

TEXAS LOTTERY COMMISSION

# CUSTOMER SERVICE



AN AGENCY OF THE  
STATE OF TEXAS



# 2022

*Report on Customer Service and  
Customer Service Performance Measures*

# TEXAS LOTTERY COMMISSION

## 2022 REPORT ON CUSTOMER SERVICE

The Texas Lottery Commission administers and markets lottery games to generate revenue for the State of Texas and regulates charitable bingo-related activities in the state. The agency's mission statements reflect our commitment to maintaining the public trust and operating with full accountability to the citizens of Texas.

### AGENCY MISSION

**Texas Lottery:** The Texas Lottery is committed to generating revenue for the State of Texas through the responsible management and sale of entertaining lottery products. The Texas Lottery will incorporate the highest standard of security, integrity and responsible gaming principles, set and achieve challenging goals, provide quality customer service and utilize a TEAM approach.

**Charitable Bingo:** Provide authorized organizations the opportunity to raise funds for their charitable purposes by conducting bingo. Determine that all charitable bingo funds are used for a lawful purpose. Promote and maintain the integrity of the charitable bingo industry throughout Texas.

### REPORT ON CUSTOMER SERVICE

In keeping with our Compact with Texans, approved in April 2000, the Texas Lottery Commission believes the performance and attitude of its staff directly impact the attitude of its customers toward the agency. A key to our continued success is establishing and reinforcing an image of staff as helpful, knowledgeable, informative, courteous and efficient professionals.

We maintain outstanding customer satisfaction levels and enhance public confidence by providing quality customer service.

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## I. EXTERNAL CUSTOMERS AND SERVICES PROVIDED

### A. Customers

The Texas Lottery Commission's external customers include lottery and charitable bingo players, lottery retailers, charitable bingo licensees, vendors and the general public.

#### *Lottery and Charitable Bingo Players*

The Texas Lottery® player base consists of adult Texans 18 years and older, as well as similarly-aged players from surrounding states and Mexico who travel to Texas and purchase Texas Lottery tickets. The charitable bingo player base consists of adult Texans 18 years and older; however, it is not required that a bingo player be 18, if accompanied by a parent or guardian.

#### *Lottery Retailers*

Lottery retailers represent the key delivery channel through which the agency sells tickets to generate revenue for the state. To achieve the agency's mission of generating revenue to support Texas education and veterans' assistance programs, it is critical that lottery products are conveniently and widely available at a variety of locations where a broad diversity of consumers are offered the opportunity to purchase lottery tickets. The Texas Lottery had 20,464 licensed retailers statewide offering lottery products at the end of FY 2021. Although the retailer base contains a variety of trade styles, convenience and grocery stores are the dominant lottery segments in Texas; both are considered to be traditional lottery trade styles. Together, these two categories comprise 79% of licensed locations and over 94% of Texas Lottery sales.

The Texas Lottery is invested in growing the licensed retailer base through sustained and strategic recruitment efforts allowing for greater

product accessibility for the public and the potential for increased revenue to the state. As the retailer base is ever-changing, with multiple sales and acquisitions of locations, the Texas Lottery continues to streamline the licensing process to make it easier for retailers to meet licensing requirements and to maintain updated records. Examples of agency initiatives include offering retailers the option to submit new license applications, license renewals and general information updates via the internet. There is also an ongoing effort to consolidate license expiration dates so that all licenses for multi-location retailers have a common renewal date. The Texas Lottery also has created retailer-focused, web-based services to provide lottery financial and ticket inventory reporting to retailers. Working with retailers and industry associates to standardize lottery financial statements is a continuing initiative.

#### *Charitable Bingo Licensees*

The Charitable Bingo Operations Division (CBOD) licenses bingo conductors, lessors, manufacturers and distributors. In CY 2021, there were 1,373 bingo licensees. Of these, 1,029 were charitable bingo conductors in Texas, including nonprofit organizations such as veterans' organizations, religious societies, fraternal organizations, volunteer fire departments, and groups supporting medical research programs. There were 314 commercial lessors, which are individuals, corporations, authorized organizations, or associations of authorized organizations that lease property where bingo is conducted. There were 19 manufacturers and 11 distributors of bingo products.

#### *Texas Citizens*

Texas citizens benefit from the creation of jobs resulting from the conduct of the *Games of Texas*. Texas families benefit from the Texas Lottery's net

revenue contributions to the Foundation School Fund, which totaled more than \$27 billion through FY 2021 and from lottery prize money that is returned to the state from winners who are delinquent in child support payments, student loan payments, or other taxes and monies owed to the state.

In addition, from FY 1995 through FY 2021, more than \$1.4 billion in unclaimed Texas Lottery prize funds reverted to the state to be appropriated for health care and other programs authorized by the state legislature.

