ALeRT Version 2.1.0 Update

Key Changes – October 2021

### ALeRT User Experience Improvement

The ALeRT software was optimized to improve page response times (i.e., improve how quickly the pages load).

NEW Active POI Reporting Feature

A new feature, Active POI Reporting, was added to the ALeRT Actions Dashboard. This feature was developed in collaboration with a licensed operator to help manage action undertaken to reduce customer risk and harm. Users can now track POI play activity and interactions on a Daily, Weekly, and Monthly basis for any customer actively wagering at an operator's site following identification as a 'Player of Interest (POI)'.

The purpose of the feature is to assist managers in monitoring daily play activity and interactions starting from the first day an Active POI is in an operator's venue each month and is available for staff interaction and support. All reporting is printable and downloadable for use in other compatible applications.

There are three new Active POI Reporting Tabs on the Actions Dashboard:
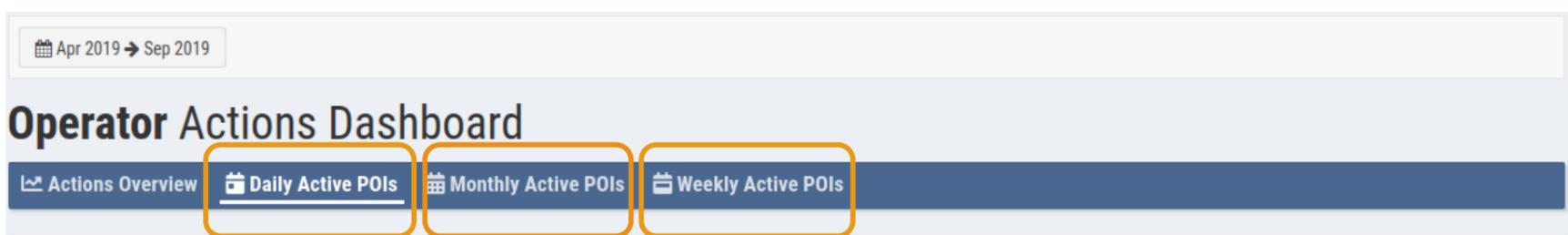
Daily Active POI Reporting

Play and interaction activity for POIs is tracked starting the first day they gamble following at-risk identification by ALeRT. Daily, weekly, and monthly reports can be viewed for all POIs or filtered by site for operators with multiple locations.

At this time, player data is uploaded each month and the reports are current to the last day of the data upload. Development is underway to permit the data to be uploaded more frequently and Focal will work with interested operators to implement.

Regardless of how often the data is refreshed, users can monitor how many Active POIs were in one of their locations each day of the month (Active POIs - 1), how many of these customers had not yet received an interaction since they were last identified as a POI (Without Interaction - 2), how many received an interaction during that specific visit to the venue (Interacted - 3) and how many were closed because of interaction (Closures - 4).

A running total is also displayed presenting the total number of unique POIs that had visited the site to date that month (5), how many in total did not have an interaction since last identified (6), the number receiving an interaction for the current month to date (7), and the number closed to date this month after interaction (8).

Finally, two percentages are presented summarizing the percent of Active POIs who wagered on location and received an interaction this month (% Interacted this Month - 9) and the percent interacted with since last identified as a POI (% Interacted - 10).

Date	Daily				Monthly					
	Active POIs	Without Interaction	Interacted	Closures	Active POIs	Without Interaction	Interacted	Closures	% Interacted This Month	% Interacted
Sep 1, 2019	13	12	0	0	13	12	0	0	0%	8%
Sep 2, 2019	20	18	1	0	26	24	1	0	4%	8%
Sep 3, 2019	15	14	0	0	32	28	1	0	3%	13%
Sep 4, 2019	15	14	0	0	37	33	1	0	3%	11%
Sep 5, 2019	15	14	2	1	41	37	3	1	7%	10%
Sep 6, 2019	12	11	0	0	43	38	3	1	7%	12%
Sep 7, 2019	8	5	0	0	47	42	3	1	6%	11%
Sep 8, 2019	15	12	0	0	48	43	3	1	6%	10%

Monthly Active POI Reporting

In addition to daily summaries the data is presented monthly by venue for four key tracking indicators (i.e., Active POIs, Interacted, Closures, Percent Interacted), as well as the average number of times a POI visited an operator's site before receiving staff attention (Average Visits Before Interaction).

Weekly Active POI Reporting

The information is also presented weekly to permit more frequent tracking that can be tied to other operator activities.

Interaction Fields Added to the POI List

Additional fields were added to the downloadable POI list summarizing Interaction activity for each 'Player of Interest' identified by ALeRT.

For each POI users can now view how many interactions have been conducted in total and the level for each of these interactions providing an at-a-glance summary of staff action taken with each customer identified for attention.

This information is included as part of the POI list and can be downloaded for reporting and monitoring purposes.

ALeRT Version 2.1.0 Changelog

Summary of Added Features

- Active POI Stats (Daily, Monthly & Weekly) under Actions Dashboard
- Additional interaction fields on POI List
- Indicator API usage and optimizations for improving speed of page uploads