

How to approach customers with risky gaming behaviour?

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Paf - an international gaming operator

- Paf.com is an international gaming operator with over 500 games including slots, casino, poker, betting, bingo and lotteries.
- Paf also has a large physical gaming operation on land and sea with about 1,500 slot machines and 55 gaming tables on ships in the Baltic Sea and North Sea and also in Paf Casino and shops on Åland.
- The Paf group has nearly 400 employees, is headquartered in Mariehamn on Åland and serves players from countries including Finland, Sweden, Estonia and Spain.



Presentation content

- Radar - our main tool to proactively approach customers with a risky gaming behaviour

Examples:

- Mirroring customer behaviour
- Motivational interviewing
- KYC questionnaire

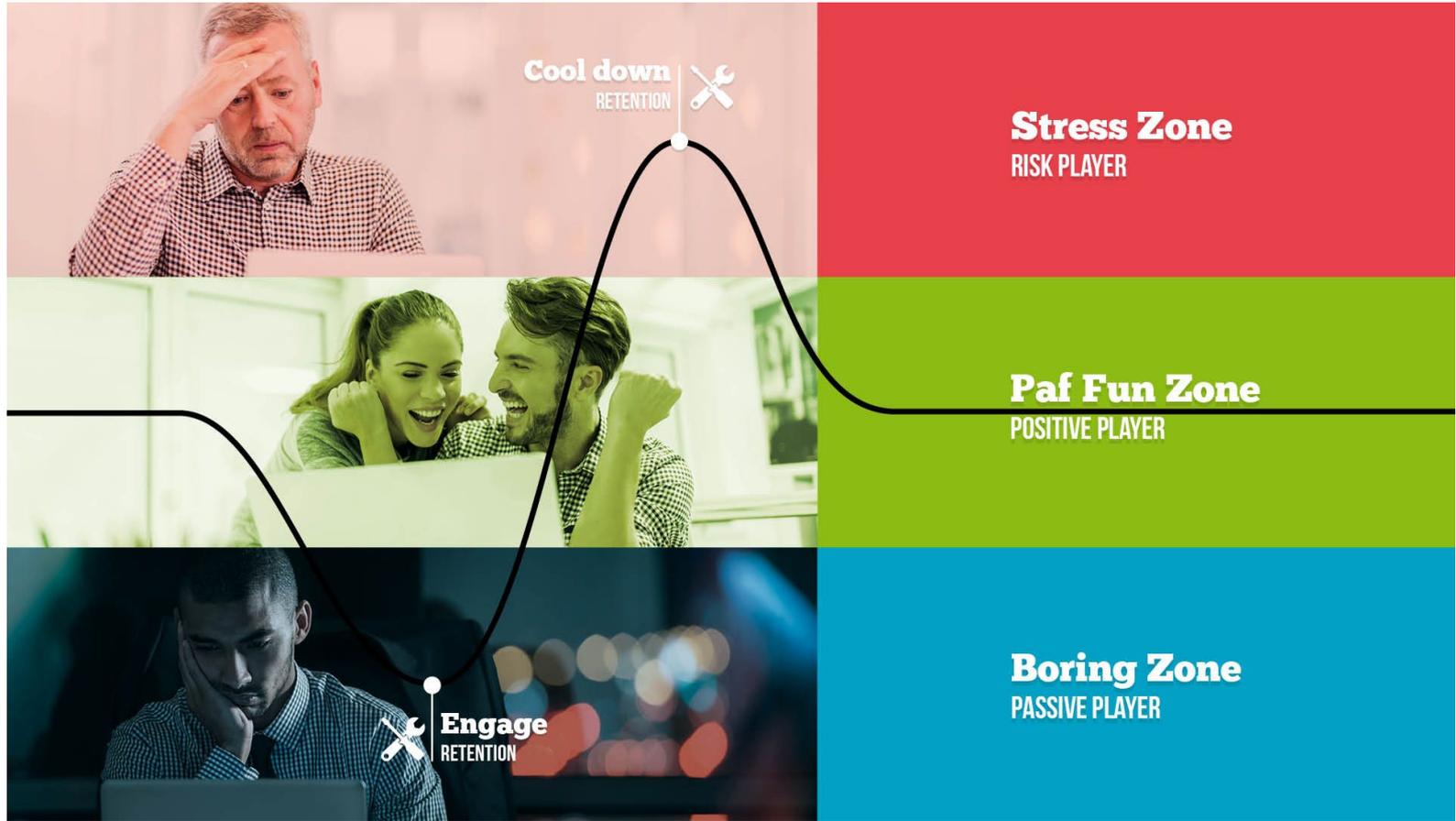


Play it Safe

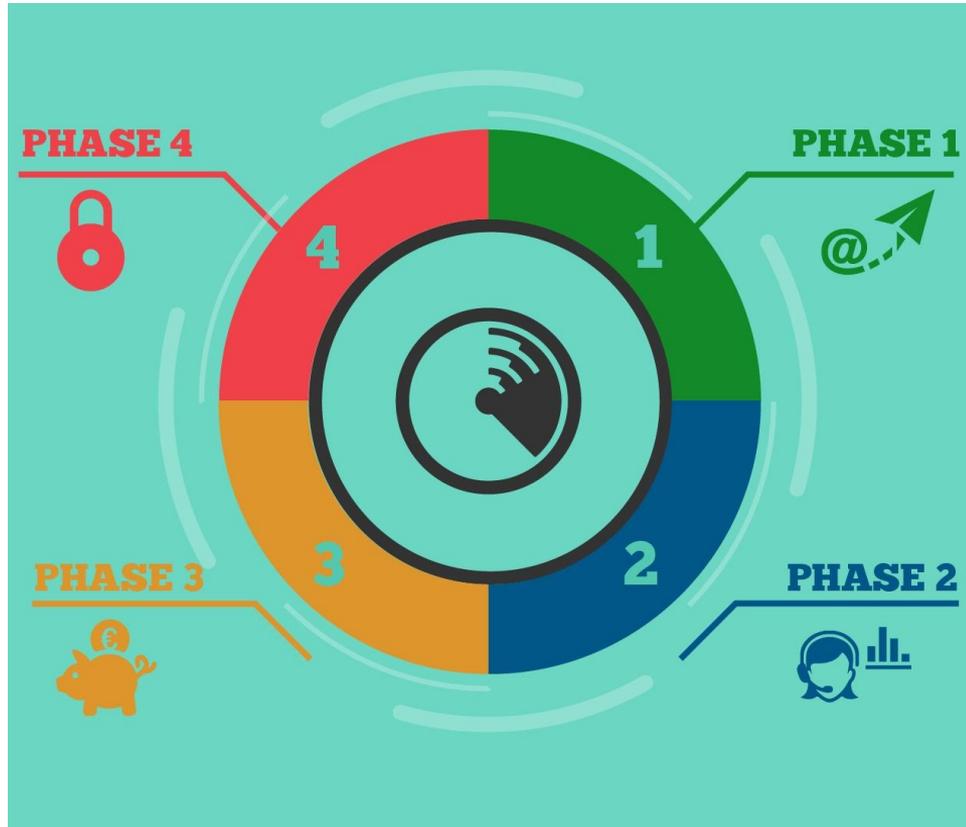
RadAr

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Paf Fun Zone



Radar communication model



Mirroring customer behaviour

Customers receive graphs on their gaming behaviour

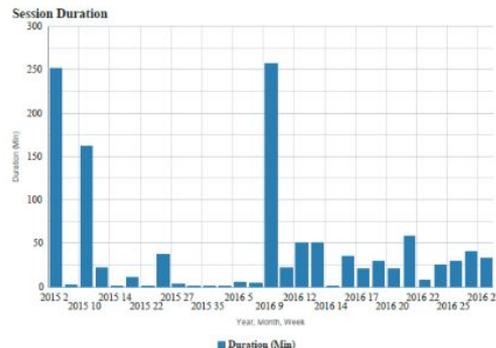
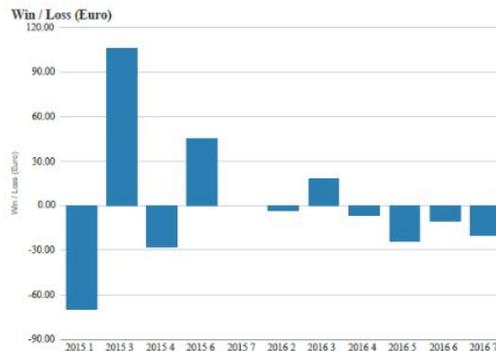
As part of the second contact in our Radar Communication Plan.

Male, 42

“The graphs shows pretty much what I would expect, but I will try to play less in the future...”

Female, 64

“The gaming statistics and graphs that you sent to me in June made me realise that maybe I play too much for my own good. Therefore I have started to add gaming freezes now and then...”



