

Closing the loop with your customers

Adding personalization to a world of automation

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Welcome

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ARISTOCRAT'S

Bringing joy to life through the power of play

World-class Gaming business of scale

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Six consecutive years of being #1 Overall Supplier¹

A top ten mobile games publisher²

2



#1 position in Social Slots and Squad RPG
#5 position in Casual Merge²

Expansion into online RMG

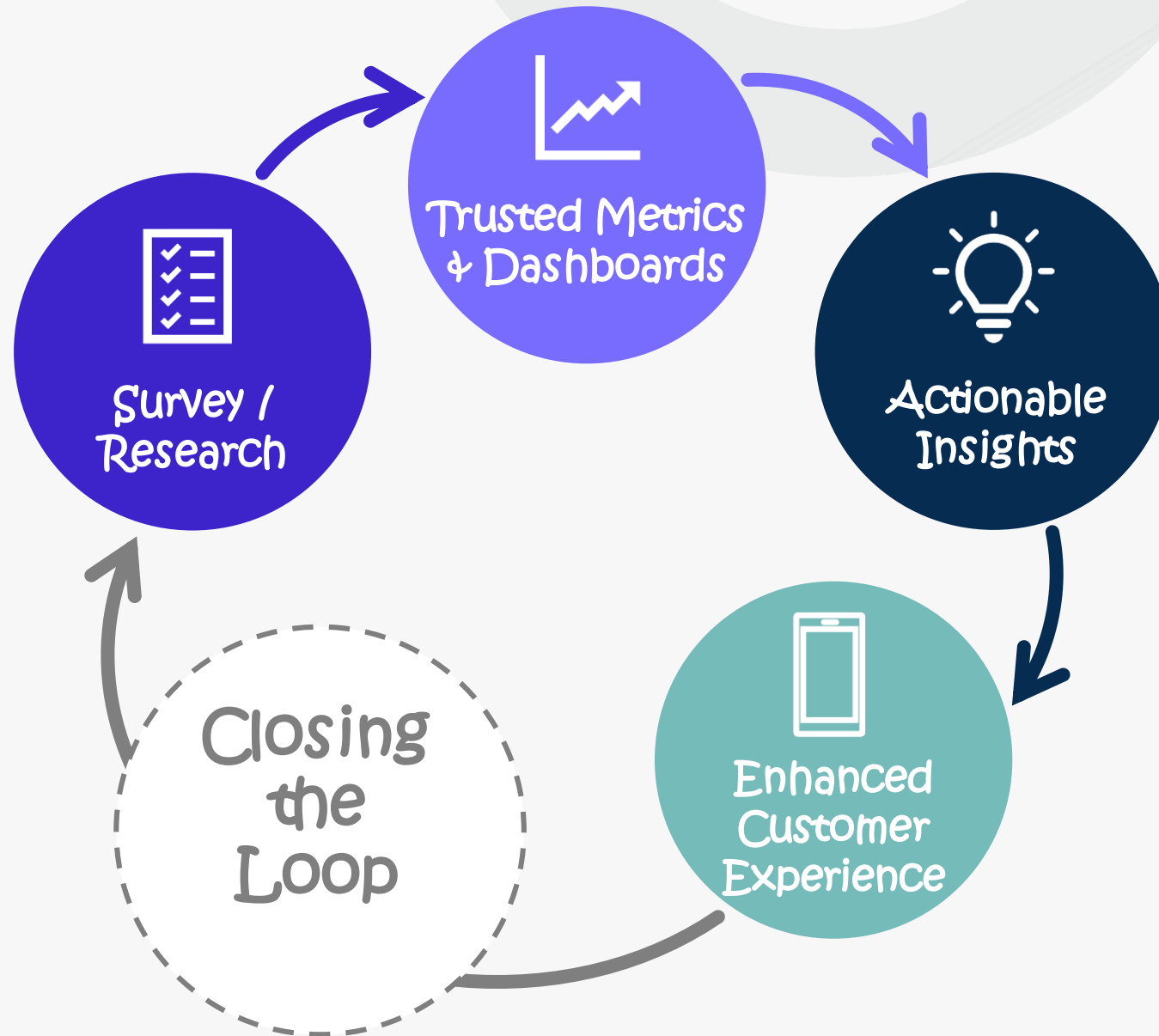
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Leverage leading content portfolio, next growth engine

1. EKG Awards (2018 to 2023)
2. Twelve months to 31 March 2024 - Sensor Tower Estimates in Tier 1 Markets

Basic lifecycle of a Consumer Insights Team



Closing the Loop is simply being able to respond back directly to player feedback

- 1 Improves customer satisfaction scores
- 2 Improves internal morale
- 3 Improve customer feedback
- 4 Improves engagement



“

I love this game, the new updates have made the game more fun!

”

“

Thank you so much for your time!
We really appreciate your feedback
& hope you continue enjoying our game.

”



“

I love this game so much, but I am having trouble logging in on my ipad, can you please help?

”



“

Thank you so much for your time! We really appreciate your feedback & hope you continue enjoying our game.