The Texas Legislature enacted legislation in 2009 requiring the agency to create and sell a scratch ticket game to benefit the Fund for Veterans' Assistance, which is managed by the Texas Veterans Commission. The agency offers a veteran-themed scratch ticket game annually in support of the fund. Other non-veteran themed scratch tickets that support Texas veterans are released throughout the year based on sales levels and inventory needs. Additionally, funds from unclaimed prizes in scratch ticket games benefiting veterans also support the Fund for Veterans' Assistance. Since the introduction of the first game in FY 2010, these games have generated more than \$166 million in revenue through FY 2021.

Charitable bingo in Texas benefits a wide range of charitable causes, including veterans' organizations, women's shelters, needy children, disabled persons, homeless shelters, churches, schools, local libraries, museums, addiction treatment programs, medical treatment and research programs, emergency medical services, volunteer fire departments, senior citizens groups and education scholarships. In calendar year 2021, the reported charitable distributions to licensed charities from the conduct of bingo was \$41,776,612. Additionally, reported prize fees paid to the state exceeded \$16.3 million, reported prize fees paid to counties exceeded \$6.7 million, and reported prize fees paid to cities exceeded \$6.3 million.

### **B. Services Provided to Customers**

#### ***Texas Lottery Hotline (800-375-6886)***

The Texas Lottery's Retailer Services Department responds to customer contacts through the toll-free hotline. Hotline staff answer questions about retailer licensing, retailer accounting and general regulatory issues. They answer questions from the general public and Texas Lottery players while also directing callers to other internal and external sources if their questions are related to other subject areas. Hotline staff also communicate with retailers, lottery players and the general public via email and written correspondence. The department is responsible for tracking, routing and responding to correspondence, and for ensuring timely responses on matters directed to the agency, the executive director and the commissioners.

#### ***Retailer Licenses***

The Retailer Services Department is also responsible for processing new retailer license applications and license renewal applications. Department staff enter and monitor retailer information; coordinate ownership transfers and lottery terminal moves; perform license terminations; perform retailer records maintenance; and evaluate retailer compliance with Americans with Disabilities Act (ADA) requirements. The department interacts daily with retailers on Electronic Funds Transfers (EFTs), including invoice amounts due, account adjustments, account reconciliations and final balances due. The department works with retailers who have experienced a non-sufficient fund EFT bank account sweep to ensure prompt payment. When appropriate, the department conducts collection and enforcement activities through the preparation of notices and evidence required for adverse licensing actions. The department tracks and manages delinquent

## EXTERNAL CUSTOMERS & SERVICES PROVIDED

retailer accounts using various collection methods, including bank account freezes, levies, cash register seizures and property liens.

### ***Claim Centers***

The agency's claim centers provide another point of contact for Texas Lottery customers in 16 locations throughout Texas. Claim center staff process ticket claims for payment; respond by telephone and in person to player, retailer and general public information inquiries; and conduct retailer site inspections for ADA compliance related to complaints.

### ***IGT Retailer Hotline (800-458-0884)***

IGT (formerly GTECH), contracted by the Texas Lottery to operate the games, provides support to retailers through the Retailer Hotline. Trained hotline operators provide retailers with 24-hour toll-free assistance seven days a week, with the goal of avoiding any interruption in sales. Hotline staff help resolve technical issues related to terminals and provide current information about scratch ticket games, draw games, promotions, system enhancements, procedural changes, terminal repairs and other operational issues.

### ***Charitable Bingo Customer Service***

CBOD staff assist licensees and the general public by providing information about the conduct and regulation of charitable bingo. In all interactions with licensees, the bingo-playing public, the Bingo Advisory Committee and the general public, CBOD staff strive for total quality customer service. This quality is achieved through the reduction of unnecessary procedures; the use of technology like the Bingo Operations System Service and Bingo Service Portal to provide better, faster responsiveness and less cumbersome service;

solicitation of feedback from customers and Bingo licensees; and by making changes based on that input, where appropriate.

### ***Charitable Bingo Hotline***

**800-BINGO-77 (800-246-4677)**

**Email: ([bingo.services@lottery.state.tx.us](mailto:bingo.services@lottery.state.tx.us))**

The toll-free number and email address are staffed by employees who can answer inquiries and provide assistance to both licensees and the general public on issues related to the regulation and licensing of charitable bingo in Texas.

### ***Publications***

The Texas Lottery regularly produces and distributes a wide variety of publications that provide information about the Texas Lottery, Texas Lottery games and corresponding rules, retailer strategies, charitable bingo and the agency's business practices.

Publications include the following:

- *Agency Strategic Plan* – a report that is required of all state agencies; it is produced every other year and provides a multiyear view of objectives and strategies for the accomplishment of agency goals and sets the direction for all agency operations. It is available in hard copy and on the Texas Lottery website at [texaslottery.com](http://texaslottery.com).
- *Annual Report and Comprehensive Business Plan* – produced annually, the publication provides the Governor, legislators, oversight agencies, agency staff, citizens and other interested parties with financial information and an overview of operations which guide the lottery's major initiatives to ensure their cost effectiveness. The *Annual Report and Comprehensive Business Plan* is updated yearly to ensure the agency is meeting objectives for major lottery-related

initiatives. It is available on the agency's website.