Year	Month of Year	Win / Loss	Deposits to gaming account	Withdrawals from gaming account	
2015	1	-69.70	70.00	0.00	
	3	105.85	50.00	156.15	
	4	-28.00	50.00	22.00	
	6	45.23	40.00	85.23	
	7	0.00	0.00	0.00	
	2015 Total		63.38	210.00	263.38
	2016	2	-3.00	0.00	0.00
3		18.00	20.00	38.00	
4		-6.00	10.00	0.00	
5		-24.00	20.00	0.00	
6		-9.94	10.00	0.00	
7		-20.00	20.00	0.00	
2016 Total			-45.00	80.00	38.00
Grand Total		8.38	290.00	301.38	

Mirroring on the gaming site

GAMING SUMMARY, 1 MONTH

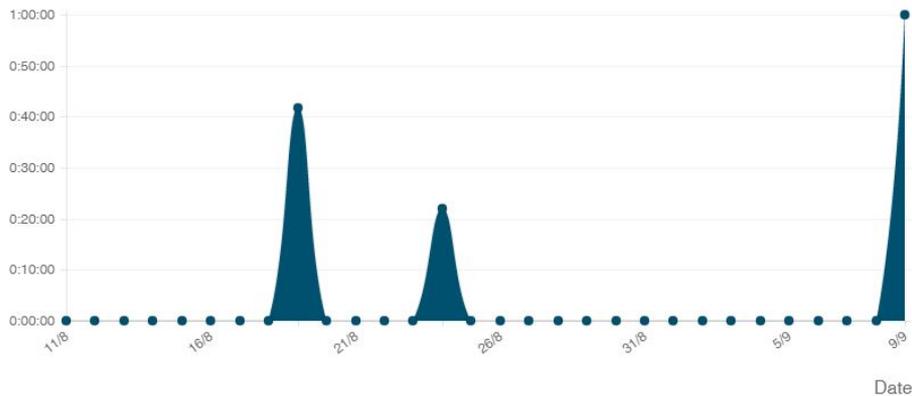


Stakes	€1.00
Winnings	€0.40
Profit/Loss	€-0.60

GAMING HISTORY

Time Tracking

Time [hh:mm:ss]



Last 7 days

Last 30 days

Last 90 days

Motivational interviewing (MI)

