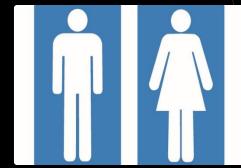
# Welcome to



## Housekeeping







# Introductions..

Day 1

- Company History
- Contact Points
- Training Process
- Staff Uniform
- General Duties
- Customer Service
- Effective Communication

Day 1 Cont.

- Gaming Machines
- Security
- Controllable Costs
- Staff Portal
- Wrap up
- Assessment on day's content

Day 2

- Social Responsibility & Compliance
- RGI's
- Complaint Handling/Conflict Management

Day 2 cont.

- Product Knowledge
- Margin Management
- Sports Betting
- Prices/Odds
- Assessment on day's content

## **Company History**





#### **JENNINGS b**et



#### Greg Knight

Managing Director

#### Tom Jennings

Harlow Pools -1961

#### 140 locations

Newcastle to Bournemouth

"Now in its third generation the Jennings name has been on Britain's' high streets for over 60 years.

The original company, T.H. Jennings Limited, demerged in 1995 and as a result a new company, C.L. Jennings (1995), was formed with Greg and Julian Knight being made joint Managing Directors as well as majority shareholders.

The company traded with 10 branches in 1995 and over the next 20 + years, through a mixture of acquisition and organic growth has reached this point

Included within the acquisitions are:

6<sup>th</sup> Dec 2009 - Betting Shop Services acquired by Jennings consisting of 43 branches

29<sup>th</sup> Sept 2011 - 17 branches acquired from E Coomes

5<sup>th</sup> April 2013 - 11 branches acquired from Joe Jennings Limited"

May/June - 2021 3 new branches open after lockdown

October 2022 - Betzone/Megabet acquired by Jennings consisting of 47 branches

## Training Department

Jason Hoaren (Training Manager)
 07949 658516

Jason.hoaren@jenningsbet.com



- Daniel Beckett (Training Assistant)
- 07713654122
- Daniel.beckett@jenningsbet.com

## **Epping Head Office**

- Kate Richmond (Head Of HR)
- 01992 570122/07999 021769
- Kate.Richmond@Jenningsbet.com



- Lucy Oliver (HR Assistant)
- 01992 570122
- Lucy.oliver@jenningsbet.com



## **Epping Head Office**

- Vicky Knight (Machines & Compliance Manager)
- 07762 275975
- vicky.knight@jenningsbet.com
- Liv knight (Executive Assistant & Office Manager)
- 01992 570122
- Olivia.knight@jenningsbet.com





## **Epping Head Office**

- Raceroom
- 01992 574221
- race.room@jenningsbet.com

Craig

Colin

Darren

- Security (Based in Clacton)
- Emma Blackburn & Lorraine Webb
- 01992 669946
- security@jenningsbet.com

## Area Managers

Andrew Kilpatrick - 07734 139819

andrew.kilpatrick@jenningsbet.com

Jeff Finecountry - 07740 848936

jeff.finecountry@jenningsbet.com

Andy Worthington - 07730 398772

andy.worthington@jenningsbet.com

Martin Farrell - 07710 154796

martin.farrell@jenningsbet.com

## **Training Process**



Company Induction

In Shop Job

Instructor Training Content Assessments

Shadow Managing
e-learning modules

• C/A 1 & 2 Assessments (if applicable)

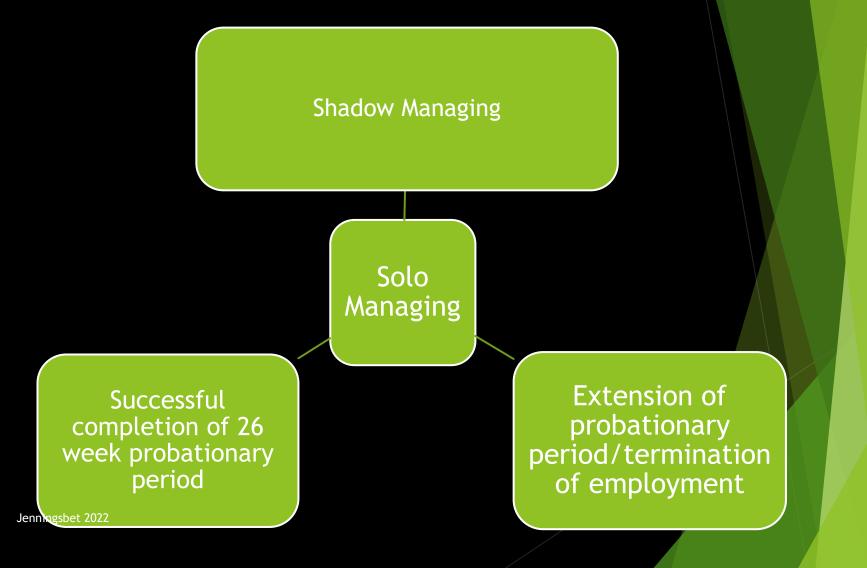
Base shop Training

• Duty Manager Exam (2 attempts max)

Conditions Jenningsbet 2022

Exam

## Training Process cont.



## Staff Uniform





## Job Description & Duties

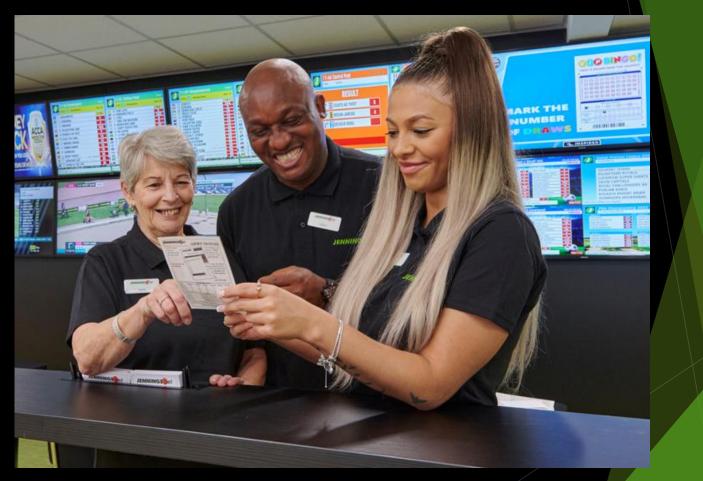
- Taking & Paying Bets
- Health & Safety

- Shop Tidies
  - Marketing Products
- Stock Replenishment

Serving Refreshments

- Sporting Knowledge
- Most Importantly?