- *Report on Compliance Activity Monitoring* – a biennial report that provides information and analysis on complaints received by the Texas Lottery Commission related to violations of state laws and administrative rules under the agency's jurisdiction. It is available on the agency's website.
- “End of Game” Notices – notices that provide close dates and the last date that players can claim prizes for each scratch ticket game. The notices are provided to retailers, published in newspapers and are available on the agency's website. Notices provided to retailers are one-page printed flyers.
- “How-to-play” Product Brochures – informational brochures about the agency's draw games and how they are played. The brochures are available in hard copy at Texas Lottery retailer locations and the same information is also available on the agency's website and on the Texas Lottery® App.
- Retailer Violation Bin Toppers – printed point of sale signage that is placed on the top of a scratch ticket dispenser with a message facing the clerk. The message reminds retailers to avoid common lottery violations and provides an example of the violation and penalties.
- *Minority Business Participation Report* – an annual report of the level of minority business participation in both the agency's contracts and the licensing of sales agents. It is available in hard copy and on the agency's website.
- Product Point-of-Sale Materials – game-specific marketing pieces displayed at retailer locations.
- *PLAY RESPONSIBLY Brochure* – an informational brochure available to players and retailers that affirms the Texas Lottery's core value of responsibility for educating players, retailers and the general public about responsible gambling. The brochure lists the signs of a gambling problem and provides contact information for resources for assisting anyone who may have a gambling problem. They are available on the lottery's website and print versions are at claim centers and retailer locations.
- *Retailer Manual* – a reference guide for licensed lottery retailers that includes Texas Lottery and IGT contact information, lottery policies and procedures, best practices and operational overview of lottery terminals. A Retailer Violations Penalty Chart with citations, examples and penalties also is included. It is available on the lottery's website and printed versions are provided to all licensed retailers.
- *RoundUp* – a monthly newsletter designed for and distributed to retailers throughout Texas free of charge. It is also available on the agency's website.
- *Where the Money Goes* – a graphic showing how each dollar from Texas Lottery sales is used and identifying the Foundation School Fund and the Fund for Veterans' Assistance as the recipients of revenue from Texas Lottery sales. The graphic explains that unclaimed lottery prize funds revert to other programs authorized by the Texas Legislature. It is available on the lottery's website and printed versions are distributed at claim centers and licensed retailer locations.
- *CBOD Director's Message* – a periodic newsletter for the bingo community that provides licensees important information about related topics such as education and training, important dates, and tips on operating successful bingo.

## EXTERNAL CUSTOMERS & SERVICES PROVIDED

- *CBOD Biennial Report of Certain Charitable Bingo Financial Information* – a report that is required of the CBOD in accordance with Section 2001.060 of the Bingo Enabling Act. It is produced every even-numbered year and provides, for each of the preceding two calendar years, the total amount of adjusted gross receipts, the total amount of net proceeds, and the amount of net proceeds as a percentage of adjusted gross receipts, as reported by licensed organizations from their bingo operations. The report is available on the charitable bingo website at **txbingo.org**.

### **Internet Sites**

The Texas Lottery website (**texaslottery.com**) provides the public, lottery retailers and the media with up-to-date information on the *Games of Texas*, from drawing results for the draw games to end-of-game notices for scratch ticket games. In addition, the website provides users with access to information about Texas Lottery governing rules and meetings, published reports, winners and news releases. Players can see drawings online (live and/or archived), check their numbers, enter second-chance drawings and get information about lottery scams. The Social Responsibility section includes information on Texas Alert Programs and provides retailers and consumers with responsible gambling resources for training and help with gambling problems.

More than 6.6 million visitors a month go to **texaslottery.com** for this news and information. Visitors may also email questions, comments and concerns directly to the Texas Lottery.

In 2008, the Texas Lottery added a Retailer Locator to the website. This search feature allows players to locate lottery retail locations by city or zip code and provides a map of each location. The Retailer Locator also allows players to find

where their favorite scratch ticket games are available for purchase. The feature was expanded to allow players to search for retail locations where they can access self-check equipment to check the winning status of lottery tickets. Users of the Retailer Locator may also search for lottery locations by smoking status, to determine if a particular retailer permits smoking inside the business.

In 2015, the Texas Lottery launched the Lottery Services Portal (LSP) website, providing existing and potential Texas Lottery retailers with the convenience and efficiency of secure, online access to lottery reports and functions. LSP, which replaced the Retailer Services Center website, was designed with both current and potential retailers in mind by continuing to provide familiar inventory and accounting reports as well as offering new reports and features. Licensed Texas Lottery retailers registered on LSP are able to log in and access robust functionality such as the ability to manage their LSP account and view/download reports on lottery sales, ticket validations, pack settlements and scratch ticket inventory. Retailers are able to renew their lottery sales license(s) online and submit changes to their current license information, and potential Texas Lottery retailers have the ability to apply online for a Texas Lottery sales license. Users benefit from a convenient message board on the LSP home screen where the Texas Lottery alerts users to any action they need to take in the licensing process.

