



SUBJECT: Responsible Gaming Department Policy and Procedure
PROCEDURE: Crown Model Trial – Data follow up
APPROVED BY: Sonja Bauer **REVIEWED:**
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Policy Statement

Crown's Customer Analytics Team has developed a predictive data modelling tool, the 'Crown Model'. The Crown Model is designed to assist in identifying potential problematic play in the general loyalty program member population.

The objective is to determine, by way of a 12 month trial, if the Crown Model can be utilised as an additional tool to identify loyalty program members who may benefit from a responsible gaming intervention. The Customer Analytics team will continue to add patrons to list every month.

Representatives from the Customer Analytics and Responsible Gaming Teams will meet monthly to discuss the Crown Model, provide feedback from staff about the member interactions and be updated on any refinements.

Procedure

1. Upon receipt of the report, a RGLO will place the member identifiers on the paging system. The paging alert is on one of the assigned duty mobile phones and is followed up by the on duty RGLOs.
2. This will alert the RGLO team when the member next uses their Crown Rewards card in a gaming device.
3. When a RGLO receives an alert that a member identified on the report has inserted their member card into a gaming device, they will attend that location and endeavour to engage with the member.

4. If the member is not in a position to be approached in a discreet manner, the RGLO will notate and re-attempt an approach at another time. If further attempts are unsuccessful, the RGLO will monitor for observable signs and notate.
5. If a member is able to be approached discreetly, the RGLO will do so in an informal manner and engage in conversation.
6. The conversation provides an opportunity for the RGLO to deliver information about the services and programs of the Responsible Gaming Support Centre, consider whether there are any responsible gaming issues and take further appropriate action as required. Members will be removed from the pager after the interaction.
7. If the member is at Black or Platinum Tier level, the relevant manager should be advised before the interaction. The role of the manager is to be aware of an impending conversation and to provide relevant assistance when communicating with the member.
8. The interactions will be recorded in the database, as well as a separate spreadsheet, which will assist with providing feedback to the Customer Analytics Team at the monthly meetings.