”

Ok, the
slightly, definitely
not as good,
GOOD

“ The Cashman pop up freezes on the African Dusk game and I have to log out then log back in to unfreeze... I am no longer going to play that machine ”

“ Thank you so much for your time!
We really appreciate your feedback
& hope you continue enjoying our game. ”



“

I am never going to play this game again, I have given you tons of feedback and it has never been used. I get no response.

”



“

Thank you so much for your time! We really appreciate your feedback & hope you continue enjoying our game.

”



“

Fifth time in a row I am telling you there is a problem with the powerups, you have not responded or fixed the issue. We get asked all these questions but are never acknowledged

”

“

Thank you so much for your time!
We really appreciate your feedback
& hope you continue enjoying our game.

”

So what did we do...



“

I love this game, so much, but I am having trouble logging in on my iPad, can you please help?

”

“

Customer service, please contact me:
XXX-XXX-XXXX

”

“

Game keeps glitching, freezing, etc. I need help.

”

“

We noticed you mentioned needing help with [game/product]. If you would like our Customer Service team to reach out to you for assistance, please leave your email below. **We would love to help.**

”

**Automatic ticket created
for customer service**

Then, we got a little more personal...

“

The cashman pop up freezes on the African Dusk game and I have to log out then log back in to unfreeze... I am no longer going to play that machine

”

“

African Dusk keeps freezing and my spin can't be recovered.

”

“

Game keeps freezing in African Dusk when the logo pops up, I am done playing it.

”



And... a little more personal...



“

This game helped me navigate alone time during Covid, I love playing GummyDrop.

”



“

We are honored that our game has helped you through the difficult time of Covid. We hope [game] continues to be a source of happiness for you.

”

“

Big Fish Casino allows me to stay connected with my family even when we are states apart. It is the only thing me and my mother-in-law agree on 😊.

”



“

We are so happy our game is bringing your family closer together! We hope [game] continues to be a source of happiness for you.

”

“

I got laid off from work last month and was really struggling to get by. Thankfully, I just got a new job, but this game gave me a little relief from the real world.

”