In 2017, the Texas Lottery launched the Lottery Learning Link, a user-friendly, online learning tool that provides retailers access to courses comprised of video tutorials, hands-on exercises, reviews and assessments. Courses are designed to deliver supplemental training on key areas of retailers' lottery business and does not replace required new retailer training classes. The Lottery Learning Link is an easy way for retailers to provide lottery

information to new employees and quick reference on specific topics for everyone at their stores.

The Charitable Bingo website ([txbingo.org](https://txbingo.org)) provides licensees and the public with access to the Bingo Enabling Act, Charitable Bingo Administrative Rules, interactive forms and applications, information on the Bingo Training program and online registration for the program, regional office locations, information on the Registry of Approved Bingo Workers, legal notices, bingo advisory opinions, frequently asked questions, and other important information. On average, approximately 14,500 visitors a month go to [txbingo.org](https://txbingo.org) for this information.

The Bingo Service Portal (BSP) allows licensees online access to important information related to the management of their licenses and required training, and bingo workers access to manage their worker registry information. Additionally, a variety of statewide reports and a bingo hall locator are available as information tools for everyone. These features have been well received by both licensees and the general public.

### ***Texas Lottery App***

In 2016, the agency launched a mobile app providing a convenient platform to expand the public's access to Texas Lottery game information and enhance the provision of player support services. As of January 2022, there were 12.5 million total downloads from the App Store and Google Play combined and approximately 3.2 million active app users. The app features "Check My Ticket" functionality providing an added layer of consumer protection as players have the ability to conveniently verify the winning status of tickets on their mobile device. Neither this platform nor agency social media initiatives offer ticket sales. All purchases of lottery games must occur at licensed lottery locations or from a physical Texas

Lottery location. The Texas Lottery does not propose enabling the sale of tickets over mobile devices or the internet. The agency will continue to focus on developing enhancements to the app to provide increased information access and convenience to lottery customers while protecting the integrity of games and processes.

### ***Social Media***

Social media is at the forefront of the Texas Lottery's efforts to reach and communicate with new and existing adult consumers. The Texas Lottery currently communicates with more than 280,000 followers about its products and events across a variety of social media platforms, including Facebook, Twitter, Instagram, LinkedIn and YouTube. In 2018, the Texas Lottery also began posting lottery drawings to its YouTube channel, expanding the cost-effective ways in which the agency distributes its official lottery drawing programs. All content is monitored, and prompt responses are provided by the agency. Additionally, the agency uses social media as a tool to share the PLAY RESPONSIBLY message.

The Charitable Bingo Operations Division has an official Facebook account and a playlist on the Texas Lottery YouTube channel to share training and education opportunities for bingo licensees.

The Texas Lottery's social media platforms were developed in compliance with the Texas Department of Information Resources social media policy and guidelines. Official social media guidelines can be found on the Texas Lottery website.

## II. INFORMATION-GATHERING METHODS

The table below summarizes the methods by which customer service data are collected. More detailed descriptions of each method follow.

METHOD	PURPOSE/IMPORTANCE	DATA COLLECTION TIME FRAME
<b>A. LOTTERY PLAYERS</b>		
DEMOGRAPHIC STUDY OF TEXAS LOTTERY PLAYERS	Meet statutory requirement. Provide independent measurement of citizen participation rates, the distribution and frequency of lottery play, and the demographic profiles of past-year lottery players and non-players.	Conducted every two years as required.
<b>B. LOTTERY RETAILERS</b>		
RETAILER SATISFACTION SURVEYS	Gather retailer opinions and measure retailers' satisfaction with services provided by the Texas Lottery and lottery operator.	Annually
QUARTERLY RETAILER SURVEYS	Query retailers on current issues related to Texas Lottery operations.	Quarterly
<b>C. CHARITABLE BINGO</b>		
BINGO CUSTOMER SATISFACTION SURVEYS	Gather licensee opinions and measure licensees' satisfaction with services provided by the CBOD.	Throughout the year

### A. Lottery Players

#### *Demographic Study of Texas Lottery Players*

Texas Statute (Section 466.021, Texas Government Code) mandates that the Texas Lottery's executive director contract with an independent firm to conduct a demographic study of Texas Lottery players every two years. The Hobby School of Public Affairs at the University of Houston conducted the most recent state-mandated study, the *2020 Demographic Survey of Texas Lottery Players*, which was completed in November 2020.

Data Collection Time Frame/Cycle: Conducted every two years, typically beginning in the summer and continuing into fall of even numbered years.

Data Limitations: Based on a sample and subject to sampling errors that could skew results. All data are self-reported by the respondents, and results are

dependent on honest, accurate reporting.

Number of Customers Surveyed: Approximately 1,700 per study. In 2020, a total of 1,687 self-reported players and non-players were surveyed.

Margin of Error: The margin of error is  $\pm 2.4$  percent for a sample of 1,687 at the 95% level of confidence.

Customer Groups Excluded: Persons without cell phones, land-line telephones in their homes, or internet access.

Justification for Exclusion: Based on the United States Census Bureau 2019 American Community 1-Year Survey, 98% of Texas households had telephone service available and 93% of Texans 18 and older had an internet subscription.

