

## Responsible Gaming In Action

Caesars Entertainment Policies and Practices

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#### **Presentation Overview**

## Caesars and responsible gaming

- Caesars' philosophy
- Communication campaign
- Employee training
- Policies and programs
- IT application



## Caesars Responsible Gaming Philosophy

Caesars wants everyone who gambles at our casinos to be there for the right reasons—to simply have fun.

Caesars doesn't want people who don't gamble responsibly to play at our casinos, or at any casino.



## Addressing Problem Gambling

Addressing problem gambling should be a shared responsibility of gambling providers, government, service providers, community groups, and the public.

A comprehensive approach to problem gambling has three important components:

- Education and consumer awareness
- Responsible provision of gambling
- Services and resources for those experiencing problems

Education and consumer awareness campaigns in communities and in venues

- Dispelling myths about "beating the odds"
- Encouraging consumers to set limits
- Improving awareness of potential signs of problem gambling
- Providing consumers knowledge of how to access assistance
- Educating consumers as to how gambling works

#### Responsible provision of gambling

- Self-exclusion and self-restriction, including unilateral exclusion by gaming venue
- Staff training to encourage responsible gaming

#### Services and resources

- 800 hotlines and web-based access to assistance
- Network of trained counselors and other community health providers



## Responsible Gaming in Action: Caesars Example

Responsible gaming initiatives informed by latest science, evaluated objectively

Committed to working with local researchers, service providers to tailor programs

First company to recognize, address problem gambling

 Underage gaming prevention and responsible gaming education programs served as model for industry efforts

First to be recognized for leadership by National Council on Problem Gambling

First to offer nationwide self-exclusion and self-restriction

Partnered with National Council to establish first national tollfree helpline

First company to broadcast responsible gaming television advertising campaign

Continue to have the most restrictive advertising code in the industry



## Acknowledgements

- Dr. Carl Braunlich, UNLV
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- Dr. Charles Maurer, Seattle, WA
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- Dr. Lori Rugle, State of Connecticut
- Dr. Randy Stinchfield, University of Minnesota
- Dr. James Whelan, University of Memphis



## Responsible Gaming Foci

# Provide information and meaningful alternatives for those who may not gamble responsibly

- Self-exclusion and self-restriction
- EAP and insurance coverage for employees
- Support for publicly-funded treatment and other problem gambling services
- Create awareness and provide support for national and state problem gambling councils, helplines
- Support research to better understand and reduce gambling disorders through National Center for Responsible Gaming



## Responsible Gaming Foci

## Effectively communicate our responsible gaming ethic

- Audiences
  - Employees
  - Customers
  - Public
- Provide information on gambling responsibly
  - On-property collateral specific to responsible gaming, and the odds of winning/losing
  - On-property, direct marketing materials include problem gambling helpline number(s)
  - Responsible Gaming specific media campaign



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#### Patron Communication and Awareness

On-property collateral specific to responsible gaming located at major customer contact points

Direct mail pieces featuring responsible gaming specific messages

In-room TV ads featuring responsible gaming messages

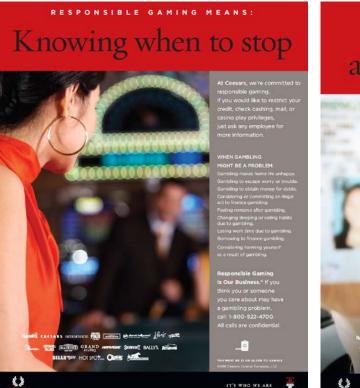
Responsible Gaming stills on casino plasma screens

On-property and direct marketing materials include responsible gaming helpline number(s)

- On-property marketing posters
- On-property marketing brochures
- Digital messaging
- Player cards
- Direct mail
- Caesars website
- TV advertising



#### Patron Communication and Awareness







## **Public Communication and Awareness**

#### Responsible Gaming specific TV and radio ads

Total of six ads in campaign

#### Pilot test of campaign

- Ads were initially run in Missouri, Louisiana, Iowa, and Illinois
- Campaign extended nationally on ESPN during the World Series of Poker broadcast
- Total spend for campaign more than five million dollars

#### CEO message

#### Campaign extension, routinization

Marketing ad buy includes RG spots in rotation in all markets



## **Public Communication and Awareness**



## **Employee Communication and Awareness**

Training at orientation, refreshed annually

Back-of-house signage

Paycheck stuffers

#### Counseling information

- Employee assistance program (EAP)
- Insurance coverage for problem gambling counseling

Internal publications



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## Responsible Gaming Employee Training

#### Responsible gaming training schedule

- New Hire Orientation
- Annual Refresher

#### Three modules

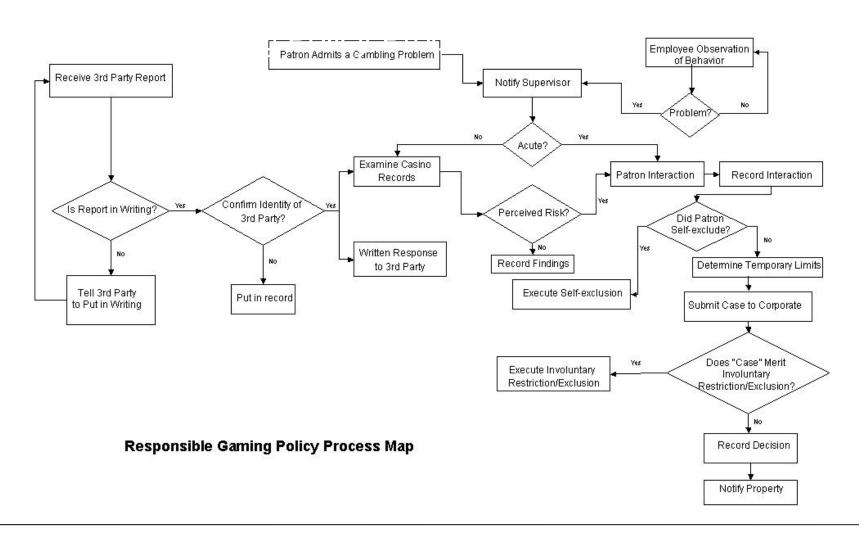
- "Responsible Gaming Awareness" -- all employees
- "Roles in Responsible Gaming" customer contact employees and all supervisors
- "Responsible Gaming Ambassador Training" -- select group of employees at each property who conduct guest conversations

