7 Reasons to Embrace E-training

Significant training needs exist for lottery retailers and lottery staff — and the time has never been better to explore state-of-the-art learning management systems.

By Danielle Davis and Mariana Tzitzouris

Traditional classrooms are not yet obsolete, but their prevalence is steadily declining with the rise of E-training options. In fact, the demand is booming for the learning management systems (LMS) that deliver E-training.

has offered its members an E-learning platform as a cost-effective way to supply C-store employees with training modules covering everything from responsible sales and compliance to guest service. Grocery retailers now have access to platforms such as the Retailer Learning Institute, serving over 10,000 organizations around the world

A learning management system (LMS) is an integrated online software program, which is used to create, deliver, track, and report on courses and educational outcomes.

It can be used not only to support **hybrid and distance learning environments,** but **also traditional, face-to-face instruction.**

The global market for LMS is expected to grow from US $15.8 billion in 2021 to $37.9 billion by 2026, a compound annual growth rate of 19.1% for the forecast period.

Notably, more and more of these learning platforms are being deployed in sectors that offer lottery. Since 2015, the National Association of Convenience Stores (NACS)

with more than 175 supermarket-specific courses. And some corporate retailers are already training their employees using learning management systems. For example, the world's largest retailer implemented E-learning in many states during the COVID pandemic, including customer service and lottery training.

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Lottery-Specific Needs

It's not surprising, then, that there is growing interest among lottery organizations in E-training, particularly after the pandemic severely curtailed in-person interactions with retailers and sales reps. Training needs across the lottery industry include:

- **New Retailers –** typically delivered via a classroom, requiring retailers to find coverage in their stores and travel to a training location. As well as being less convenient and potentially delaying time to market, travel to classroom training adds to fuel use and emissions connected to travel.

- **New Store Employees –** onboarding that often relies on other store employees or a manager who previously attended classroom training, making the process potentially limited and inconsistent.

- **Responsible Gaming –** includes widespread and varied training needs for both Lottery staff and retailers, typically delivered by the Lottery. Multiple jurisdictions in the United States now require retailers to complete training on Responsible Gaming (RG). With increased attention to RG issues, training needs are likely to increase as well.

- **New Instant and Draw Games, Lottery Operations, Best Practices –** normally rely on sales reps to train retailers. As jurisdictions operate with fewer sales reps, factors like distance and time-constraints present challenges for reps to visit enough retailers to provide adequate training.

- **Sales Reps –** require training for games, onboarding, sales operations/common practices and procedures, leading practices, selling techniques and other skills, equipment or software, and more.

E-learning can also be used effectively to train other Lottery personnel and vendors on various topics as needed, such as new games, promotions and initiatives, and best practices.

How E-training Can Help

The use of web-based training solutions can support these and other lottery industry needs by enabling all of the following improvements:

1 **Train More Store Employees –** and not just one or two people who represent the store. The retail industry is plagued by low staff retention. According to the U.S. Bureau of Labor Statistics, the average staff turnover rate for the retail trade is more than 60%. E-training alleviates the continual burden on retailers and sales reps to train store employees on lottery by providing immediate, consistent, on-demand training for all store employees. This can help to ensure that training content is communicated and completed to lottery standards by all store employees, not just the select few who attend in-person training.

The same is true when accommodating the unique and often complex needs of corporate key accounts, allowing large numbers of employees to conveniently receive all lottery-related training in one consolidated location.

2 **Onboard New Recruits Faster –** E-learning gets new retailers selling more quickly by providing immediate, consistent, on-demand training.

A hybrid approach that incorporates E-learning as part of the training program gives the retailer options, allowing them to learn at their own pace and revisit training topics as they want for need for enhanced comprehension in addition to classroom training.

3 **Increase the Reach of Ongoing Training –** including new products and other lottery changes, by quickly reaching a wide and geographically dispersed audience. A good E-learning training program offers learners the freedom to get trained at their own convenience – learners get flexibility in the form of the time, place, pace, or device for the training.

4 **Track Certifications –** such as Responsible Gaming. E-learning systems can automatically track and notify, simplifying record-keeping and improving efficiency to keep all staff current, rather than requiring operations staff to manually track and manage certifications. E-training also provides retailers with reminders and lotteries with tracking capabilities.

