

# A Favorite

# Alarm Clock Rings Out

# New Opportunities

# for Lottery

**IGT's Sрни Nedunuri, Vice President PlayLottery, shares his view on digitizing the lottery player experience.**

**W**ould you be surprised to hear that 83% of Americans use their mobile phone as an alarm clock? According to a recent study by Reviews.org, the phone is literally the first item most of the nation reaches for in the morning. Knowing that, it's easy to envision all the other ways we've become reliant on mobile technology. We use our phones not only to wake up but to watch our favorite shows, order food, and purchase items online and at retail. To speed up the purchase transaction at my local coffee shop, I simply tap to pay, and to make things even easier for me, the reward points are automatically applied to my account. Mobile has become so powerful that many of us use it for virtually everything.



Now that things are opening up after Covid, consumers want to go back to retail. Many are still a little apprehensive, but they are accessing the contactless payment options that are now widely available. Lottery

players are no different. They are looking to lottery operators to give them the same kind of cashless and contactless options they experience elsewhere in their retail journeys. IGT has responded to this need with an **eWallet** app feature that gives players the option to fund their eWallet from multiple payment providers or top-up funds at a retail store. They can also set deposit and transaction limits to purchase responsibly.

Using the eWallet to make contactless lottery purchases modernizes the purchase flow, just like using mobile devices to make any other retail payment.

What's more, it's not an internet transaction, so any lottery can implement the feature, whether regulated to offer internet wagering or not. This is the next step lotteries can take to enhance their player journeys.

## The Path to Connected Play

IGT has created the ability to gain a full, end-to-end, 360-degree view of players through their transactions, whether at retail or online. This is an important part of what IGT calls Connected Play. We're working to support lottery customers in this effort by providing innovative convenience features that players want, such as the ability to create digital playslips and save them to **My Favorites** to prevent them from being lost. We solved an age-old problem of how to remove friction and anonymity from the player flow by replacing it with options that give players more choice and convenience. We're able to provide lotteries with the data needed to keep improving and tailoring their products and marketing messages.

As part of our big-picture vision for the digitized retail future, we're also excited about the forthcoming launch of IGT's

**Scan & Redeem** app feature, because it's one of the ways lotteries can start to remove contact and cash from the retail journey — and dramatically enhance player convenience.

Using the IGT Scan & Redeem function via their lottery's mobile app, players can check their own instant or draw game tickets and claim low tier prizes from anywhere they wish — whether that's in-store, from the comfort of home, or from another convenient spot. This alone is a major new feature for players that adds greatly to their convenience. Another benefit is realized in-store: The retailer scans the player's app and the lottery payment is extracted from the player's **eWallet** balance, again modernizing lottery purchases just like buying my morning coffee through my favorite coffee-shop app. Redeemed prizes are safely stored within the player's eWallet for future lottery purchases.

Again, the great news for players and retailers — and the largest benefit to

lotteries — is that this functionality is open to all lotteries, as Scan & Redeem is a retail transaction, rather than an online transaction. Lotteries don't need to have iLottery to offer their players the convenience of scanning and redeeming their prizes.

This is just a glimpse into modernizing the lottery player journey. IGT's **market-leading and award-winning mobile app** offers a robust convenience and wagering feature-set that lotteries can take advantage of now in order to meet the expectations of lottery players in 2021 and beyond — and all those consumers who start the day with their phone at the ready.

**For more information about IGT's award-winning app, please contact your account manager. ■**



**The Scan and Redeem feature will enable players to scan draw and instant tickets to redeem winnings back to an eWallet for future purchases or withdrawal.**