## Specialized CMS/RG2 training for specific departments, roles

- Responsible Gaming Chairpersons
- Responsible Gaming Administrators
- Surveillance/Security
- Floor personnel based on role (e.g. cashiering, credit, Total Rewards, marketing)



## Responsible Gaming Employee Training





## **Evaluation of Responsible Gaming Training**

## Each module tested with employee groups during development Pre-implementation beta test

#### Implementation evaluation

- Conducted by Dr. Robert Ladouceur
  - Pre and post testing with more than 3,500 employees
  - A total of six experimental and control group properties were studied
  - Assess program and training effectiveness
    - Each objective of the training showed significant improvement after the training
    - Findings led to further refinement of the program
  - Assess impact of program from guests' perspective
    - Findings led to further refinement of the program
    - Most felt the RG Ambassador/conversation was helpful
    - The vast majority decided to self-exclude during the conversation



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## Restriction / Exclusion Policy

### Company-wide

Excluded/restricted at all properties (entire facility)

#### **Timeframes**

One year, Five Years, Lifetime

#### **Restricted Activities**

Casino Credit, Check Cashing, Mail

#### **Excluded Activities**

• Credit, Check Cashing, Mail and Promotions, Comps, Gaming Privileges



## Restriction / Exclusion Policy

## **Triggering Events**

- Patron self reports
- Employee hears statements from customer that cause concern
- 3<sup>rd</sup> party written reports

#### Customer interaction (by trained employees)

Responsible Gaming Ambassadors

### Corporate Panel

- Company initiated exclusions
- Three person panel composed of Senior Management Executives
- Reviews cases referred from property
- Makes final & binding decision





## Caesars Responsible Gaming Policy

Verbal statements are the most common trigger but behaviors are not ignored

 Training emphasis on listening to customer statements, not observing behaviors

Emphasis on reporting employee concerns about customers, not identifying problem gamblers

Links security, customer service and responsible gaming procedures

 If responsible gaming issue is mentioned by the patron while dealing with behavior, the responsible gaming procedures will be applied



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## Information Technology

## Stand-alone system that interacts in real-time with other systems across the brand

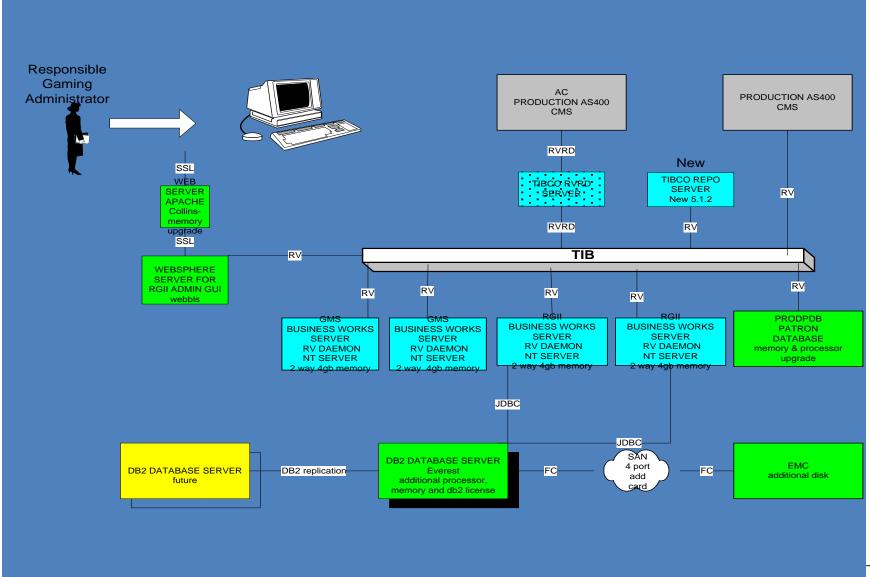
- Automated exclusions, restrictions company-wide
- Log for tracking responsible gaming incidents company-wide

#### **Benefits**

- Better in-casino enforcement of exclusions, restrictions through automatic denial of certain privileges processed from CMS
  - Including check cashing, credit extension, W2G jackpots, requested complimentary, slot card-in
- Identification of RG excluded patron at slot machine card-in
- Assistance in compliance with state regulations



## **RG2 Systems Overview**





## Responsible Gaming Core Teams

#### Corporate

- VP, Responsible Gaming Policies and Compliance
- Internal Audit
- Information Technology
- Marketing

#### Property level

- Property Responsible Gaming Committees
- Property Training Departments
- Property RG IT Application Users
- Responsible Gaming Ambassadors
- Property employees
  - Cashiering
  - Credit
  - Total Rewards
  - Direct mail
  - Slots
  - Table Games
  - Security



## Questions?

For more information, please contact me at jshatley@caesars.com