5 **Track Learner Comprehension and Activity –** LMS-generated reports provide the opportunity for lotteries to track course comprehension and modify training programs to fit the needs of retailers, provide enhanced learning experiences, and boost retailer engagement.

6 **Facilitate Sales Rep Training –** Remote options enable interactive, engaging training on the go or from home. Learning can be used to complement in-person training, as an additional tool for trainers, or, as in times such as the recent pandemic, when in-person training isn't an option. For example, at the height of the COVID-19 pandemic, sales reps in one U.S. jurisdiction received training via E-learning on the features of Sales Wizard, IGT's salesforce automation tool.

Providing on-demand training options for topics such as best practices and lottery initiatives also enhances sales reps' time in the field without taking away time in the field.

7 **Improve Sustainability –** E-training eliminates printed paper handouts and, by eliminating the need for participants to commute to training locations, avoids the associated amount of emissions released into the atmosphere.

Engaging Retail Partners in E-training

IGT Italy has been very successful engaging retailers with E-training on both lottery content and additional topics outside of lottery.

Solely through E-training, they have provided lottery-specific content to more than 50,000 retailers on Responsible Gaming, to about 20,000 retailers on instants ("Scratch and Win") procedures and obligations, and to approximately 12,000 retailers on new draw-game products, the latter within the span of 20 days. In Italy, where training for new draw game retailers is mandatory for business activation, moving from classroom training to E-training has significantly reduced training times.

And, as the country's retailers are subject to strict rules limiting how they promote lottery products, IGT Italy provides E-training to retailers on marketing for their store in its entirety. For example, a featured E-training category called "Digital Road" has already provided a network of 8,000 retailers with information on **digital marketing,** on **marketing through Google** — such as the best use of key search terms online — and **how to make a website for their store,** as well as **how to utilize Facebook and Instagram** to promote their store.

Another category of E-training from IGT Italy has provided 16,500 retailers to date with professional training content and tips related to **store development** outside of the lottery category, including **communications, product promotion, display techniques, and customer relationships.**

The high level of interest in these optional training topics has enhanced retailer engagement in E-learning — offering a model that other lotteries may choose to adopt.

How to Successfully Introduce E-training

Retailers and lottery staff must be made aware of E-training and its myriad benefits in order to encourage trial, acceptance, and repeat usage. To facilitate this:

- Promote retailer awareness through sales reps and during new retailer training, terminal messaging, email blasts, retailer postcards, newsletters, sell-in-sheets, and tip cards.

- Tie to the objectives of corporate accounts with E-training on their specific and often complex forms, processes, and procedures.

- Incentivize via raffles with small prizes for training completion; add to overall incentives program as a deliverable; reward with non-monetary prizes such as promotional merchandise.

- Solicit feedback from sales reps on questions, suggestions, and barriers to log-ins/usage. Engage them on "overcoming objections" exercises and show retailers how easy it is to use. Provide a sell sheet with information on logging in, accessing courses, and retailer benefits.

- Provide valuable content for your retail partners beyond selling lottery (see sidebar, "Engaging Retail Partners in E-training").

Choosing Among E-training Options

If the many reasons to consider E-training have piqued your interest, it would be logical to wonder, "What are my options?"

There are many LMS platforms available on the market that lotteries could research, procure, and integrate. This process can be time-consuming, lengthy, and expensive.

Alternatively, lotteries can take advantage of Learning Wizard, a unique tool designed specifically to serve the needs of lottery communities, including retail store managers and clerks, and business users such as lottery staff and sales representatives.

In May 2022, IGT released the newest version of this E-learning management system, Learning Wizard 3.0, a state-of-the-art, cloud-hosted solution delivered as a service (SaaS), avoiding the need for lotteries to install and maintain software. Users simply access the application through their Internet browser.

Learning Wizard applies user-centric design to ensure the application is engaging and easy to use.

Intro and Hardware Overview

Game Play

Win up to $500!

