

# Welcome

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As a Jenningsbet employee, you are expected to do two things whenever possible;

This course aims to clarify exactly what constitutes a Responsible Gambling Interaction (hereafter referred to as an RGI), how to record these on a daily basis and hopefully to eliminate any concerns or worries you may have about carrying out an RGI.

## Gamble RESPONSIBLY



1. Promote and encourage Responsible Gambling
2. Offer help and assistance to anyone showing signs of problem Gambling or giving a clear indication that help may be required

# What is an RGI?

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The most concise definition of what an RGI is;

“ It is a dialogue between staff and customer, no matter how short or informal, which in some way encourages gambling responsibly, or ways in which a customer can obtain help in relation to problem gambling.

## Benefits of RGI's

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Please click on the four individual tabs below for details

Longevity of business



Minimise anti-social behaviour



**When an individual experiences problems with their gambling it can manifest itself in various ways, one way is to potentially behave in an aggressive way towards members of staff, other members of the public, property or even themselves.**

**By intervening and discussing levels of gambling with customers at an early stage, before it becomes an issue, it minimises anti-social behaviour due to problem gambling**

High Levels of Customer Service



Reduces Problem Gambling



## Overview of the Path

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At Jenningsbet we pride ourselves on providing excellent customer service to all our customers. Getting to know our customers is at the forefront of what we do and part of providing an enjoyable customer experience. Obtaining general knowledge of a customer provides us with significant information to help establish if they are potentially vulnerable to gambling related harm (GRH) and/or developing into a problem gambler.



We have separated these components into 3 key areas:

### 1. Identify

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

### 2. Act

**Customer Interactions, Observations and Reviews. This involves tailoring the action to the trigger.**

**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 EGM**

### 3. Evaluate

**Reviewing a customer's profile and additional actions concerning a customer**

## Identify (Behaviours)

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In this section we have set out some indicators or signs that a customer may be requiring an RGI

Part of knowing our customers is identifying those that may be at risk of GRH. Combining what you know about the customer with relevant indicators of harm helps you to decide if you need to interact.

Please select each tab below for more information

Life events or changes to and individuals customer's circumstances



Pre-existing condition



**If a customer has a pre-existing condition such as Dementia, Parkinsons or a mental health condition it may affect their ability to make informed decisions**

Can a customer make an informed choice about their gambling



Outward behaviours



May not display obvious signs



Even if you think they can afford it



## Mandatory Interactions

In addition to the behaviours previously outlined there are certain customer actions whereby it is mandatory to perform a customer interaction.

Below we have outlined six customer actions which must lead to a Customer Interaction, all of which are easily identified;

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 receives an APAS alert on the EGM



**MANDATORY**





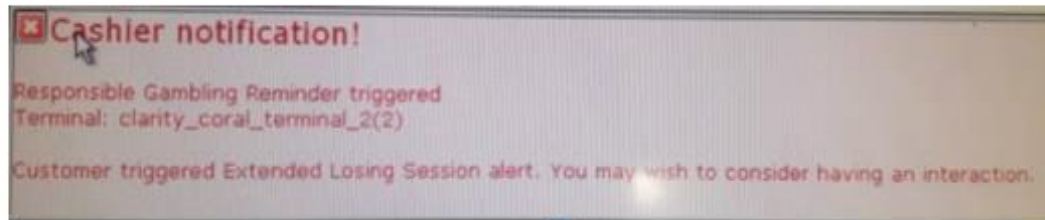
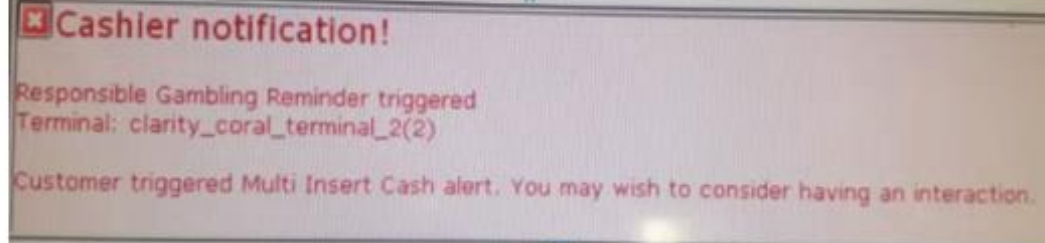
# APAS

## Anonymised Player Awareness System (APAS)

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



When you see pop up boxes like these on the EGM back office, you must have an interaction with the customer.