# **Customer Service**



## **Customer Service**

#### What does that mean to you? -Exercise

#### 'Treating others as you would wish to be treated'

## Who is the competition?











# Why Jenningsbet? What makes us different?



## Why Not

- Paddy Powers
- William Hill
- Ladbrokes
- Coral's
- Betfred









## **Customer service**



## **Company Objectives**

- To Provide the best Customer experience on the high street
- Beat the competition on the high street
- Make Jenningsbet the market leaders on the high street
- > Aim to make Jenningsbet the customers first choice

## The Basics

- Greet the customer and smile genuinely to make them feel relaxed
- Know your customers name, this makes them feel valued and important
- Treat each customer as your best customer
- Take ownership (Never say I don't know)
- Please and Thank you



## Neatness counts

#### Dress for Success

- Clean pressed uniform
- Tidy hair
- Clean hands and nails
- Name badge visible



## Neatness counts

How your work should be kept

- Keep it clear and clutter free!
- Tidiness equals organised



## **Customer Service**

There are certain customer service skills that must be mastered

- Attentiveness
- Patience
- Clear communication Skill's
- Knowledge of Product
- Positive Attitude
- Ability to read Customers
- Acting Skill's

### Attentiveness

The ability to really listen to customers is crucial for providing great service

## Patience

Patience is important to customers who often need support when they are confused and / or frustrated. Patience is also important to the business at large. Great customer service beats fast customer service every single time

## **Clear Communication Skill's**

- You need to be cautious about how your communication habit's translates to customers
- When it comes to important points that you need to relay to Customers keep it simple

## Product Knowledge

- Enhance shop profit
- Know your in shop offer's and tell your customers about them
- Promote these offer's to your customers giving them value for their money

## **Positive Attitude**

- The ability to make minor changes in your conversation patterns can go a long way in creating happy customers
- Language is a very important part of persuasion and people (especially customers) create perceptions about you and your company based off of the language that you use

## Ability to read customers

Look and listen for clues in the customers mood patience level and personality and you'll go far in keeping your customer interactions positive

## Acting Skill's

Every great DM or CSA should have the basic acting skill's necessary to maintain their usual cheery persona, in spite of dealing with people who may just be plain grumpy

## Summary

- The Biggest Difference between Jenningsbet and the competition is customer experience (customer service)
- Customers come into our stores not only to try to win money but to enjoy themselves and socialise
- Excellent friendly customer service / interaction will keep them walking past the competition and coming back to Jenningsbet
- Remember if the customer is having an enjoyable experience in your store, you will have a much more enjoyable day at work

## **Effective Communication**

## Objectives

- Understand Methods of Verbal and Non Verbal Communication
- Understand How Positive and Negative Body Language Impacts on Communication
- Recognise listening signals

# What are the benefits of effective communication?

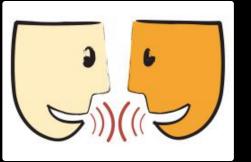
Get your message across

Understand the needs of your customers and colleagues

Create the right impression of you and the company

Make others feel more at ease and able to communicate with you

How are you going to be doing this? Types of communication







Face to Face

#### Telephone

E-Mail

#### Verbal & Non-Verbal Communication

#### Exercise

#### Verbal

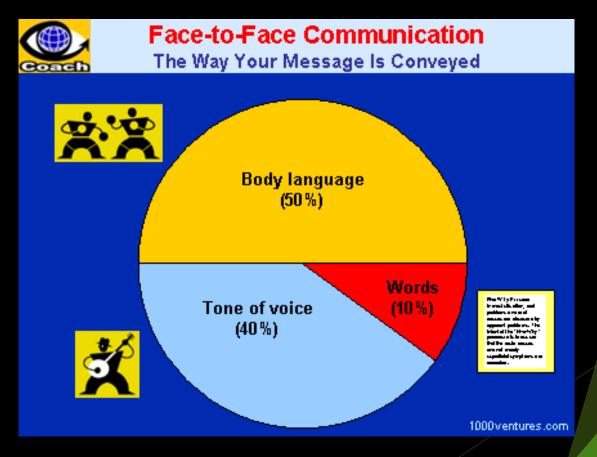
- Words
- Tone
- Listening noises
- Volume
- Speed

#### Non-Verbal

- Body Language
- Facial Expressions
- ✤ Eye contact
- Hand gestures
- ✤ Posture

# Verbal and Non Verbal Communication

Pie Chart Exercise



# Positive & Negative Body Language



Jenningsbet 2022

Exercise - Positive & Negative

# Listening Skills



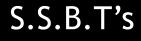
"The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them."

Dr. Ralph Nichols

#### Exercise

# **Gaming Machines**

E.G.M's







# Agenda

- Changing a roll
- Emptying a terminal

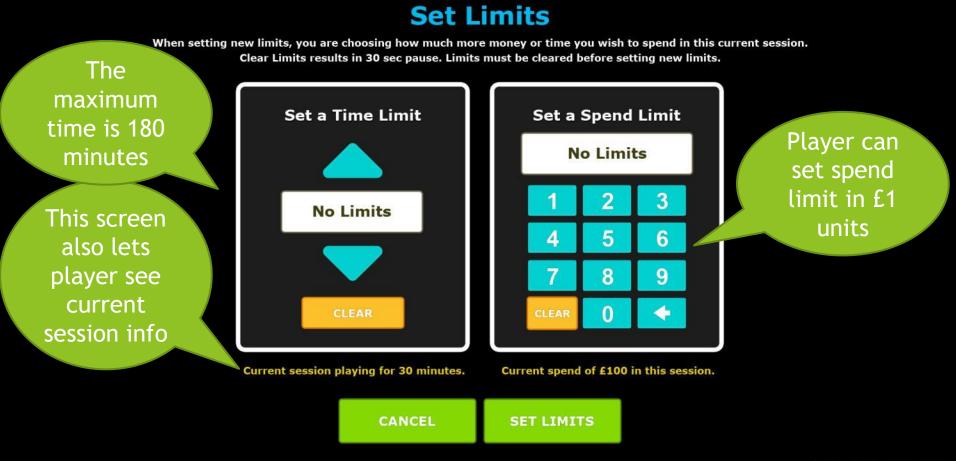
End of day figures

Tournaments 

- Morning checks
- Games!

