communication and catchy content is needed.

Quick wins

During one of the exercises, the task for workshop participants was to present a so-called quick fix (Quick Fix, Quick Win), which served as an introduction to thinking about long-term solutions.

A large portion of them were repeated in the part with solutions that were discussed later in the report, which is why we outline the most frequently mentioned ways of thinking here.

Player on the top with more control thanks to:

Personalization

With new/innovative technologies we can see/detect more to distinguish patterns of playing by adults.

Technologies

Digital assistant to tell you what kind of game are you playing and gives you your results and give predictions about the strategies.

Use technologies such as AI to better understand the players behavior while playing speed.

Education & Understanding:

Teaching player what for gambling rules are:

- **Understanding customer needs** in connection to social media content consumption and tailoring to it.
- Customer Awareness
- Make the player aware of his rights and possible gambling problem.
- Self-monitoring; self-regulation mechanisms:
- Tools to monitor own behavior (himself/herself).

Regulations & Monitoring

One extra layer of security measures to prevent customers from moving to illegal offers, balancing the overall structure.

One effective instrument of surveillance that can implement the existing rules blocking illegal operators to steer consumers from legal or safer offers.

The Solutions

can be grouped into four categories:

01 Awareness building & Education

More education programs are crucial for successful early interventions and player awareness. Clear communication is essential in teaching gambling rules, guiding players towards healthy gaming habits, and making them aware of their rights and potential gambling issues. Understanding your customers and recognizing their problems is key to providing effective support.

02 Co-responsibility of the player

This section is filled with metaphors related to fire and water, a camera, and also a turtle. The key to customer protection is self-awareness and self-reflection of the player.

03 Player Identification & Clear rules of the game

Customer protection is about putting the player at the center: tracking player involvement, ensuring transparency, providing safe and fair games, promoting informed behavior, and establishing clear rules. This concept is illustrated by the metaphor of 'playbrakes' and other related metaphors.

04 Tracking behaviors and predictive analysis technology

User registration and early interventions, along with applying AI to track player behaviors and set up an alert system, are crucial. This approach is illustrated by the metaphor of a cable sleeve, which represents protection and oversight.

01 Awareness building & Education

Here are some illustrative statements and metaphors that were used during the workshops:

- More education programs is key

- Successful early interventions and player education

- Teaching player what for gambling rules are

- Clear communication

- Showing the way to healthy levels of playing

- Making the player aware of his/her rights and possible gambling problem

- Knowing your customers, and realize their problems to be able to help

#education_is_key   #transparent_rules

Clear regulatory ecosystem to limit loss supported by operator efforts and player awareness.

02 Co-responsibility of the player

Here are some illustrative statements and metaphors that were used during the workshops:

Self-awareness and self-reflection

The solution is to teach players to play by having the right tools to avoid getting hurt by fire of the game, and the dangers of the game. The solution is therefore to provide him with water

🔥 Game = fire
💧 Customer self-awareness = water

Self-protection

The camera symbolizes player protection To watch and find the right moment when gambling stops being played and starts being a problem and prevent it from happening.

Slowing down / cooling down

The turtle is a solution. Games are increasingly fast and volatile. We should slow them down.

The turtle is a solution. Games are increasingly fast and volatile. We should slow them down.

03 Player Identification & Clear rules of the game

Here are some illustrative statements and metaphors that were used during the workshops:

Put the player in the center

Take the customer oneself confidence with a balance of observing in the background.

#customer_self_confidence

Tracking player involvement

Analyze behaviour and promote positive play in a personalized way.

#AI_for_positive_play

Transparency

Transparency in player communication. Informing players of what exactly is risky in their behaviour and making them more aware.

#transparency_is_the_key

Play Brakes

to prevent continuous play to help the player to stop.

#play_brakes

#informed_customer   #efficient_regulator

Clear rules, informed customers, enforced rules on the whole market.

Customer protection like a cable sleeve

User registration

The player should go through some steps in registration:

- Mandatory player card
- Identify-monitor
- GDPR protects customers, data gives them the tool

Gambling harm protection model: Based on data it is possible to suggest the player when it is the best moment to unsubscribe from the platform as it gets harmful

#registration_of_users

"Rules too easy to be tricked"

Clear rules, informed customers, enforced rules on the whole market.

Financial institutions block transactions from or to operators offering illegal products in given national markets.

Early interventions

Successful early interventions

Safe good games

- Play only for fun and the user doesn't make it a serious priority.
- We provide guidelines for safe and good games
- Customer should feel at home. My home, my fortress.

