

FAST FORWARDING RETAIL

Retail has been greatly challenged in the past years. From the shining, brand new online channel, from a generation mix that needs to be satisfied at the same time and now from a worldwide pandemic. It is high time we combined forces and provide solutions that will address wider and multi-level needs for our customers and for our players.



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At a time of extraordinary changes, with people re-evaluating their priorities, businesses re-establishing their “status-quo” and a “new normal” trying to settle in, Transformation and Dispersion seem to be the key words for Retail in the post-COVID-19 era.

During this past year, a clear need for new distribution methods of products and services over wide areas - where they mostly needed - has risen. As retailers are struggling with implementing a digital transformation on their businesses

on one hand and the radically changing behavior of customers on the other, it is imperative that they should be at least able to distribute their Products & Services without friction and unnecessary cost. To achieve that, one should consider the digital technology evolution, a firm business model and the dramatic shifts in consumer behavior that took place during the last decade and especially in the pandemic period.

In the past few years, the retail market has been experiencing major disruptions due to strong competition from online retail, mobile e-commerce and the growth of digitally savvy X and Y generation shoppers who has formed a new shopping set of habits. CMOs find themselves struggling with digital transformation and look for the innovation in new solutions and experiences in order to keep their millennials close but their existing customer, even closer.

Every generation is shaped by

different sociocultural environments and life experiences and therefore has different preferences and attitudes towards products and services. Our marketers and engineers are prompted to respond with a different offering and customer experiences that will work well in the new environment and speak to the heart of five different generations (baby boomers, X,Y,Z and Alpha).

To approach and mitigate these generation challenges, the modern, fast-forward, data-driven, retail business model as well as customer happy-paths should be based in technologies like Artificial Intelligence, Contextual Computing, Facial & Voice Recognition, Internet of Things, Blockchain, Virtual/Augmented reality, Digital Wallets, Big Data & Predictive Analytics. All these new technologies and tools can give the lotteries the opportunity to identify the needs and preferences of players and offer them relevant products and services.

With that in mind, INTRALOT has looked deeper into the retail experience and the options of player touchpoint solutions that would transform and revitalize the playing sequence. Scan n' Play came as the answer to the lottery's need to uplift the player's experience, support omnichannel strategies and cater retailers towards achieving sustainability and profitability.

INTRALOT already held a fleet of retail terminals to cover the varying Lotteries' aspirations as they are the fruit of multi-year operational expertise around the globe, extensive research and development. Backed up by fully parametrical retail platforms, they constitute a valuable and future-proof offering, which reinforces Lotteries in securing continuous transformation of the retail channel and swiftly adjust their offering to match consumer expectations and serve the retailer expandability.

Scan n' Play came as a response to the post COVID-19 new retail reality and shifted the way player



interacted with retail altogether. The study of the new and different consumer needs per segment, our extensive operational knowledge and the in-field research led to the conception of a new purchasing journey specifically for retail locations that strengthens player loyalty, offers a sense of safety and control and appeals to younger audiences. These anonymous "Scan'nPlay - Touchless Journeys" allow customers who visit retail stores to purchase any lottery or sports betting game ticket in various ways with the use of their own mobile

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phones. INTRALOT's "Scan'nPlay - Touchless Journey" for retail utilizes a smart mobile application that enables players to select any type of lottery game, view betting markets and odds, and build their selection slips digitally. When play selections are prepared, customers use their own mobile device for quick and easy play submission in the retail store and contactless or in-app payment.

This technology provides a hassle-free experience for players, while lotteries get access to priceless knowledge and insights that digitally transform the traditional retail environment to a fast forward data driven retailing. The post COVID-19 digital technology is dispersing the way we understand the players and overall, the gaming ecosystem, embarking on new journey experiences and revenue growth. INTRALOT is at the forefront, transforming, shaping, and driving this fast forward data driven digital retail future. ■

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