

ALERT™ BETTOR Customer Care

For Better Customer Interactions

Quick, easy and customizable - the ALERT™ BETTOR Customer Care program is a comprehensive resource for gambling operators to use in addition to their own policies, practices and staff training. The goal is to provide service staff with additional information and skill sets for undertaking effective customer interactions as part of normal customer care. This in turn helps gamblers make better decisions, making gambling safer for those choosing to gamble.

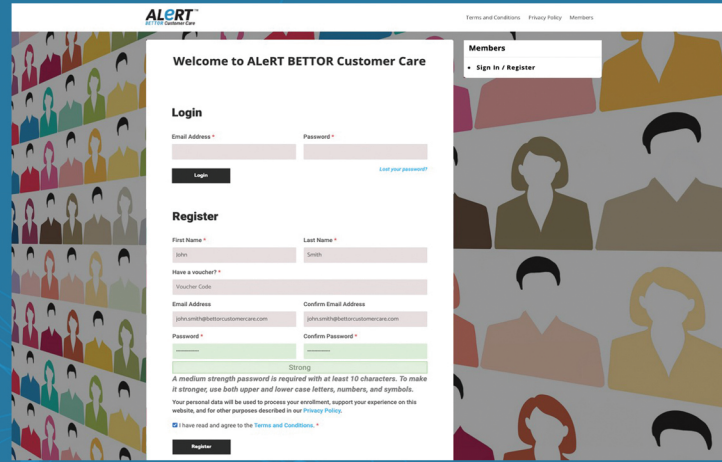
Key Features:

- ✓ Access Secure Training Portal
- ✓ Professional Trainers
- ✓ Training Videos
- ✓ Training Video Transcripts
- ✓ Quizzes for Staff Completion
- ✓ Printable Player Resources
- ✓ Staff Resources
- ✓ Options for LMS Integration

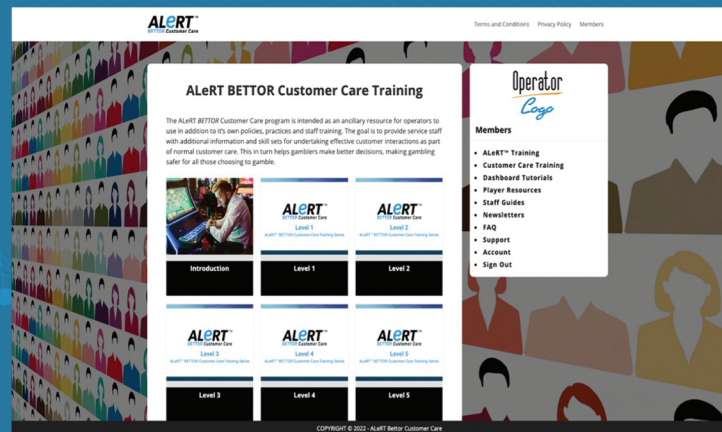
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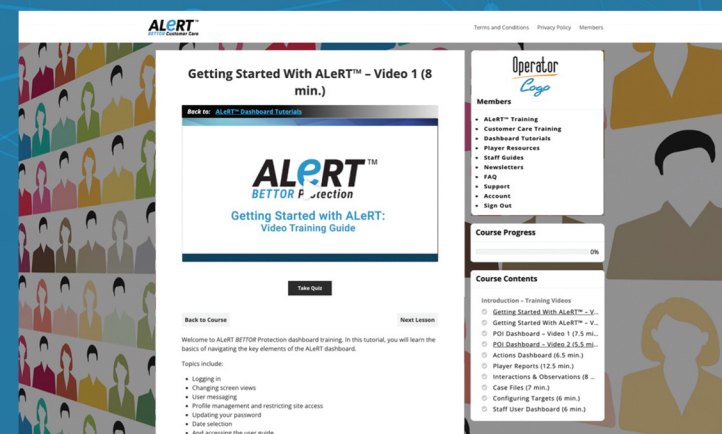
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Members Portal Sign In:
Staff and managers can sign into the ALERT™ Training Portal to utilize training resources.