RTP %

#### Setting Voluntary Limits



If you feel you are gambling at levels with which you are not comfortable, please pick up a Responsible Gambling leaflet in shop or speak to a member of staff who will discuss your options, including self-exclusion. Alternatively, call the National Gambling helpline on 0808 8020 133 or visit <u>www.gambleaware.co.uk</u> NEED IMMEDIATE HELP? SPEAK TO A MEMBER OF STAFF OR CALL THE NATIONAL GAMBLING HELPLINE: 0808 8020 133

# Think 21

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# On the cashier, choose a terminal and press "More".

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Select the button "Think 21".

# Think 21 (cont.)



The terminal will be blocked showing the following message: "Think 21. Please speak to a member of staff".

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Once the Age check has been carried out choose the correct terminal and press the 'Unlock' button .

# Changing a roll

**Remove the printer roll retainer** from the printer roll spindle.

**Replace the empty paper roll** in the correct position on the spindle, ensuring the paper spools from the rear of the roll.

Secure the paper roll onto the spindle making sure that the retainer is securely fitted

**Feed the paper** from the spindle into the back of the printer as shown below.

The paper will **auto feed** into the printer.

When inserted correctly, the printer will printer will print you a test page.





### Emptying a Terminal (notes)







Insert black key and **rotate clockwise** to swing open the Stacker Box door. To remove the stacker box, pull at the silver handle on top of stacker to extract the stacker box. Use the **black key** to open the stacker box.

Once the notes are removed, refit the stacker box into the housing with the lock at the top. Push it in until it locks in place. The note reader will begin to initialize when the stacker is inserted.

#### Terminal logs

Turn the silver key clockwise until the Administrator Console appears.

Videobet"	ADMINISTRATOR CONS Information Information 1 June Client Arrange 1	
VOLUME	UPDATES	LOBBY SKINS
		LOGS
	DEMO MODE	X TCS
	TEST MODE	

#### Terminal logs (cont.)

The time span selection can be used to show activity for the Last 30 minutes, Last 3 hours or since the last end of day (EOD).

EDGE

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You can check different log types to show just those types of activities. 26,72,2013 11:33:3 testing 199669 terminal 2(69) (v1.80.001.250) Selected logs: Thomatons Streets States **House** THE OWNER. 10,0 Security Industried ST. DB Lintal of \$74.00 Ptr and. STATE. APLET totore take Sti. staafeb ::matteret Pressing **Details** reveals 22.06v 12.01 BLACKER DIAM Linkie Lines. Phone in the specific result and Madit: Disse 804 lowing his \*\*\*\*\* CARS 010 100 00 bets of the game. COMPANY OF THE OWNER OF # Weight State 65.00 27.05 CM.20 Taking the second ICK DR Same of the 6106200

### End of day process



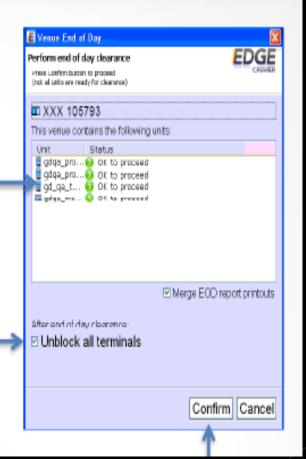
Run the EOD on the cashier by pressing the EOD icon on the main toolbar along the top of the screen. The following screen will appear.

	E Daily Clearance Daily Clearance Select daily dearance procedure	EDGE	
	End Of Shift Performs an End Of Shift clearance, creating an interim report operations performed since the last clearance. An attendant always perform End Of Shift clearance before handing the shift the next attendant.	shauld	Press the <b>"Perform</b> End Of Day" button
If you press " <b>Previous</b> <b>Reports</b> " you can access previous End of Day figures.	End Of Day Performs an End Of Day clearance, creating an interim report operations. An attendant should perform this instead of End last operation before closing the shop for the day. Perfor		Press "Cancel" to go
3	Previous Reports	Cancel	back to main screen.

### End of day process (cont.)

Check that all terminals have a green tick. If any have a red 'x' it means there is no connection to the terminal or there is credit on the terminal that will need to be cashed out.

Check this box if you want to unblock all terminals after the EOD process is complete. Suggest that it is ticked.















## **RTP % Explained**

- Return to Player (RTP) is the term that gambling businesses use to describe the percentage of all the wagered money that a gambling machine or game will pay out over time.
- RTP is calculated over the long term, rather than being a calculation of short term (e.g. session, daily or even weekly) payout.
- In the short term, the outcome may be vastly different, so you should only ever bet with money you're prepared to lose.

# **Premium Play**



# Why Premium Play ?

► A greater RTP%, 94% on all Premium Play games

More features and bigger wins

Lower Symbols are removed, opportunity for bigger wins

Some Premium Play Games have increased win lines, increasing chances to win

How do we promote to customers?

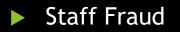
#### Security



Robbery Prevention

Shop Procedures

Customer Fraud



#### Controllable Costs





Write on a post-it note your name, and how much you believe the company keeps in profit from every pound it takes......

#### Controllable Costs (cont.)





Split into two groups, "As a company, what costs does the company incur?"

10 minutes

#### Controllable Costs (cont.)



How much does the company keep in profit for every pound it takes?





### Jenningsbet Staff Portal What is it?







#### Information

Training & Resources

#### Rotas

Staff can check from home

#### Daily Check

Items to read or complete

# Course Agenda

Day 2

- Social Responsibility & Compliance
- RGI's
- Complaint Handling/Conflict Management

# Course Agenda

Day 2 (cont.)

- Product Knowledge
- Margin Management
- Sports Betting
- Prices/Odds
- Assessment on day's content

# Social Responsibility

## Aims

- Knowledge of the Licensing objectives and how we adhere to these
- Understanding and confidence in relation to Responsible Gambling Interactions (R.G.I's)
- Update you all with information regarding Gaming Machine functionality (APAS)

## Licensing Objectives

- To prevent gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- To ensure that gambling is conducted in a fair and open way
- To protect children and other vulnerable persons from being harmed or exploited by gambling

To prevent gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime

What should I be doing? Things we do all the time

- No alcohol
- No illegal substances
- No selling of counterfeit items (DVD's, clothes)
- ✓ No money lending
- Anti-Social Behavior

# Proceeds of Crime Act (POCA)

Where do your customers obtain money to gamble with? (Legally)

Discuss....