Informed behaviour & clear rules

- Shedding light on the situation for all consumers
- Inform players about the rules of the game.
- Keep an eye on customers and show them the real picture if necessary

#shed_light   #relations_x_trust

#playing_by_the_rules
like playing cards

#player_fencing
like a protective fence around
the player build with technology

04 Tracking behaviors and predictive analysis technology

Here are some illustrative statements and metaphors that were used during the workshops:

- Clear regulatory ecosystem to limit loss supported by operator efforts and player awareness.

- The aim is to strike a balance between customer protection, business and customer satisfaction.

- Technology systems used to protect risk-profiled customer play.

  #customer_behavioral_profiling

- Analyze behaviour and promote positive play in a personalized way

  #PERSONALIZATION

- Use AI to depict trends to play responsibly: Focus on the most threatened and vulnerable groups, for example regulating the protection with the AI in order to protect the underage from playing.

  #leverage_AI_to_protect_player

- Best practices hunting and sharing: search and mark

  #human_x_AI cooperation

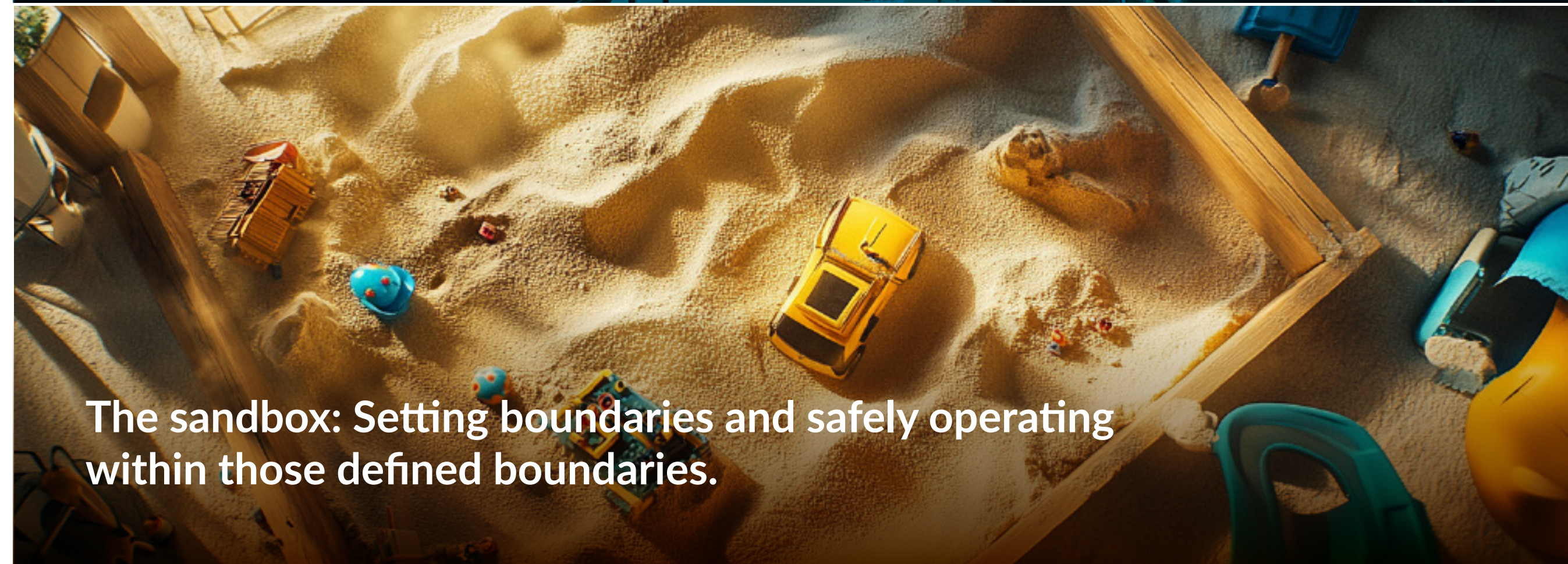**The rails to secure and protect green, yellow, red lines, chances and odds.**

Other interesting metaphors for customer protection

A stable wall and a window to have a transparent view.

Creating a safe harbour so our consumers feel protected withand additional protection from all sides.

The sandbox: Setting boundaries and safely operating within those defined boundaries.

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The use of AI in the lottery industry

At the end of the workshop, the participants decided on key areas where artificial intelligence can be applied. This report focuses on the keywords and main directions developed on the topic of innovative customer protection.

These themes sparkled the discussion:

- AI-enabled game design
- Customer personalization & communication
- Generative content
- Gamification
- Innovative player protection