ALERT™ BETTOR Customer Care Resources:
Staff and managers can access various ALERT™ materials curated for your site or venue depending on your needs and requirements.



Videos & Quizzes:
Staff and managers can view training videos, read transcripts, and take quizzes.

About Focal Research

Focal Research is an award winning Canadian data analytics company who uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes.

For three decades, Focal has worked with stakeholders worldwide, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.



Book Your Introduction to ALERT™ Today!

Call us:
+1 902-454-8856

Send us an email:
focal@focalresearch.com

Visit our website:
focalresearch.com
alertbettorprotection.com



Scan our QR code:
Scan our QR code to view our websites, social media pages, company information, contact forms, and more.

ALERT™ BETTOR Protection

What if you could reach the right players at the right time?

ALERT™ is a data-driven real world solution that helps prevent gambling risk and harm.



The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing.

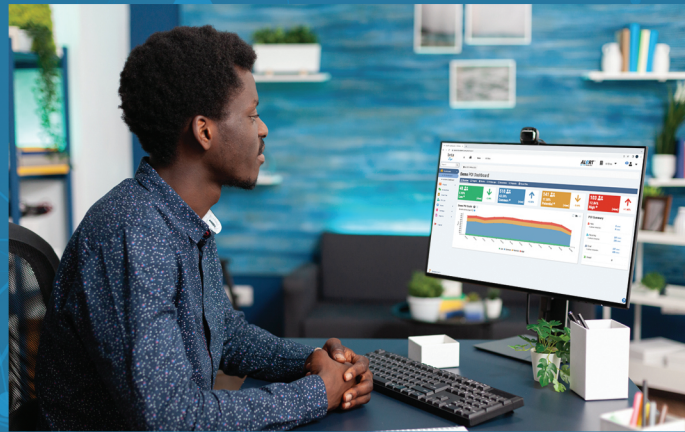
It was not created in a lab but instead developed in collaboration with operators, regulators and public health providers in Europe, Canada, Australia, and the United Kingdom. As a result, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

Fully manage safer customer interactions

Now in over 400+ venues globally, ALeRT™ is a proven, powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting.



In addition, ALeRT provides broad coverage of a full suite of products, including:

- ✓ Pokies
- ✓ Video lottery
- ✓ Slots
- ✓ Electronic roulette
- ✓ Table games
- ✓ Sports betting, racing, etc.

Key Benefits

- ✓ Gambling Risk and Harm Prevention
- ✓ Custom Built with Advanced Algorithms
- ✓ Monitor, Record & Log Interactions
- ✓ Review Play History & Behaviours
- ✓ Compliance & Reporting Features
- ✓ Risk Detection for Land-based & Online
- ✓ Complements Existing RG Tools
- ✓ Low-Risk Model
- ✓ Helps Allocate Staff Resources
- ✓ Full Online Staff Training
- ✓ Evaluate Impacts Over the Long-Term

DETECT. INTERACT. PREVENT.

ALeRT™ algorithms are custom built and tested to identify real high-risk play patterns for real customers.

Some problem gamblers are high spenders but most high spenders are not at risk and for others even modest amounts of money may be too much. This is also true for those who play for long periods making time and money inefficient indicators on their own for targeting resources to at-risk players.



That is why Focal Research created an large inventory of 'Decision Indicators' that identifies risky choices players make that leads to problems and harm regardless of how much time or money they can afford.

Few gamblers actively seek out help on their own and usually only after they are having significant problems. By reaching out to players engaging in these risky decisions operators can actively prevent problems from developing and escalating as well as identifying those who may need self-help, self-exclusion or professional assistance to manage their gambling.

“ALeRT™ makes gambling safer for your customers, your communities and your business.”

- Dr. Tony Schellinck, CEO, Focal Research

