

ALeRT™ Training Series

BETTOR Customer Care

ALeRT BETTOR Customer Care program is intended as an ancillary 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 all those choosing to gamble.

Video	Topic	Course Descriptions
1	Mindset	During this introductory lesson staff and management are introduced to the concept of interactions and customer care as a standard part of good customer service.
2	Five Levels of Interaction	Users are introduced to the Five Levels of Customer Interactions as a general framework for guiding and monitoring the interaction process.
3	Level 1 – Observation	In Level 1 users are prepared for a client interaction through observation and reviewing client past activities recorded in the ALeRT BETTOR Protection program. Various scenarios and methods are presented to help staff to directly and indirectly check in with a player to initiate and manage effective interactions.
4	Level 1 – The Approach part 1	
5	Level 1 – The Approach part 2	
6	Level 2 – General Education	In Level 2, users learn how to effectively communicate with customers about how gambling works, odds and the house advantages in gambling. This information is intended to assist staff in supporting general exchanges with a customer and may include some sharing common information to help the player make more informed decisions about their personal play.
7	Level 3 – Player Education – Table Games	Level 3 guides users in initiating more personal customer interactions customizing response to a player's personal needs. These lessons are designed to assist staff in providing player education related to specific behaviours, products and/or beliefs. This includes table games characteristics, things players may not know about slots and progressive slot games, myth busting (myths vs. reality), money management strategies, and strategies for engaging in non-threatening discussions with customers.
8	Level 3 – Player Education – How Slots Work	
9	Level 3 – Player Education – Progressives Slots	
10	Level 3 – Player Education – Myth Busting	
11	Level 3 – Player Education – Budgeting and Money Management Strategies	
12	Level 4 – Player Assistance – RULES	Level 4 training addresses the 'RULES' of more personal interactions, understanding a customer's 'Stages of Change', and learning how to support those who need assistance. In Level 4 staff are introduced to strategies for responding to a player who may disclose more personal information or gives indications that they are experiencing difficulty or problems due to their gambling and may be seeking or require help.
13	Level 4 – Player Assistance – Change Talk	
14	Level 4 – Stages of Risk and Problem Gambling	
15	Level 4 – Stages of Change	
16	Level 5 – Voluntary Self-Exclusion	Level 5 lessons address cases where a player has tried numerous strategies to control their own gambling to reduce the negative consequences of their play and have been unsuccessful; they may need further help (referral) or request a Voluntary Self-Exclusion (VSE). In extreme cases players may require the operator to act in their best interest and bar them from the casino. Discussion includes helping staff deal with other people who may be involved such as security or family.
17	Level 5 – Barring (Involuntary)	
18	Dealing with Family Members	

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