## B. Lottery Retailers

### *Retailer Satisfaction Surveys*

The primary objective of these surveys is to measure retailers' interactions and overall satisfaction with various Texas Lottery and lottery operator support services and functions.

The Retailer Services Department of the Lottery Operations Division, in coordination with other departments, creates the survey questions and incorporates revisions annually. Prior to March 2020, retailer surveys were conducted in-person at retailer locations by Claim Center staff. In March 2020, the in-person survey process was stopped due to the COVID-19 pandemic. In FY 2021, the Texas Lottery instituted a new process to survey retailers annually via email using an internet-based survey tool. Utilizing email addresses provided by retailers, the survey is emailed to retailer owners and contacts. The survey includes questions measuring retailers' satisfaction with services provided by the Texas Lottery and the lottery operator. In addition, respondents are given the opportunity to request to be contacted about concerns or comments regarding any of their licensed locations. Texas Lottery and lottery operator staff follow up on these requests by contacting the retailers and providing any needed assistance.

Surveys are processed and the results provided to the Retailer Services Department. Retailer Services compiles and maintains the resulting data and produces an annual report which is disseminated to lottery staff and the lottery operator.

Data Collection Time Frame/Cycle: Data is collected annually.

Data Limitations: The survey process is voluntary for the retailers. Some retailers surveyed may not have English as a first language. Some retailers may not have provided the Texas Lottery with a valid email address.

Number of Customers Surveyed: In FY 2021, the survey was emailed to 7,391 retailer owners and contacts. A total of 1,551 responses were received.

Margin of Error: While the retailer owners and contacts surveyed may represent more than one retailer location, a sample of 1,551 from a population of 20,464 retailers results in a margin of error of  $\pm 2.4$  percentage points at the 95% confidence level.

Customer Groups Excluded: Excluded retailers include those who refuse to participate in the survey, those who have not provided the Texas Lottery with a valid email address, those for whom there is a language barrier, and those who are not in operation at the time of the survey.

Justification for Exclusion: Retailer surveys are voluntary and are not a requirement for a licensed sales agent.

### *Quarterly Retailer Surveys*

The Texas Lottery's monthly publication, *RoundUp*, provides retailers with news of featured draw game and scratch ticket game initiatives, the latest retailer incentive information, answers to frequently asked questions, and placement of point-of-sale materials. Quarterly, *RoundUp* includes a printed survey to query retailers on current issues related to Texas Lottery operations. These brief surveys typically consist of three questions. Since 2015, the surveys also are provided to retailers via lottery terminal messages. The combined low response rate results in the information collected via both survey methods being used mainly for directional purposes.

Data Collection Time Frame/Cycle: Surveys are printed in the retailer publication, supplemented by terminal surveys, quarterly.

Data Limitations: All data are self-reported. Data collection must rely on retailers' willingness to complete the survey, either the published or the terminal version and return it to the Texas Lottery. Because of limited space, surveys typically are limited to three questions. Response rates for the published surveys are low, with a typical survey resulting in less than 15 responses. The combined response rate for the *RoundUp* and terminal surveys is higher, ranging from 70 to 110 responses quarterly.

Number of Customers Surveyed: All retailers receiving *RoundUp* and/or who have a lottery sales terminal have the opportunity to respond.

Margin of Error: Not measured

Customer Groups Excluded: Retail locations that only sell a limited range of lottery products in-lane without a lottery terminal and are not included in a lottery sales representative's visit cycle do not have access to *RoundUp* surveys. These retail locations do not receive the *RoundUp* newsletter as it is focused toward retailers that sell a full range of lottery products and that have lottery terminals. Retailers may exclude themselves because they do not read the publication, or they choose not to respond to the terminal survey.

Justification for Exclusion: Retailer response is strictly voluntary and is not a requirement as a licensed sales agent.

satisfaction over time. This helps the CBOD measure changes in satisfaction to determine the impact of implemented initiatives on customer satisfaction. The survey is included with every renewal application.

### C. Charitable Bingo

#### *Bingo Customer Satisfaction Surveys*

The primary objective of this survey is to gauge licensees' overall satisfaction with various CBOD services and performance. The customer satisfaction survey asks customers to answer questions on a rating scale of 1-5 to track

# LEVELS OF CUSTOMER-DETERMINED QUALITY

## III. LEVELS OF CUSTOMER-DETERMINED QUALITY

### A. Lottery Retailer Satisfaction

The figure for retailer satisfaction in Table A is taken from Retailer Satisfaction Surveys conducted during FY 2021.

**TABLE A**

MEASURE	FY 2021
* RETAILERS SATISFIED WITH THE TEXAS LOTTERY	82%

\* Retailer question: "Overall, how would you rate the services provided by the Texas Lottery?" Scale: Very Poor, Poor, Fair, Good, Excellent; Measure: Percentage of total responding "Excellent" or "Good"

### B. Bingo Customer Satisfaction

Table B shows the figure for customer satisfaction as taken from Bingo Customer Satisfaction Surveys received in FY 2021. Respondents were asked to rate their level of satisfaction on a scale from 1 to 5, with 5 being very satisfied and 1 being very dissatisfied.