# POCA (Proceeds of Crime Act)

- He/she does not work at all
- He/she does not own a successful legitimate business
- He/she does not have 'family' wealth
- He/she does not receive benefits
- Hasn't 'come into money'



If a customer is quite clearly spending more money each week than they legally earn, then considerations need to be given as to whether they are using money obtained illegally, hence the term.....

### **Criminal Spend**

# But how would I know all this?

- Good friendly customer service
- Talking and listening informally
- Monitoring Customers

£500 on a single otc bet or £5000 over 3 consecutive days. Machine Activity (£1000 loaded in 1 day or £5000 over 7 days)

# What should I do?

- Report your concerns/suspicions to Peter Jowett (Money Laundering Reporting Officer) - 07764 897030
- Follow any further instructions given
- Treat the individual(s) in exactly the same way so as not to arouse any suspicion
- Remember "If in doubt, report it!"

# **Threshold Levels**

In addition to the risk triggers already discussed customers will be reviewed based on the following thresholds levels:

Single bet of £10,000 or more - Unknown customer

Photographic I.D is required before acceptance

Monitored customer losses £20,000 over a 4 week period

Photographic I.D and proof of address will be asked for

Any customer that registers a £30,000 loss over a rolling twelve month period

Photographic I.D and proof of address will be required along with source of funds

Until the documents have been reviewed the business relationship with the customer will be suspended. Should the customer refuse to provide the requested documents the business relationship with the customer will be terminated. Any associated online accounts will be frozen.

# Money Laundering

What is money laundering?

It is a process whereby criminals attempt to conceal the true origins or source of the results of their criminal activity, namely money, by making it appear to be legitimate or from a legitimate source. In essence, they endeavour to 'launder dirty money.

# Money laundering activities

- Heavy odds on favourites (inc bets on SSBTs)
- Several runners in a small field
- Selecting non-runners
- Machine stakes cashed out with limited or no play
- Asking for receipts

### Payment Methods

- Suspicion should be aroused should a customer request anything outside of our normal payment procedures.
- This includes customers presenting any 'codes' to proceed with payment on the PDQ that they may claim are from a bank/card provider.
- Innovation in payment systems can cause confusion around how to customers can pay/be paid so please remain vigilant and ring Raceroom if you are concerned.

Stakes in cash should be paid in cash
Stakes paid by card should be paid back by card

# Why POCA & MLRO?

- Safeguard everyone
- Legitimise our operations
- Protect our licenses and integrity

# Summary

- Inform Peter Jowett of any knowledge or suspicions of money laundering, criminal spend, or activity under POCA
- REMEMBER "IF IN DOUBT, REPORT IT!"

To ensure that gambling is conducted in a fair and open way

Rules posters, clearly available in every shop

T and C's available where required

Complaints and Disputes procedures - (Print Out)

RTP - staff aware where to find on EGM

To protect children and other vulnerable persons from being harmed or exploited by gambling

THINK

11

AGE VERIFICATION

### Think 21/Underage Prevention

A person commits an offence if he/she invites, causes or permits a child or young person to gamble

# Think 21

- If you are uncertain of a customer's age and they appear to be under 21 you must ask for an acceptable photo fit form of I.D, as soon as they enter the premises.
- Passport, Driving license, Citizen card or any card with a hologram Pass logo
- The I.D must be legible and have no visible signs of tampering or reproduction
- Record all challenges on Age Challenge Log & Figures reporting website

# Approved I.D.

EUROPEAN UNION UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND





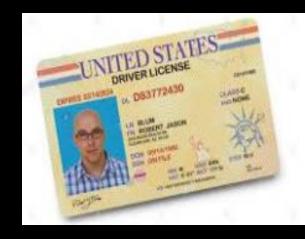
# Approved I.D.





# Non Approved I.D







# Foreign I.D

Can I accept it?

Passport
Photo
Date of Birth



# Consequences

- Investigation
- Gross misconduct
- Prosecution Fine-Imprisonment or both
- Review of the Premises Licence
- Revocation of the Premises Licence
- Loss of shop
- Loss of employment

# Codes of practice

- I. Removal of under 18's
- II. Exclusion of adults who consistently attempt to bring minors onto premises
- III. Refunding of stakes
- IV. Careful marketing material

# Summary

Safeguard yourself and the Company, adopt a Think 21 approach, and apply it

Continue to document evidence of action

### Vulnerable People

What can make people vulnerable?

- Age (children, teenagers, elderly)
- Physical disabilities / sensory impairment
- Mental Health needs
- Capacity / Learning difficulties
- Communication difficulties
- Money issues
- Social problems
- Relationships
- Addictions
- Problem gambling

Can you think of any others?

# Vulnerable people cont...

#### Scenario 1

- Trevor bets most days at the bookies and tells you he has recently started playing online poker at night
- He tells you that he and his wife frequently argue about money and that sometimes it 'gets out of hand'

#### Scenario 2

- Chen is an International student at University
- He enjoys betting in your shop over the weekends and also the local casino
- He has started skipping lectures on Fridays and Mondays

## What we can do!

#### RGI's

999 if risk is imminent / assault happened or likely to

Crimestoppers - 0800 555 111 or online crimestoppersuk.org and fill in the form

Protecting yourself

# Responsible Gambling Interactions (RGIs)

What is a Responsible Gambling Interaction?

Discuss

# Responsible Gambling Interactions (RGIs)

What is a Responsible Gambling Interaction?

In its simplest form an RGI is a conversation with the customer which relates to responsible gambling. It likely will encourage them to reflect on their behaviour and aims to have a positive impact on the customer.

# Path of an RGI

<u>Identify</u>

Customer behaviours and physical triggers that may/will warrant a customer interaction

# Path of an RGI...

# <u>Interact</u>

Customer Interactions, Observations and Reviews. This involves tailoring the action to the trigger shown. For example if a customer has spent a long time in the branch it can be helpful to suggest a break. If the customer is spending more than they have said they planned to, it can be helpful to suggest a spend limit on the EGMs.

# Path of an RGI...

# <u>Evaluate</u>

Reviewing a customers profile and additional actions concerning a customer. If you feel the situation needs escalating to compliance for further support.

