

THE NEW CUSTOMER JOURNEY

Fivi Rondiri, Corporate Marketing Coordinator, INTRALOT



intralot

For years, we marketers really focused around three main steps in the purchase cycle, the “three moments of truth” as coined by Procter & Gamble.

1. First Moment of Truth

This represents the first moment the consumer sees your product in the store. Those few seconds are the most crucial: seeing the window jackpot sign and dreaming what your life could look like if you could pay off your debts, buy yourself a nice house or travel the world. That’s what lotteries offer: aspiration of winning!

2. Second Moment of Truth

This represents the moment when the consumer buys the product. It’s really about the experience: talking to the clerk, getting information directly from self-service devices, choosing your favorite lucky numbers and holding in your hands that valuable lottery ticket. Then of course part of the experience is also checking the winning numbers, realizing that you won.

3. Becoming a loyal Fan

This represents the post-product use period. It’s when your customer becomes a true fan, registers to your Player’s Club, likes your Facebook page and gives back to your brand with new content: word of mouth and testimonials.

This model has helped many marketers breakdown their customers’ journey, better understanding what their motivations are and what they need to do to engage with them at each moment. But is it complete?

Marketing today is challenged by the increase of new connected mobile devices and the easy availability of valuable information. Whether we’re shopping for cookies or a trip to New York, the Internet has changed how we decide what to buy. Google named this on-line decision-making moment the Zero Moment of Truth (ZMOT).

The ZMOT represents the moment when people research products before buying. In short, nowadays the customer’s journey looks less and less like a traditional sales funnel. Today’s customers bounce back and forth at their pace in a multi-channel marketplace.

How do you know what your customers really want? The best way to figure that out is to step into their shoes and see what their journey with your brand looks like. Their customer journey, that is. The customer journey is not only the sale but rather a complete mapping of how a customer becomes aware of your brand, how they interact with it and what happens afterward.

They see ads in TV, read reviews online and walk into stores to look at products. They also switch devices to suit their needs. They use smart phones, tablets, desktop computers and laptops.

ZMOT is fundamentally about getting closer to your customer and here are some ideas of how you can do that:

Be active on your website

Updating your website with fresh content is one of the best ways to give your site’s visitors a reason to come back. In the online world, you should consider your site as a continual work in progress. Keep updating and improving. Let your site project your enthusiasm for the good causes you support, your games and of course your people.



“Change is the law of life. And those who look only to the past or present are certain to miss the future.” —John F. Kennedy

Offer a seamless experience through all channels

Today’s consumers are constantly connected, moving from smart phone, to computer, to tablet. They may be changing devices but their intentions don’t change. And regardless of which device they use, they expect you to deliver a consistent, seamless brand experience. Make sure that your customer can access your site no matter what device they use.

Build trust with answers

Great customer service starts with being available and open. Showcase the good causes you support by adding videos as well as pictures. Moreover, don’t forget to answer the more obvious (to us) questions like what a playslip is, how to play or when the next drawing is.

Reward your loyal customers

Loyalty is more important in the retail world than ever. Loyalty programs improve customer service by showing customers that they are valuable and appreciated. Most importantly, successful loyalty programs retain customers for a longer period of time, which sig-

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Mobile game revenue will grow by 38 per cent over the next two years as gaming firms adjust their strategy to take advantage of new opportunities. The figures are from a Juniper Research report "Mobile & Handheld Games: Discover, Monetise, Advertise 2014-2019." "Tablet users are

set to spend more on in-game purchases and generate more revenue per device than smart phone owners due to the enhanced performance and graphical capabilities the larger devices have. This means that consumers using traditional portable gaming devices are being persuaded to move

over to tablets at a faster rate than before." Rising disposable income combined with smart phone adoption will result in increased in-game purchasing in Latin America, Eastern Europe and Southeast Asia. App stores remain the primary content discovery location. ♦

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Our Miami conference, **Lottery EXPO 2014**, will be held at the **Eden Roc Miami Beach Hotel** on **September 9th, 10th, and 11th**. We promise to deliver a uniquely rewarding conference experience, with world-class speakers and a forward-looking program. So please mark your calendars for **Lottery EXPO 2014**. Registration is **FREE** for all Lottery personnel. We look forward to seeing you there!



www.PublicGaming.org: Conferences details, updates, and registration information.

www.PGRItalks: Video-recording site, to view presentations from past PGRI conference events.

www.EdenRocMiami.com: Reserve your room at Lottery Expo (only \$199 until room block sells out).

www.PublicGaming.com: News Website carries the most up-to-date lottery, gaming, and regulatory news of the industry.



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nificantly increases revenue for your beneficiaries.

Create winners' awareness

What better way to showcase your support to the local community than by posting on your site about the prizes people win every single day. Add videos and pictures of winners sharing their experience. Share them on your social media pages. Put emphasis on the fact that they are ordinary people like you.

Put your customer at the center

Losing sight of the customer and separating yourself from what is happening outside is one of the primary reasons corporations stumble in the first place. You need to create an open dialogue and really know the good, the bad and the ugly. Then work with your team to talk to

the customer, fix the problem and make sure it doesn't happen again.

Last but not least, don't forget to be agile. The recent financial crisis, the new available technologies are just some examples of changes happening in our environment that affect our customers' purchase decisions. A prerequisite to being agile is to be willing to change.

At INTRALOT, we are seeking innovation and change all the time. Our technologies, products and services are evolving to embrace new opportunities exploring the new customer journey model. Our newest Lottery Mobile solutions as well as our newest interactive DreamTouch terminals are examples of innovative products that have been built with this new model in mind. Our vision is to keep on changing traditional lotteries by following new player behaviors and offering them the best entertainment experiences. ♦