

Key Findings

Staff interactions are helping customers manage their play.

Focal Research has just published [a new report](#) using player data gathered during the 2019 Casino Trial of the ALERT BETTOR Protection System. The Trial took place from November 2018 to February 2020 assessing the impact of safer gambling interactions by staff. The results found **staff were effective in using the system to identify and prioritise assistance** for those most likely to benefit from additional customer support with sustained engagement, **resulting in significant reductions in risky play patterns.**

Following safer gambling interactions there were significant reductions in the customer's speed of play, number of monthly play sessions, monthly turnover, session length, betting/turnover rates per session and monthly play hours especially when in a losing session. As a result, at-risk customers played less often, were less likely to be chasing losses, and reduced losses highlighting the potential value of customer service interventions in reducing risk.

The analysis indicates the effectiveness of the system in helping staff identify customers for harm reduction and prevention purposes and the importance of sustained engagement with customers to encourage healthy attitudes and lower risk behaviours when gambling. Several strategies were identified and discussed for helping casino staff and customers in achieving improved outcomes and in addressing specific risky behaviours.



31.9% Reduction in losses



19.8% Reduction in monthly play hours



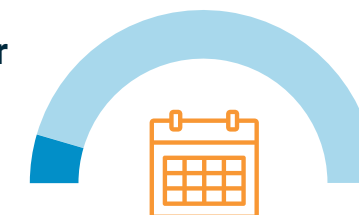
15.9% Reduction in turnover rates per session



15.1% Reduction in session length



11.7% Reduction in monthly turnover



9.1% Reduction in number of monthly sessions



5.1% Reduction in speed of play



[Read the Highlight Report](#)