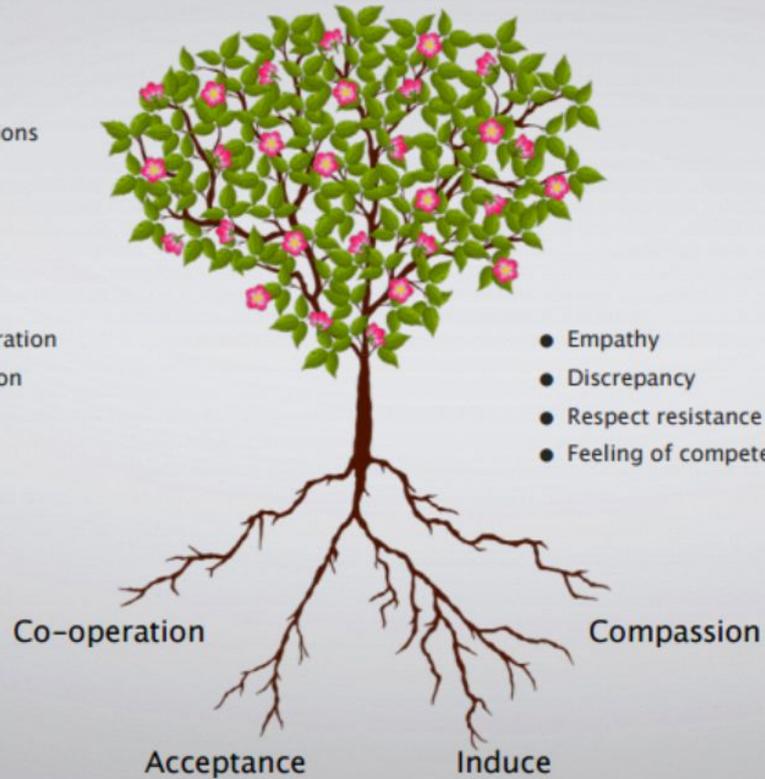
A tool for communication

Motivational Interviewing

- Confirm
- Open-ended questions
- Reflections
- Summaries

- Scaling questions
- Ambivalence exploration
- The "May I?" question
- E - O - E
- Menu-agenda

- Empathy
- Discrepancy
- Respect resistance
- Feeling of competence



Motivational Interviewing

1. Listen

Show interest and be curious about the player.

Listening
=
Learning

2. Reflect

Make the player feel like you have understood by repeating in other words what has been said.

“But I can't stop gaming! I mean, all of my friends play.”

To quit gaming seems nearly impossible for you because you spend so much time with others who play.”

3. Summarize

Move from motivation to action. Summarize what has been said using as much change talk as possible.

What will be your next step?

Open-ended questions

What would be the top 3 reasons for setting a gaming budget?

Why are those reasons important for you?

What are you ready to do to make this happen?

KYC questionnaire

Questionnaire to high-consuming customers

Process

- We ask high-consuming customers to answer a series of reflective questions about their gaming
- In the communication we adopt a friendly tone of voice and use MI techniques to motivate the customer to reflect and answer
- A message including the questions is sent to the customer's inbox on paf.com



KYC Questions

* If you continue to play for a long time, what do you think the most likely result will be?

- I will have more money
- I will have less money
- I will have just as much money as I have now

Next

* Which of Paf's gaming tools are you familiar with?

- Deposit limit
- Gaming limit
- Time tracking
- Freezing of account or category
- Reminders
- Gaming summary
- Self-test

Previous

Next

* How do you play in relation to your financial situation (salary income and/or capital income)?

- I only play with money I can afford to play for
- I sometimes play with money I cannot afford to lose
- I often or always play with money I cannot afford to lose

Previous

Next

* It is more fun to play when you have control over your gaming, don't you think? Choose your preferred monthly budget, and it will be activated within a few days. Within a week you will be able to check your deposit limit at Paf.com.

Select your monthly deposit limit:

- EUR 100
- EUR 500
- EUR 1,000
- Other (0–10,000)
- I already have a deposit limit

Previous

Done

The insights

69 %

answered the KYC
questionnaire that
was sent to them

76 %

of those who
answered added
a deposit limit
afterwards

23 %

reflected and
acknowledge that they
sometimes/often play
for money that they
cannot afford to lose

Thank you!

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