#### Responsible Gambling Interactions (RGI's)

- Persistent encouragement of people to gamble responsibly
- Talk to your customers about their gambling levels <u>before</u> they start showing any signs of distress
- Make them aware of accumulative amounts taken from a debit card (3 transactions as a guide)

#### Responsible Gambling Interactions (RGI's)

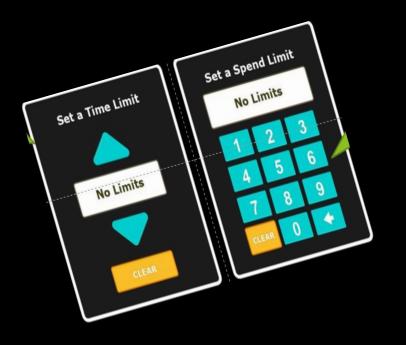
- Use positive suggestions and encouragement "Tomorrow's another day", "Take your money and run", "If the machines aren't paying out, have a break and come back later"
- Even if the customer is winning it is a good idea to gently encourage them to stop gambling, quit while you're ahead

# Goes hand in hand with customer service

- Walking the shop floor whenever possible will encourage natural breaks/pauses in customer play
- Offering machine customers tea and coffee is a good way to not only break the ice but to cause a natural break in their play
- Making machines customers part of the shop community is essential.

Responsible Gambling Interactions (RGI's)

Our job is to provide information about the tools available to control gambling.





Is your gambling causing problems for you or others around you? If you are experiencing any of the below signs it may mean it is a becoming a problem: Finding it hard to manage, take a break or stop your gambling Having arguments with family or friends about money and gambling Losing interest in usual activities or hobbies like going out with friends or spending time with family · Lying about your gambling or hiding it from other people Gambling until all of your money is gone. · Neglecting the welfare of yourself and your family because of gambling For immediate help and support in confidence, please call the NATIONAL CAMBLING HELPLINE free on 0000 0020 133, or visit the website at www.bogambloeware.org The helpline is operated by GamCare, the leading provider of information, support and free counselling for the prevention and treatment of problem gambling. Further information is also GamCare provided on their website at www.gamcare.org.sk To help manage your play our gaming machines have optional time and spend limits. An automatic reminder is displayed after a fixed period of time has been spent on a machine. Our machines will show an alert to yourself and staff if you are showing signs of harmful play. In this case you will see a message enforcing a break from the game. Self exclusion is another option that can help you restrict your gambling. You can self exclude from the branch for a renewable period of 12 months. Please ask staff for full

For immediate help and support in confidence, please call the **NATIONAL GAMBLING HELPLINE** free on **OBOB 8020 133**, or visit the website at **www.begambleaware.org** 

The helpline is operated by GamCare, the leading provider of information, support and free counselling for the prevention and treatment of problem gambling.



Further information is also provided on their website at www.gamcare.org.uk



# Responsible Gambling Interactions (RGIs)

#### **Behaviour Triggers**

If a customer is showing signs of distress, behaviour out of character potentially due to their gambling.

- Vulnerabilities (divorce, depression, bereavement)
- Lack of self care, alcohol dependency, language barrier
- Chasing losses, anger at losses, a belief the games are fixed

# Interaction triggers

Customer asks about the limits

Jennin

- Customer shows signs of frustration when limits occur
- Regular customer sets a limit for the first time
- Customer sets a limit then ignores it

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B			
JenningsBet - East H (1995	i63) T1 (Idle)	JenningsBet - East H199563	) T2 (Active)
Balance:£0.00	Profit:£776.77	Balance:£45.20	Profit:£628.31
REMOTE IN		REMOTE IN	
BLOCK LAST BET	MORE	BLOCK LAST BET	MORE
JenningsBet - East Ham Train	ning (199563) MCS		*
	Responsible gambling limit reached!     E200.00 has been spent in current     session on JenningsBet - East Ham Training (199563) T2 (spend reminder #     Responsible gambling limit reached!     Player on JenningsBet - East Ham Training (199563) T2 has reached custom		
et 2022	time limit of 5 minut	es e gambling limit reached! Bet - East Ham Training (199563) T2 has	

#### Mandatory Customer Interactions

- 1. Customer exceeds set voluntary (time/spend) limits on an EGM.
- 2. Customer playing 2 EGMs at the same time
- 3. Customer debit card declines
- 4. Customer informs you they have set up a facility with their bank to block gambling transactions
- 5. Customer placing an over the counter (OTC) bet of £10,000+
- 6. Customer triggers an APAS back office alert

## APAS

Anonymised player awareness systems (APAS)

Which uses real-time in-session algorithms to identify specific player behaviour which may indicate problem gambling in non-account based play.

# Chaotic Play Alert... Cashier

3GQA - Content Venue 1		
clarity_coral_termi(8) (Not connected)	clarity_coral_terminal_2(2) (Active)	
E Cashier notification! Responsible Gambling Reminder triggered Terminal: clarity_coral_terminal_2(2)		1.00
OC Customer triggered Multi Insert Cash alert. Y	ou may wish to consider having an interaction.	
Balance:£219.95 Profit:£320.55	Balance:£0.00 Profit:-£2,5	95.80
Jenningsbet 2022		

# Chaotic Play... Alert

Current playing time: 0 minutes Current Cash inserted: £20.80

Time to Set Limits? Setting spend or time limits will help keep you informed about your play.





If you feel you are gambling at levels with which you are not comfortable, please pick up a Responsible Gambling leaflet in shop or speak to a member of staff who will discuss your options, including self-exclusion. Alternatively, call the National Gambling helpline on 0808 8020 133 or visit <u>www.gambleaware.co.uk</u> NEED IMMEDIATE HELP? SPEAK TO A MEMBER OF STAFF OR CALL THE NATIONAL GAMPLING HELFLINE OBOB 8020 133

# Chaotic Play... Cool Off

You can continue playing in 22 seconds.

Time to Set Limits? Setting spend or time limits will help keep you informed about your play.

gambleaware.co.uk"

If you feel you are gambling at levels with which you are not comfortable, please pick up a Responsible Gambling leaflet in shop or speak to a member of staff who will discuss your options, including self-exclusion. Alternatively, call the National Gambling helpline on 0808 8020 133 or visit <u>www.gambleaware.co.uk</u> NEED IMMEDIATE HELP? SPEAK TO A MEMBER OF STAFF OR CALL THE NATIONAL GAMELING HELPLINE OBOS 802/0 133

# **Extended Losing Session**

Monitoring & Overview	
SGQA - Content Venue 1	
clarity_coral_termi(8) (Not connected)	clarity_coral_terminal_2(2) (Active)
Responsible Gambling Reminder triggered Terminal: clarity_coral_terminal_2(2) BI Customer triggered Extended Losing Session alert.	You may wish to consider having an interaction.
equinax_coral_terminal_3(1) (Active)	equinox_corel_terminal_4(2) (Idle)
Balance: £217.55 Profit: £322.95 Jenningsbet 2022	Balance:£0.00 Profit:~£2,595.80

# **Recording RGI**

Following an RGI or observation staff are required to record details of it via our Social Responsibility (SR) online reporting system.