## Escalation

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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 not limited to):

- customer stating they are in debt and cannot afford to gamble
- 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





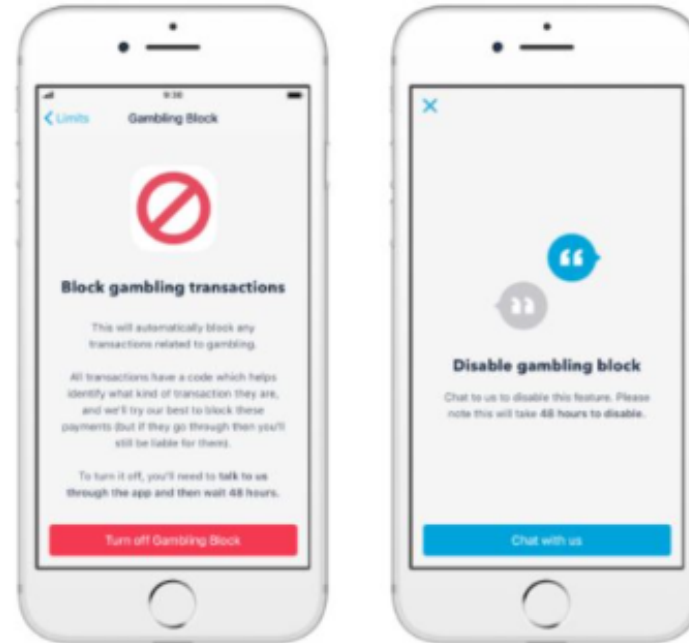
## Blocking Gambling Transactions

Many banks now offer the ability to limit spending on gambling. If you feel that you are spending too much money on gambling, you may want to consider blocking gambling payments with your bank.

They do this by blocking your bank account or debit card which stops the account from being used for gambling transactions.

Banks that currently operate the service;

- Bank of Scotland - Barclays - Halifax - HSBC - Lloyds Bank
- MBNA - Monzo (example pic opposite) - Natwest
- Royal Bank of Scotland (RBS) - Santander - Starling



### Scenarios where gambling blocks could be helpful:

- To stop gambling escalation
- To help people take the first steps towards change
- To help people maintain their recovery from gambling problems



## Interactions

After identifying customers who may be at risk of GRH it is important to act quickly to help protect them. Where you have concerns that their behaviours may indicate problem gambling, intervene at the earliest opportunity and conduct a Responsible Gambling Interaction (RGI).

**In its simplest form an RGI is a conversation with the customer which relates to responsible gambling. Following an RGI or observation staff are required to record details of it via our Social Responsibility (SR) online reporting system.**

Home / Social Responsibility

### Data Entry Screen

Shop

Date

[View](#)

## What needs to be recorded

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? Were 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.

### Social Responsibility Data Entry

Staff Name

Customer Name

Incident Type

No incident to report

Incident time

Customer ID

Customer age

Incident Details

I confirm that the above data is correct

Save Now

# The Tools We Have

We have 4 tools to help customers control their gambling levels...

Please click on each tab below for more information

- Set Spend/Time Limits
- Responsible Gambling Limits
- Gamcare Helpline
- Self Exclusion

Self Exclusion Form



Self Exclusion Procedure

## Observations

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There will be some occasions where a customer exhibits a trigger, however it is not safe or it is not possible to leave the counter area and have an interaction at that time.