**TABLE B**

CALENDAR YEAR	RESPONDENTS	PERCENTAGE SATISFIED WITH CBOD
2021	109	94%

\* Percentage satisfied corresponds to the number of 4 and 5 ratings given divided by the total number of responses

### C. Service Timeliness

The Texas Lottery's Retailer Services Department responds to customer contacts through the toll-free hotline. Hotline staff strives to maintain an average answer speed of 20 seconds or less. As shown in Table C, the goal for abandoned calls, when the caller hangs up before the operator answers, is to maintain an average speed of 20 seconds or less. The agency has made a concerted effort to minimize wait time by providing customers with applications and forms with clearly written instructions and a user-friendly design. Whenever possible, minimum processing time is published on the application or form.

**TABLE C**

MEASURE	STANDARD	PERFORMANCE
AVERAGE SPEED OF ANSWERING TELEPHONE	20 SECONDS	9.1 SECONDS
AVERAGE ABANDONED CALL SPEED (CALLER HANGS UP BEFORE ANSWERED) (1.6% OF ALL INCOMING CALLS ABANDONED)	20 SECONDS	12 SECONDS
PERCENTAGE OF INCOMING TELEPHONE CALLS ANSWERED IN 15 SECONDS OR LESS	80%	89%
AVERAGE RESPONSE TIME TO CORRESPONDENCE	2-5 WORKING DAYS	5 WORKING DAYS
AVERAGE RESPONSE TIME TO E-MAIL	2-5 WORKING DAYS	1 WORKING DAYS
AVERAGE CALL LENGTH	N/A	2 MIN., 15 SEC.

## IV. ANALYSIS

### A. Lottery Retailer Satisfaction

Eighty-two percent of the respondents to the 2021 Retailer Satisfaction Survey rated the Texas Lottery's services as "Good" or "Excellent," and less than 7% rated them as "poor" or "very poor." While the results from the 2021 survey demonstrated a high level of satisfaction with Texas Lottery and lottery operator services, the satisfaction level fell below historical levels. Prior to March 2020, this measure consistently rated at or above 95% "good to excellent." The 2021 performance was below this level likely due in part to the implementation of the online survey methodology when in-person surveying was used previously, a largely different segment of retailer staff being surveyed online compared to the in-person surveys and an unusually high level of scratch ticket inventory demand by retailers during the survey period because of extremely strong scratch ticket sales levels. The Texas Lottery currently plans to use email and an internet-based survey tool for future satisfaction surveys.

In recent years, several initiatives have been implemented to provide enhanced customer service to licensed retailers. In 2015, the Texas Lottery launched the Lottery Services Portal (LSP) website, available to retailers at [tx-lsp.lotteryservices.com](https://tx-lsp.lotteryservices.com). LSP provides existing and potential Texas Lottery retailers with the convenience and efficiency of secure, online access to lottery reports and functions, including the ability to submit license applications online.

When a license application is submitted online through LSP, the user is now notified immediately that the application has been received. In 2017, the Texas Lottery launched the Lottery Learning Link, a user-friendly online learning tool that provides retailers access to courses comprised of

video tutorials, hands-on exercises, reviews and assessments. The courses provide supplemental training on key areas of retailers' lottery business.

The implementation of player ticket self-check technology reduces retailer labor transaction time in processing ticket inquiries and validations by minimizing player questions about the prize amount of potential winning tickets. Additionally, Texas Lottery and lottery operator personnel continue to reach out to retailers in small group settings called Retailer Links meetings, held throughout the state each year, reaching retailers in more than 80 cities and towns in over 100 meetings from CY 2006 through 2019. Links meetings provide retailers the most current information on Texas Lottery policies and game initiatives, while offering an open forum for soliciting feedback and addressing retailer concerns. Retailers view these meetings as a positive means of furthering communication between the Texas Lottery, the lottery operator and lottery retailers. Social-distancing measures due to COVID-19 were implemented in 2020 and resulted in postponement of Retailer Links meetings through FY 2021, with plans to reintroduce meetings in 2022.

### B. Bingo Customer Satisfaction

Though surveys consistently show a very high customer service rating, the management and staff of the CBOD strive to continuously provide and maintain high standards of customer service in all interactions with licensees and the general public.

## V. PERFORMANCE MEASURE INFORMATION

### A. Customer Service Providers and Standards

#### *Texas Lottery Hotline*

Communication specialists in Retailer Services strive to respond to general internet email messages within two business days and within five business days to messages requiring research to respond. Correspondence is answered within an average of five business days or less, and general requests for public information are processed within 24 hours.

Retailer license application procedures vary depending upon the type of business (independent, chain or corporate account) and according to the type of application.