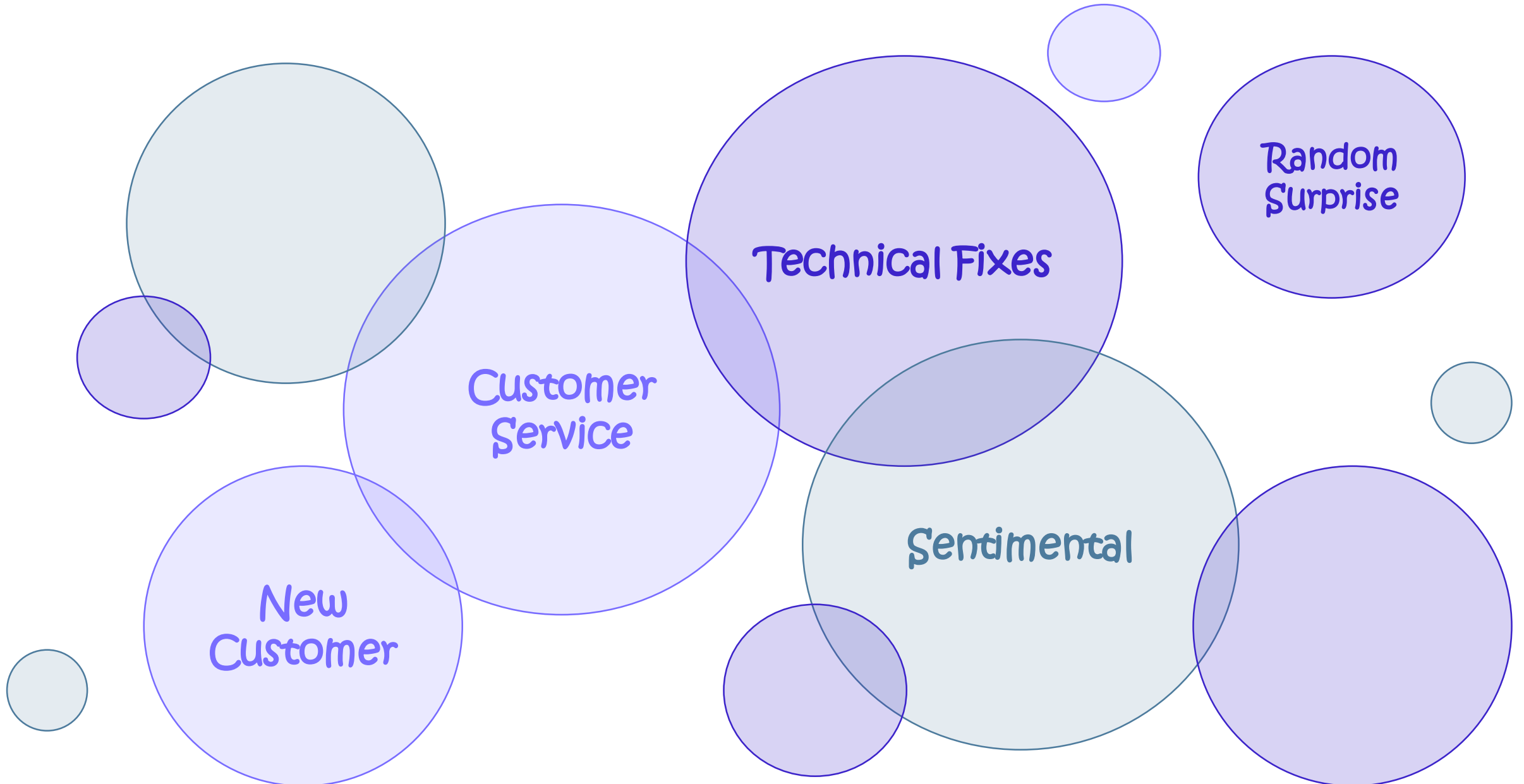


“

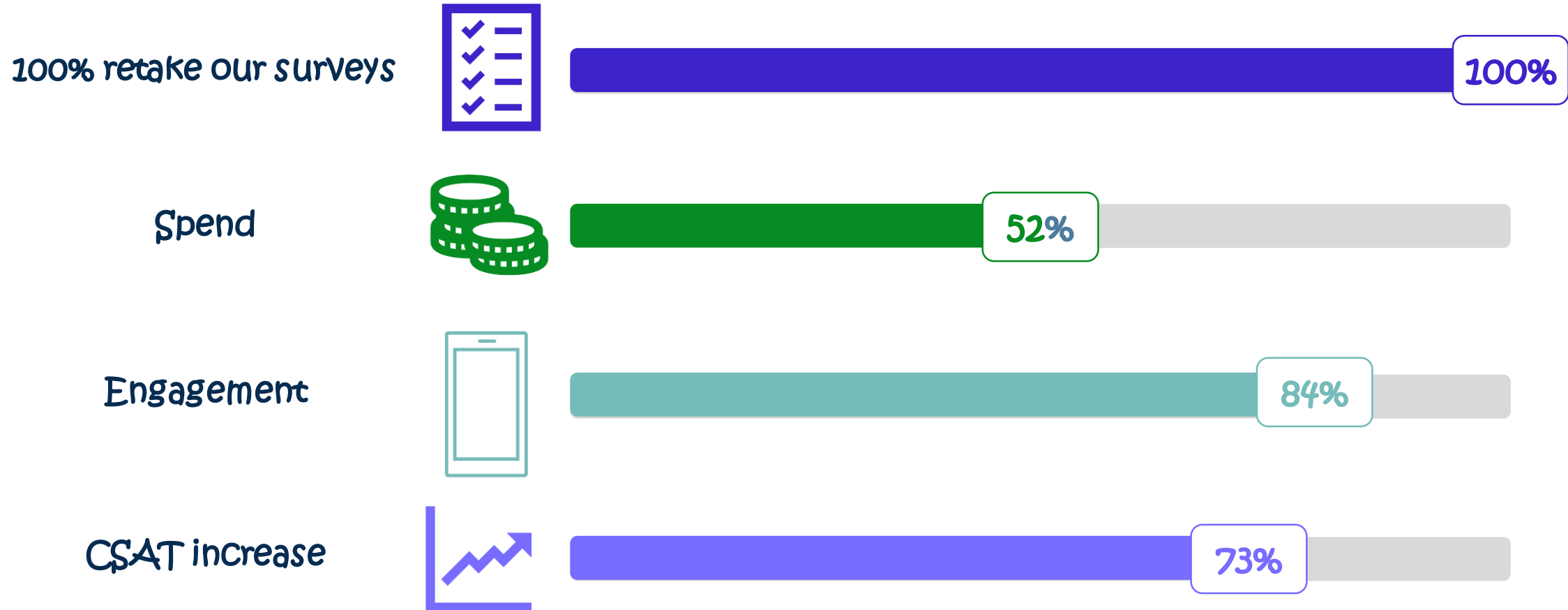
We are honored that our game has provided you relief during some hard times and we hope [game] continues to be a source of relief for you.

”

And our loops keep growing



What have we learned...



Retake Surveys: 60 days post close the loop interaction, our customers get at most 1 survey a month

Spend Metric: 90 days pre close the loop v. 90 days post close the loop – took % of players who spent the same or more

Engagement: # of days they were in our app / # of total days they could be in our app (90 days pre close the loop v. days days post close the loop) – take % of players who had higher engagement

Score Increase: CSAT/NPS 0-10 scale, Compared 90 day pre close the loop average to 90 day post close the loop average – take % of players who had a higher average

And now our players are closing the loop with us



“

Someone finally read my responses. THANK YOU

”

“

I didn't actually think anyone read these...

”

“

...Thanks for the surveys, I feel that you really listen to my concerns, and that's exactly why I keep coming back! I can't tell you how many fun looking games I've downloaded, just to delete them after a few levels. I really like this game

”

“

Since you listened to the last one, there is another glitch in your app, when I go to the collections tab and ...”

”



Questions & Thank You

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