In these instances this should be recorded as an 'Observation' on the SR online reporting system.

*Early Interactions will often mean situations dont ever get to an overly aggressive manner*



**Note:** All 'Observations' **MUST** be followed up with an interaction at the next possible occasion, generally upon the customer's next shop visit.



## Recording Interactions and Observations

Shop team members must record all RGIs that take place on a day to day basis. The Daily Task List contains reminders during each day to ensure these are logged.



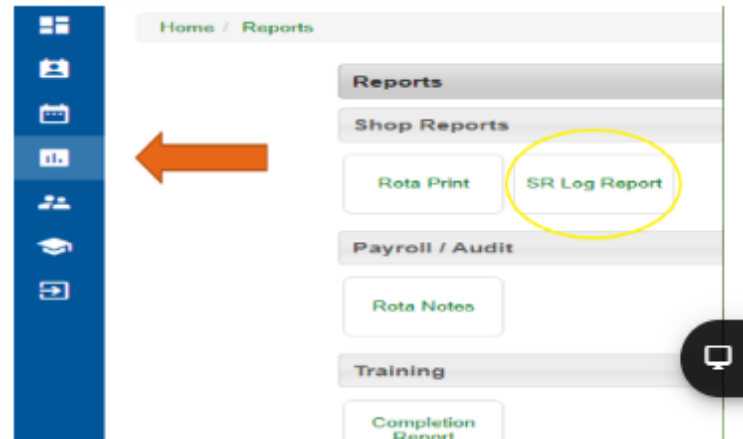
The Daily Task List



The branch SR Report can be accessed via the Reports tab on the shopworks platform (see pic below). It is important to use appropriate date ranges to view all interactions that have taken place in that branch to assist in understanding customer profiles.

You will need to interact with some customers a number of times and it is important to see what interactions have already taken place. By following the reporting procedure we are able to ensure;

- Evidence that RGIs are taking place
- Compile a full interaction history by customer in a single location, including all interactions and Observations
- Prompt for actions, including alerting duty managers where further action is required.
- Improve central visibility on all customers potentially at risk of gambling related harm.





## RGI Examples

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“ Darrens debit card declined. I asked if everything was ok and he replied hed been having losing quite a bit lately. I told him perhaps he should take a break from gambling and directed him towards the Social Responsibility Leaflets in the shop. As Darren walked out I saw that he picked up a leaflet by the door. ”

“ Monty has been a customer for many years now, but today he was here longer than usual and his stakes were far higher than normal. I approached him and ask if he was ok or if anything was wrong. Monty told me that since Covid he has had much more time on his hands as work is very quiet and infact hes quite lonely. I explained to Monty that he should only spend money he can afford to lose and that he should have a read of our SR leaflet and possibly call the Gamcare helpline for more details. ”

## Signposting To Help

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Any customer who shows cause for concern should be given a MOSES leaflet and signposted to Gamcare as standard.

If you feel safe to do so and it is appropriate you may find it helpful to make the interaction less "generic" and more personal to the customer's situation. Examples of this include:

- if a customer has expressed they are struggling financially, signposting them to Citizens Advice Bureau
- if the customer has said they feel they have no one to talk to and are lonely, signpost to Samaritans
- if the customer is female, signpost to BetKnowMore the gambling support charity who offer a woman only programme "New Beginnings"
- it can be helpful to use google translate if there is a language barrier for a customer (although the use of this can be limited)

## Evaluation

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Feedback from consumers shows that they often respond better to being informed about their behaviour and why, rather than being "told" what to do. But for some customers, and particularly if the behaviour continues to cause concern, you may need to take a more proactive approach.

In some cases, you may need to take action for the customer. This may mean making an immediate decision based upon customers' welfare and may request that they leave the branch to take a break from their gambling.

This could also mean working with the compliance team if you feel the issue needs escalating.



## Outcome

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All RGIs should have an outcome;

- a customer may decide to take a break
- they may continue as before
- they may take a leaflet about further support.