When recording RGIs include the below detail:

- 1. Customer what is their name?
- 2. Behaviours/Triggers why did you decide to interact?

3. The RGI - what was said? Where tools or further support signposted?

4. Outcome - what did the customer do next? Does further intervention need to take place?

For some customers, making them aware of why you are concerned may be enough to prompt them to think and make a change. Some customers will need more support or advice.

# Recording RGI's

5	Home / Social	l Responsibility
	Data Entry	Screen
	Shop	Colindale
њ	Date	
*		View
$\Diamond$		
€		

# Recording RGI's

#### Social Responsibility Data Entry

Staff Name	
Customer Name	
Incident Type	Service Related or Other Complaint
	(no incident) Age Challenges - ID Accepted Age Challenges - No Acceptable ID
Incident time	Age Challenges - No Acceptable ID after gambling Betwatch - received Betwatch - started/sent
Customer ID	Complaints about a Bet Customer incidents on gambling premises requiring Incidents logged in the customer interaction log
Customer age	Individuals included in the customer interaction log Interaction - any incidents Interaction - details of customers involved
Incident Details	Known breaches of self-exclusion Other incidents not categorised above Police call outs/incidents Proceeds of Crime - Suspicious Activity Report - e.g.Money Laundering Self Excluders - Opting to return Self Exclusions - Known Breaches
	Self Exclusions Made
	Service Related or Other Complaint

# Recording RGI's

#### Incident Report #260436

Report Date:	28/04/2019
Reported by:	Jason Hoaren
Customer:	Danny
Location:	Colindale
Incident:	Interaction - details of customers involved
Incident time:	19:00
Customer ID:	
Customer age:	

Danny believes that the machines no longer pay out since the £2 limits were imposed. I explained RTP% to him and told him perhaps he needs a break or to set limits when playing. Danny then went back to the EGM and continued as before.

# Records/Evaluating

	Home / Reports	
		Reports
Ē		Shop Reports
il.		Rota Print SR Log Report
22		Rota Print SR Log Report
<b>∮</b>		Payroll / Audit
Ð		Rota Notes
		Training
		Completion Report
ningshet 2022		

# Records/Evaluating

Cameron Holt	Self Exclusions Made		19/04858	
N/A	Age Challenges - ID Accepted	Afternoon	Driving License	
Abdul	Incidents logged in the customer interaction log	Evening	n/a	40's
N/A	Interaction - details of customers involved	7.1	n/a	n/a
David	Incidents logged in the customer interaction log	Morning	n/a	40's
N/A	Incidents logged in the customer interaction log	Morning	n/a	30's
N/A	Incidents logged in the customer interaction log	Evening	n/a	30's
Mr Abraham (Avi)	Self Exclusions Made			
mr gerorge botezatu	Age Challenges - ID Accepted	17.25	Driving license	23/01/1993
N/A	Age Challenges - ID Accepted	afternoon	Driving License	
sylvester sobanshi	Self Exclusions Made	13/01/2020 to 13/01/2021	sylvester sobanshi	13.01/2021
N/A	Age Challenges - ID Accepted	Evening	PDL	
N/A	Age Challenges - No Acceptable ID	Evening	n/a	n/a
N/A	Age Challenges - ID Accepted	Evening	Driving License	

### Evaluation and Profiling of Customers

Why do we need customer profiles?

Improve visibility/awareness on customers, allow evaluation

Evaluate - to understand impact and effectiveness

Impact - a change in the customers gambling activity

Effectiveness - customer retention and reduction in complaints

### Escalation

If a customer has said something that causes you concern or displayed very worrying behaviours this should be logged on the SR log and escalated to the Compliance Team for further action. Examples of these include (but are not limited to):

- Customer stating they are in debt and cannot afford their gambling
- Customer frequently expresses a desire to self exclude but never carries through with the process
- Customer is a known self excluder in other local competitor branches/Jenningsbet branches
- Customer expresses concern that gambling is making them depressed/affecting their lives/work/relationship with loved ones

Please note any mention of suicide by a customer due to gambling harm should be immediately escalated to the Compliance Team and if out of office hours the Raceroom.

## Questions you must consider

- 1. Does my experience suggest to me that a customer's behaviour is indicative of problem gambling?
- 2. Am I confident that I can initiate interaction without a hazard to my health and safety or that of other employees and customers?
- 3. Can you intervene early and engage with a customer at the right time
- 4. Can I speak to the customer discretely and not embarrass them in front of others?

# Benefits of RGI's?

Longevity of business

Minimising problem gambling

Minimising anti social behaviour

High levels of Customer Service

Socially Responsible

Customer Profiles - Central Visibility

# Mark Jarvis Example

- Mark Jarvis had to pay £94,000 and overhaul its social responsibility procedures after failing to protect the customer who was showing signs of problem gambling.
- Over a 19-month period the operator failed to follow customer interaction rules when the customer showed problem gambling traits, including spending £34,000 on B2 gaming machines in one betting shop. Of this £11,250 was stolen from the customer's employer.

# Mark Jarvis Example Cont..

- The customer was well known to staff in the betting shop and had been attending regularly with her husband.
- When he died in July 2015, the frequency and duration of her visits to the betting shop increased, and she was spending more money in the shop.
- Between September 2016 and February 2017, the customer used money stolen from her employer to fund her gambling.

# Summary

- Prompt people to control their gambling before developing a serious issue
- Be proactive and reactive
- Know your customers
- Encourage customers to use the spend/time limits
- Our responsibility is to explain the options we are not trained counsellors
- Remember to report correctly and fully
- If in doubt, ask!