Typically, a properly completed Texas Lottery Ticket Sales License Application will be completed within seven to 10 business days of receipt of the application in the Retailer Services section. The Electronic Funds Transfer (EFT) system connects retailer bank accounts with the Treasury Operations Division of the Comptroller of Public Accounts through an electronic computer network. It reduces retailer paperwork and streamlines the accounting process required to deposit Texas Lottery ticket sales revenue into the Texas State Treasury. EFT transfers are done weekly.

#### *Claim Centers*

Wait times for processing and issuance of prize checks vary depending on many factors, including but not limited to: the number of claimants in the lobby of the claim center; submission of accepted form of ID for proof of identity; completeness and accuracy of the submitted claim form; the condition of the apparent winning ticket; and/or any debts owed to the State of Texas by the claimant. Barring any problems with these items

and once a claimant gets waited on by claim center staff, the standard wait time for a claimant to receive a prize check in a claim center is 10 to 15 minutes.

#### *IGT Retailer Hotline*

The goal of the Hotline operators is to answer 100% of incoming calls within an average of 45 seconds. Inquiries needing additional research are generally answered within two business days, or the appropriate party will be notified of any further delay within that time period.

#### *Charitable Bingo*

Wait times for processing applications and issuing licenses vary depending on many factors, including but not limited to: completeness and accuracy of the submitted application and required supporting documentation; existence of financial liabilities; existence of a pending compliance case; audits in progress; results of criminal background checks of individuals on the organization's bingo record; and the number of pending applications at time of receipt.

### B. Complaint Processing

#### *CAMP*

The agency continues to receive, track, and address jurisdictional concerns from the public via the Compliance Activity Monitoring Program (CAMP), established in 2004. Awareness of the CAMP hotline is supported through placement of the toll-free 800 number on the website, in retail locations and in venues where bingo games are conducted. The Compliance Section of the Retailer Services Department is responsible for monitoring the life cycle of complaints and violations of the Bingo Enabling Act, State Lottery Act and administrative rules. The Compliance Section is

a centralized intake unit for complaints, and monitors violations that are identified internally. Compliance staff is responsible for maintaining the standards set by the Texas Lottery relating to complaints.

An automated system has been developed which provides the ability to track all complaints and violations from initial intake or discovery to final disposition by allowing the Compliance Section to monitor the compliance resolution process as workflows between the Enforcement, Legal Services, CBOD, and/or Lottery Operations Divisions. The section maintains a comprehensive database on complaints, violations and disposition to facilitate trend analysis and reporting. The information allows the agency to make informed decisions relating to licensees by reviewing compliance history when considering license issuance and/or administrative action.

### ***Communications Services***

The Communications Services Section of Retailer Services receives customer and retailer questions and complaints, in both English and Spanish, via telephone, written correspondence, email, fax or in person. Communication specialists handle customer service complaints and concerns from Texas Lottery retailers and prospective retailers and customer service complaints, questions and concerns raised by players and the general public. The calls are routed to specific specialists based on caller input on the Interactive Voice Response system (IVR) of the agency telephone system. Periodically, one-on-one meetings with a complainant are held at the agency. Communications Services tracks, routes and responds to correspondence, and is responsible for ensuring timely responses on matters directed to the agency, the executive director and the commissioners.

### ***IGT Retailer Hotline***

Issues and concerns raised by retailers regarding stolen tickets, missing packs, ticket deliveries, retailers, equipment difficulties or other issues are resolved by Texas Lottery operator hotline staff, and may be handled by dispatching a technician to the retailer location or forwarding the issue to the appropriate Texas Lottery division for resolution.

### ***Charitable Bingo***

Jurisdictional complaints related to the conduct of charitable bingo in Texas are handled by the Compliance Section of the Retailer Services Department. A jurisdictional complaint is one in which the agency has the authority to interpret and apply the law in accordance with the Bingo Enabling Act or Charitable Bingo Administrative Rules. The process tracks and monitors the status of a complaint from the time it is submitted through the final disposition. The centralized process enables the agency to identify problem areas of compliance activity and complaint trends.

When an increase in a particular type of violation or complaint is identified and the complaints or violations are determined to be valid, steps are taken to remedy the situation. Educational information designed to prevent the actions that initiate the complaints or violations are incorporated into the training program.

Complaints must be submitted in writing, and complainants are encouraged to submit complaints on an official Texas Lottery complaint form. The forms are available on the website at [txbingo.org](http://txbingo.org), from the regional offices, or by contacting the Texas Lottery by telephone, fax, email, or in writing. Once filed, complainants are informed of the status of their complaints every 90 days, or when the complaint case is closed.