It is important to record the outcomes of RGIs both those that happen at the time and after.

An example may be visible change in the customer's gambling which could be attributed to the interaction. When thinking about outcomes consider if the customer has understood the information or advice you gave.

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.

## Customer Review

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In certain circumstances the compliance team will work with the shop team to consider if a customer's behaviours and or actions warrant them being refused service in order to protect them from gambling related harm, this is referred to as an SR exclusion.

The circumstances of this decision will vary on a case by case basis but will take into account:

- What we know about the customer
- What action has been taken
- What signs of harm have been displayed

**All SR exclusions are to be made by the compliance team and not the shop team directly.**

**The Compliance Team will decide how best to communicate this decision to the customer.**



! If you have any questions or are unsure of your responsibilities please speak to a member of the Compliance team.





## Looking After Our Customers

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It is vital that as a responsible operator everyone is aware of their responsibilities in managing customers who may be at risk from gambling and ensuring that our Customer Interaction Policy is followed at all times.

The company has licensing obligations set out in the LCCP, so not only is it good practice to care for our customers who may show signs of being at risk, we also have legal and regulatory reasons for doing so.



## Assessment

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10

Questions

80%

Pass mark

Start  
assessment



KEEP  
CALM  
AND  
ENJOY  
YOUR EXAM

## Question 1

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What two things are expected of you whenever possible?

- Make customers stop gambling when they are losing
- Promote and encourage Responsible Gambling
- Make customers stop when they are winning
- Offer help and assistance to anyone showing signs of problem gambling, or giving a clear indication that help may be required
- Offer counselling to any customers showing signs of problem gambling

✓ Submit

## Question 2

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Which 3 suggestions are suitable to encourage responsible gambling

- Take your money and run/quit while you're ahead
- Keep gambling you'll get your money back in the end
- Why dont you have a break and come back tomorrow
- Are you aware you can set spend and or time limits on the machine?
- The more you bet the better your chances of winning

Submit

### Question 3

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**From below tick any that are Responsible Gambling Interaction Triggers**

- Using more than one method of payment
- Makes comment on adverse effects gambling is having on their life
- Chasing loses
- Gambling for prolonged periods without a break
- Trying to borrow money from other customers or shop staff

Submit

## Question 4

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Please tick the four Responsible Gambling Tools available to the customer

- Leaflet
- Banned from shop
- Helpline
- Self Exclusion
- Staff agree to cap amount of money customers spends in one visit
- Setting limits on machines

✓ Submit

**SELF-EXCLUDE**  
FROM MORE THAN  
**ONE**  
**BOOKMAKER**  
**IN YOUR AREA**

Call the Self-Exclusion helpline on:

**0800 294 2060**

**KNOW WHEN TO STOP**

## Question 5

What does MOSES stand for?

- Most Open Self Exclusion Society
- Multi Operator Self Exclusion Scheme
- Major Operator Self Exclusion Scheme

✓ Submit



## Question 6

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How would you record an RGI?

- Email your Area Manager
- On the SHOPWORKS online figures reporting site
- Write it in the shop diary

✓ Submit

## Question 7

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Which 3 of the following make up the path of an RGI?

Identify

Talk

See

Evaluate

Options

Act

Help

Submit



## Question 8

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Which 2 following statements are benefits of completing RGIs?

- Customers can spend more money
- Longevity of Business
- Customers enjoy conversations
- Reduces Problem Gambling
- Promoting our offers and specials

✓ Submit

## Question 9

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**If a customer exhibits a trigger but it is not safe or it is not possible to leave the counter to carry out a RGI. Which of the following should be done?**

- Observation recorded on SR log and an interaction carried out on the next possible occasion.
- Don't bother talking to the customer and hope that they are happier next time they come in
- Tell the customer to leave

✓ Submit

## Question 10

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How long can a customer self-exclude for?

- 6 - 12 Months
- 6 Months - 5 Years
- 12 Months
- Any amount of time

✓ Submit