# Licensing Objectives

- To prevent gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- To ensure that gambling is conducted in a fair and open way
- To protect children and other vulnerable persons from being harmed or exploited by gambling

# Conflict Management

# Aims

How to deal with difficult customers

How to handle complaints & conflict effectively

Examine best practice

Three types of behaviour

1. Aggressive

2. Passive

3.Assertive

# **Aggressive Behaviours**

Talk over
Interrupt
Stare
Threaten
Retaliate

Demand
 Invade personal space
 Shout
 Swear

## **Passive Behaviours**

Agree
Slouch
Be flippant
Avoid eye contact

Talk too quietMumble

# Assertive

Passive

You step on me

# Assertive

Both are protected

# Aggressive

I step on you

<u>Use "I" statements</u>

- Example;
- "You need to take your hood off" = Aggressive
- "I'm sorry, but can you take your hood off" = Passive
- I need you to take your hood off please = Assertive

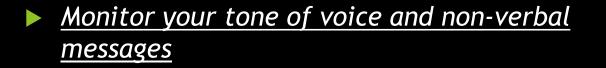
Focus on behaviors.

- Avoid the desire to slip into accusations like calling the other person rude or insensitive.
- Comment on their behaviours or words without labelling them
- Example "I need you to stop being rude" instead of

"You're rude"



- The longer you talk, the more likely you are to slip into either passive or aggressive techniques.
- The more you say, the more they say



You can choose just the right words and ruin it with a sharp tone or aggressive posture



Pay close attention to what they have to say as well. If you do not listen, you and they will become potentially frustrated and aggressive

Maintain appropriate eye contact.

- Too little eye contact and you could be perceived as dishonest
- Too much eye contact and you could come across as aggressive

# **Customer Complaints**

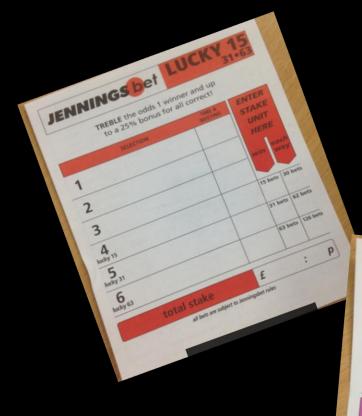
- Begin by listening
- Do not answer emotion with emotion
- Tone and Volume
- Apologize when warranted
- Take responsibility
- Take action

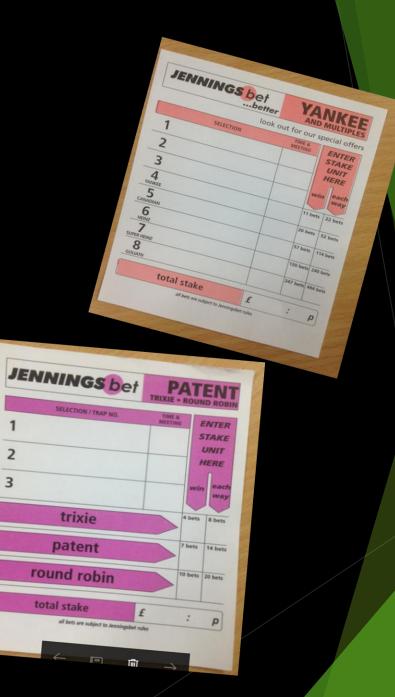


# Summary

- Address the situation early
- Listen
- Be professional
- Be positive
- Remain calm
- Be assertive

#### Product Knowledge





# What is a bet?

# 'The prediction of the outcome of an event'

# WIN BETS



£10.00 Win

**Royal Envoy** 

Stake £10.00

A SINGLE - the most basic of bets. The Customer makes ONE selection which must win in order for there to be a return.

Counts as 1 Bet. Total Stake = £10.00

# WIN BETS

#### £5.00 Double

Zidane 2.30 Rochdale 3.05

Stake £5.00

A DOUBLE – the Customer makes TWO selections in TWO different events, both must be successful for there to be a return

Counts as 1 Bet Total Stake = £5.00

# WIN BETS

#### £10.00 Treble

Uno 4.20 <u>Maison Dieu</u> 4.10 Firenze 4.25

Stake £10.00

A TREBLE – the Customer makes THREE selections in THREE different events, all must be successful for there to be a return

Counts as 1 Bet Total Stake = £10.00

## WIN BETS

#### £2.00 Accumulator

Enforcer	3.05
Gift Horse	3.45
Thunder Rock	4.55
Cover Up	5.30

Stake £2.00

ACCUMULATOR - although both the Double and Treble are strictly speaking accumulative bets, the term accumulator (also known as a rollup) applies to bets where the Customer makes FOUR or more selections all of which have to win.

Counts as 1 Bet Total Stake = £2.00

#### Each Way Bets

#### 2.45 Hamilton

£5.00 Each Way Relko

Stake £10.00

When a Client backs their selection 'Each Way' they are in fact placing TWO bets i.e. a Win bet and a Place bet.

Therefore, the stake for an each way bet is always double that for a win bet.

E.g. £5 E.W <u>Relko</u> £5.00 Win £5.00 Place The total stake is £10.00

#### Forecast Bets

#### JENNINGSBET

£1.00 Forecast

Grey Gunner High Tower

Stake £1.00

In a forecast single, the Customer is trying to predict the result of 1<sup>st</sup> and 2<sup>nd</sup> places in a Horse or Greyhound race, in the correct finishing order.

#### **Reversed Forecast**

#### JENNINGSBET

£1.00 Rev/<u>Fc</u>

Grey Gunner High Tower

Stake £2.00

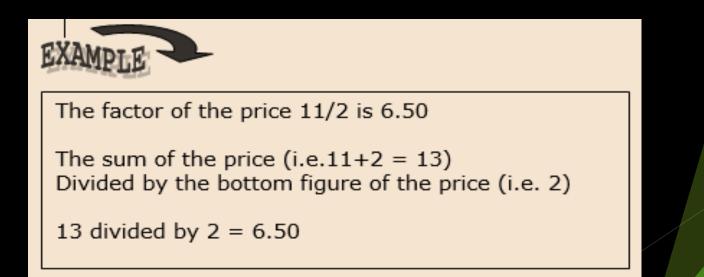
In this example bet, the Customer is nominating Grey Gunner to come 1<sup>st</sup> and High Tower to finish 2<sup>nd or</sup> vice versa.

# **Sports Betting**



#### Prices/Odds

Take the sum of the price(i.e. the top and bottom halves of the price added together)and divide it by the bottom half of the price.



