# *Understand the players, understand the game*

Digital currencies; real-time communications; social networking; seamless cross-territory transactions; integrated businesses (combining casinos and online gaming)—each has the potential to change the gaming industry. To remain relevant, gaming businesses need to understand how these innovations impact their operations, and how they can help create services that can give the players of tomorrow what they want—no matter where they live or how they want to engage.

So how can you know what the player of today and the player of tomorrow will respond to, in order to start creating that right gaming environment? By creating a customer-centric approach across gaming platforms that creates a seamless experience for each player.

### *Bringing the industry together*

The gaming industry is complex and involves numerous stakeholders. Government and private sector operators, regulators and retailers: everyone needs to work together to put the player at the centre of the gaming industry service model. For businesses used to competition, —such collaboration may not come naturally.

Working together doesn't mean sharing proprietary information with competitors, but it does mean coming together to develop a customer-centric gaming industry strategy so that everyone will buy in. It could also include for example, collaborating on service linkages and social marketing initiatives that would benefit everyone. At the organizational level, this would require development of sound organizational structures and processes to create seamless player interactions—whether in person or virtual.

### *Harnessing the power of technology*

Just as technology is changing how players want to engage, technology also has the power to help gaming businesses engage and respond to the needs of players, both digitally and in person. Since technology innovations are ongoing, gaming businesses need to think quickly and create strategies on what technologies are most relevant to them and to their ability to give players what they want.

Focusing on how technologies help embed a customer centric approach can give an organization strategic focus for new investments. They can analyze how to employ technology to:

- Enhance player engagement across platforms
- Create internal technological architecture to support the digital player concept
- Use digital currencies

Technology should be seen as an enabler across functional areas like finance, marketing, risk and cyber-security.

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# *In brief* | The player experience in gaming
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### *Knowing who's playing*

A complex tapestry of laws and regulations govern the gaming industry in different jurisdictions around the world. With the advent of mobile gaming and the evolution of the digital player model, amongst the biggest issues for operators is the ability to meet regulatory requirements. If they fail to do so, operators could lose player trust, be fined, or lose their ability to operate.

Operators need to develop strategies and processes that ensure the integrity of the gaming system. That will allow them to meet their regulatory requirements in various jurisdictions. This means setting up the right approaches to validate players—even when they're playing remotely. While a complex task initially, organizations can learn from the experiences of other industries such as banking, to create systems and supports that provide the certainty they need to expand their offerings.

### *Fostering culture change*

When it comes to making lasting change, gaming businesses need to get their people to buy into the need to move from a service-line approach to a more customer-centric approach. Such a transformation isn't easy—but it's required if the gaming industry wants to continue to thrive and grow.

Organizations should consider how ready for change their people are, and then create a change management and stakeholder engagement strategy that recognizes their unique situation and challenges. A consultative and collaborative approach can be pivotal for people to embrace change rather than fear it. By incorporating knowledge of players—both in-person and virtual—you'll be able to create a customer-centric approach that will enable growth while giving you confidence that you can meet the regulatory requirements of the jurisdictions in which you do business.

## The stages of a customer-centric approach

Creating an effective customer-centric model has three phases:

**Envision** a customer-centric approach that aligns with your organizational strategy and is founded on collaborative engagement, so your people buy into any changes.

**Transform** organizational processes and technologies so you can create a seamless experience for your players across their platforms of engagement, while also giving you confidence that digital players are who they say they are.

**Protect** what matters most—the integrity of your customer data, monetary transactions, and the trust your stakeholders have in your ability to operate responsibly.

### *To start a conversation contact:*

**Darren Henderson**
*Partner, National Gaming Practice Leader*

darren.henderson@ca.pwc.com

416 941 8379

**Gerry Guitor**
*Director, National Gaming Practice*

gerry.l.guitor@ca.pwc.com

514 205 3959