## PERFORMANCE MEASURE INFORMATION

### C. Customer Service-Related Performance Measures: Lottery

CUSTOMER SERVICE PERFORMANCE MEASURES	TARGETED FY 2022 PERFORMANCE
<b>OUTCOME MEASURES</b>  <b>PERCENTAGE OF RETAILERS SATISFIED WITH LOTTERY COMMISSION</b> <i>The percentage of respondents to the Retailer Satisfaction Surveys that rate the Texas Lottery's services as "Good" or Excellent," with "Uncertain" responses removed.</i>	85%
<b>OUTPUT MEASURES</b>  <b>NUMBER OF RETAILER SURVEYS COMPLETED</b> <i>The number of Retailer Satisfaction Surveys completed annually.</i>  <b>NUMBER OF NEWSLETTERS DISTRIBUTED TO RETAILERS</b> <i>The number of newsletters distributed annually to active retailers and chain retailer headquarter offices.</i>  <b>NUMBER OF RETAILER VISITS</b> <i>The number of retailer visits conducted annually by the lottery operator sales representatives.</i>	1,579  232,548  321,350
<b>EFFICIENCY MEASURES</b>  <b>AVERAGE COST PER SURVEY ISSUED</b> <i>Estimated employee hours required to prepare, administer, enter data, analyze and summarize data, and cost of materials utilized.</i>	\$.09

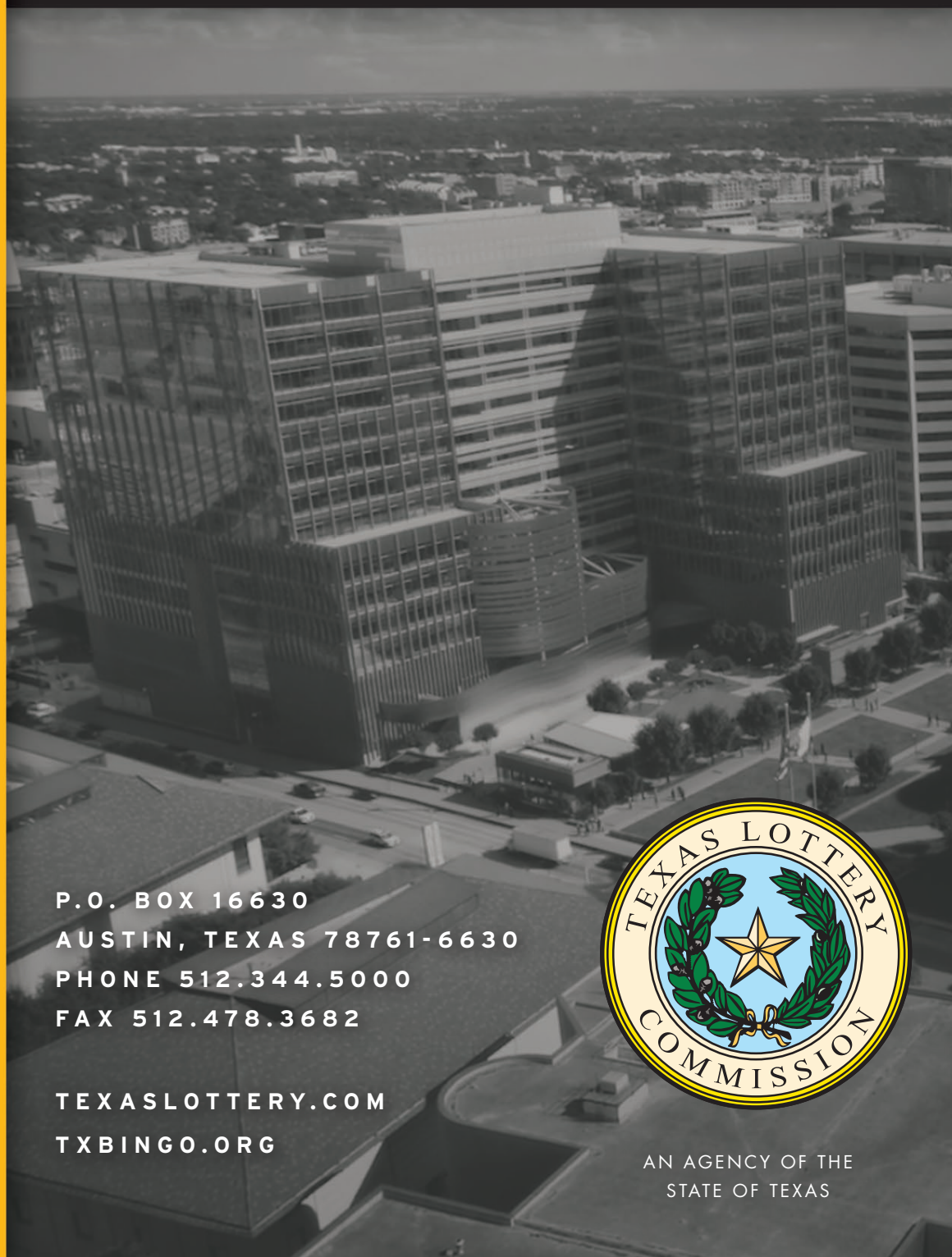
### D. Customer Service-Related Performance Measures: Charitable Bingo

CUSTOMER SERVICE PERFORMANCE MEASURES	TARGETED FY 2022 PERFORMANCE
<b>OUTCOME MEASURES</b>  <b>NUMBER OF INDIVIDUALS RECEIVING EDUCATION</b> <i>This data represents the number of individuals recorded as completing the Bingo Training Program.</i>	600

2022



## TEXAS LOTTERY COMMISSION



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