#### Prices/Odds

Calculate the factors of the following prices:

- 5/1 factor =
  7/2 factor =
  6/5 factor =
  11/10 factor =
  9/4 factor =
- ► 13/8 factor =

# Calculating Returns

If a Customer has a  $\pm 2.00$  bet on a winner with odds of 7/4 we Find the factor of 7/4, and multiply it by the stake unit, in this case 2.00

So the calculation is 11 divided by  $4 \ge 2.00 = \pounds 5.50$ 

NB do not use the "equals" key before multiplying by the stake

✓ Correct Method 11 divided by 4 x 2.00

*X* Incorrect Method 11 divided by 4 = x 2.00

The customer will receive £5.50 for his 7/4 winner.

# **Calculating Returns**

What will the returns be on the bets below?

- 1. £0.50 on a 3/1 winner =
- 2. £50.00 on a 7/2 winner =
- 3. £3.00 on a 6/5 winner =
- 4. £2.50 on a 6/4 winner =
- 5. £3.00 on a 11/8 winner =

# Margin Management

The basic principle of bookmaking -

"Try to take more money in than you payout"

#### Margin Management

Monitored Customers ?
Race Room

- Stakes
   Limited Outcomes
- Types of events

Competitor awareness

Prices/Odds

#### PERMISSION TO LAY / PAY CHART JENNINGS bet

HORSE BACING WITH FULL SILS / TUPE COVERACE	DEDMISSION TO	
HORSE RACING WITH FULL S.I.S. / TURF COVERAGE	PERMISSION TO LAY	
Singles, Doubles and Trebles	Stake Unit	Liability
Singles Early Price / Ante Post	£250	£500
Singles Starting Price / Board Price	£500	£3,000
Multiples	£20 (or Total £300)	£2,000
Forecasts / Tricasts	£200 FC / £50 TC	N/A
All foreign racing	£100	£1,000

WHERE THERE IS NO SIS / TURF TV COVERAGE ALL BETS WITH A STAKE OF £50 OR OVER NEED PERMISSION TO LAY

GREYHOUND WITH FULL S.I.S. COVERAGE PERMISSION TO LAY		FOOTBALL PERMISSI		ON TO LAY		
SINGLES	Stake Unit	Total Stake	Liability	SINGLES TO WIN MATCH	Stake Unit	Liability
Day of event / Early price or Ante Post	£100		£500	Premiership and Live TV Coverage	£1,000	£2,500
Board Price	£200		£1.000	ALL OTHER MATCHES	£200	£1,000
Starting Price	£300		£1,500	Correct Scores, Double Result, First Goal Scorer and FG/CS combination or any other match market	£100	£2,000
Sheffield/Crayford/Sittingbourne/Hove/Hall Green (Strangers	) £50singles		N/A	Ante Post (To Win League, Cup, Group etc)	£500	£3,000
Trap Challenges	£50		£500	MULTIPLES AND ACCUMULATORS		
			E300	To Win Matches trebles and upwards	£500	
Computer Forecasts	£50	£300		Correct Scores, Double Result, First Scorer and	£50	£3,000
Tricasts	£25	£150		FG/CS combination or any other match market		
F/C and T/C at Sheffield/Crayford/Sittingbourne/Hall Gre	en £5	£30		Ante Post (To Win League, Cup, Group, etc)	£500	£5,000
MULTIPLES/ACCUMULATORS				In-Running Markets (Live Matches)	£100	£1,000
				OTHER SPORTS		
Bets including Day of Event/Early Prices,				Singles	£200	£500
Ante-Post or Board prices	£100	£300	£500	Multiples/Accumulators	£200	£1,000
Starting Prices only		£500	£1,000	In Running Markets	£100	£500
Computer Forecasts		£50		NON SPORTING EVENTS		
Sheffield/Crayford/Sittingbourne/Hove/Hall Green (Strangers	) £5	£30		Singles	£50	£500
				Multiples / Accumulators	£50	£500
WHERE THERE IS NO SIS / TURF TV COVE				NUMBERS BETTING		
STAKE OF £20 OR OVER NEED PE	RMISSION	TO LA		All Bets	£100	£50K

#### IMPORTANT INFORMATION

1 All bets with a return of £1,000 or more need to be checked settled with a Raceroom BEFORE payment. 2 Any new customer staking £1000 or more in a day please inform Raceroom. 3 The liability on any bet is the cost to the company, and not the total payable e.g. £100 @ 12/1 the liability is £1,200.

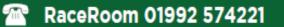
Craig 07931 538 733

4 On multiples, any bet where if the next selection wins the payout is going to exceed £5,000 the Raceroom needs to be notified.

Matt 07962 177 551

CALL PROCEDURE | PLEASE STATE | YOUR SHOP | MEETING | TIME | SELECTION | PRICE AND STAKE, CUSTOMERS NAME IF MONITORED

Colin 07984 157 644



HORSE RACING WITH FULL S.I.S. / TURF COVERAGE	PERMISSION TO	LAY
Singles, Doubles and Trebles	Stake Unit	Llability
Singles Early Price / Ante Post	£250	£500
Singles Starting Price / Board Price	£500	£3,000
Multiples	£20 (or Total £300)	£2,000
Forecasts / Tricasts	£200 FC / £50 TC	N/A
All foreign racing	£100	£1,000
WHERE THERE IS NO SIS / TURF TV COVERAGE ALL BETS WITH A STAKE OF	ESO OR OVER NEED PERM	MISSION TO LAY

FOOTBALL	PERMISSION TO LAY	
SINGLES TO WIN MATCH	Stake Unit	Liability
Premiership and Live TV Coverage	£1,000	£2,500
ALL OTHER MATCHES	£200	£1,000
Correct Scores, Double Result, First Goal Scorer and FG/CS combination or any other match market	£100	£2,000
Ante Post (To Win League, Cup, Group etc)	£500	£3,000
MULTIPLES AND ACCUMULATORS	1000000	
To Win Matches trebles and upwards	£500	100-100-00
Correct Scores, Double Result, First Scorer and FG/CS combination or any other match market	£50	£3,000
Ante Post (To Win League, Cup, Group, etc)	£500	£5,000
In-Running Markets (Live Matches)	£100	£1,000

#### <u>Race Room</u> "Can I take this bet?"

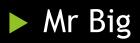
- What is the customer trying to bet on?
- What type of price is the customer taking?

What type of bet?

What is the stake and liability?

If the stake and/or liability equals or exceeds amounts set out on chart, then Permission to Lay is needed <u>before</u> acceptance.

#### Runners





#### Prices/Odds

#### Back Prices

Giving back prices is the quickest way to lower your overall profit margin.