"Wild Link" x3
- row
- column
- diagonal
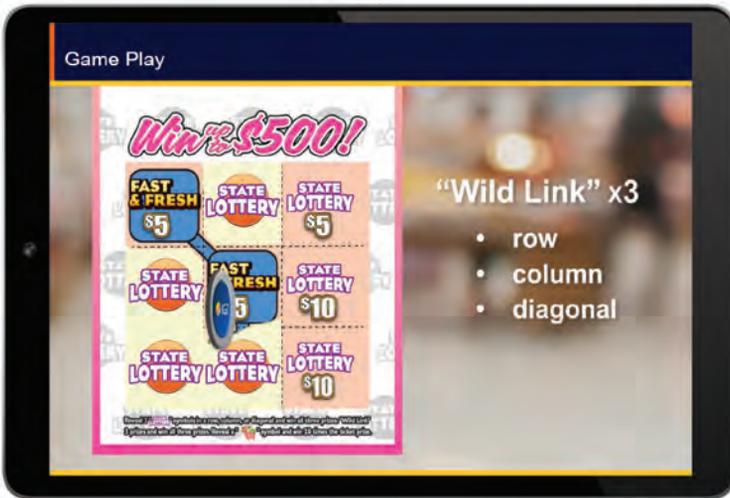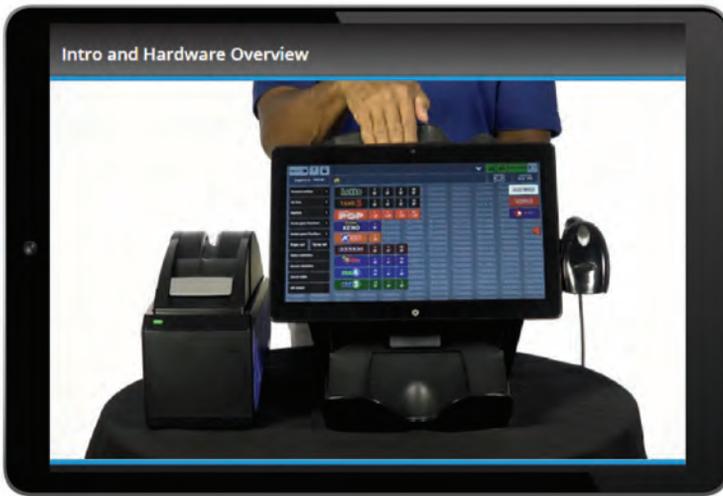
IGT's new game courses can train users on game play, sale techniques, and upsell opportunities, and include interactions using the mouse or touch screen of the Learning Wizard user interface to "scratch off" the instant ticket.

Add IGT-Created Content for Maximum Value

Hands-On, Realistic Terminal Experience

With IGT's developed content, retailers can simulate real, in-store scenarios by interacting with the display screen to produce wagers, access reports, and perform all other terminal-related tasks, as the screens they see and interact with replicate their terminal touchscreen. Learners have a 360° view of the terminal hardware to get a complete understanding of its form and all its features.

Optimized Learning Mix

Learning Wizard courses supplement audio and video instruction with hands-on exercises, multiple-choice questions, guided practice, immediate performance feedback, and the ability for users to get help for better understanding and retention.

As soon as a retailer is approved to sell lottery, they can immediately log in to Learning Wizard. The appropriate classes are already assigned to them, eliminating a waiting period to begin learning.

It is also integrated with other IGT applications, including sign-on through IGT's Retailer Wizard interactive website, used by or being installed in more than 15 jurisdictions, increasing efficiencies and ease of use.

Learning Wizard's lottery-specific reports identify areas where learners are having difficulty in order to determine where additional training is needed and to drive continuous content improvement. ■

To find out more about learning experience platforms and IGT's Learning Wizard E-training solution, please contact Mariana.Tzitzouris@IGT.com or your IGT representative.

Learning Wizard

👍 Key Benefits

Lotteries

- Gets new retailers selling more quickly by providing immediate, consistent, on-demand training. Approved retailers can immediately register for classes and begin learning.

- Directly reaches more store employees (not just 1-2 representatives that typically attend classroom training).

- Supports sustainability objectives – E-training reduces energy consumption and fuel emissions.

Retailers

- Anytime, anywhere learning saves time and effort by eliminating the hassle of scheduling and attending in-person classroom training.

- Onboarding new store employees is quick and easy – especially important with the high turnover rates in the retail industry.

- Chain accounts can receive training courses on their specific, often complex forms, processes, and procedures

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