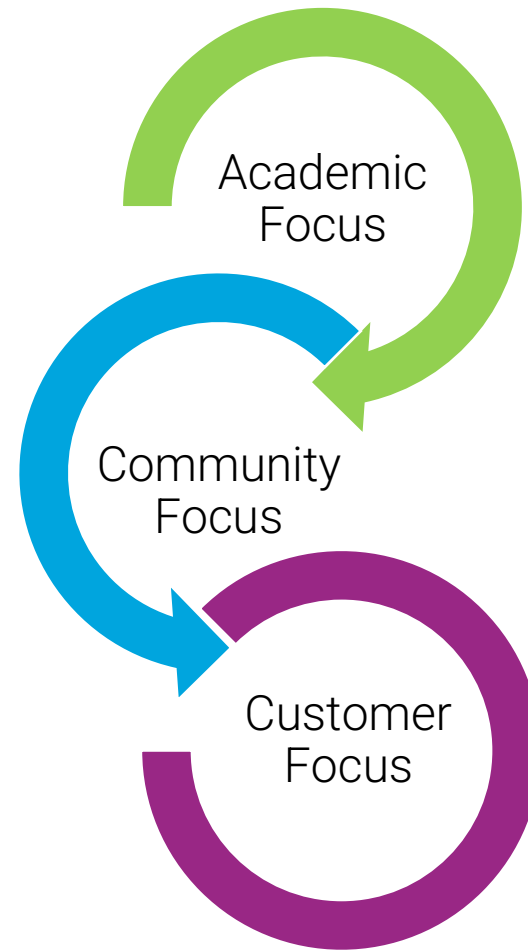


**Holistic RG Approach – Detection, Proactivity and  
Harm Minimisation**

**Maris Catania**

# The 3 pillars of our Responsible Gambling approach





# Gambling Spectrum



- Prevalence studies 0.3% - 6.4% in Europe according to latest EGBA study
- Despite the small percentage, one needs to keep in mind of the affected loved ones which is estimated at least 22 people
- Need to be proactive and customer centric

# PS-EDS

How does it work?



## Mitigation



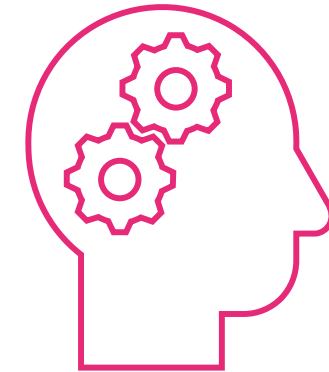
Mitigation, or de-risking is done by contacting the customer and advise him or her on the steps that could be taken for a safer play, through education and promotion of RG

## Detection



PS-EDS is constantly monitoring all customers and flagging accounts with a high risk score. All detections of problematic behaviour are escalated to a dedicated team of RG Analysts and Specialists.

## Assessment



Our analysts collate relevant information to build a personal profile of each detected customer. They look at patterns in deposits, withdrawals, wagers, time spent online, use of RG tools, overall account history and demographic risk.

## Categorisation



After assessing the behaviour, the RG team categorises it according to internally established risk categories.

Classified as General

**PS-EDS v2**  
**Bridging all areas**



# How it is now:



Player Safety Early Detection System as it is now, scans our customers data by running it through a scoring system and assigning a risk score to each customer, **based mostly on the financial activity.**

We aimed to have an early detection of the players that might be at risk for problem gambling, by registering their changes in behaviour and them moving back and forth on the Gambling Spectrum.



*Gambling Spectrum*



*Risk categories*

## Why improve? Be more efficient: detection and follow-up

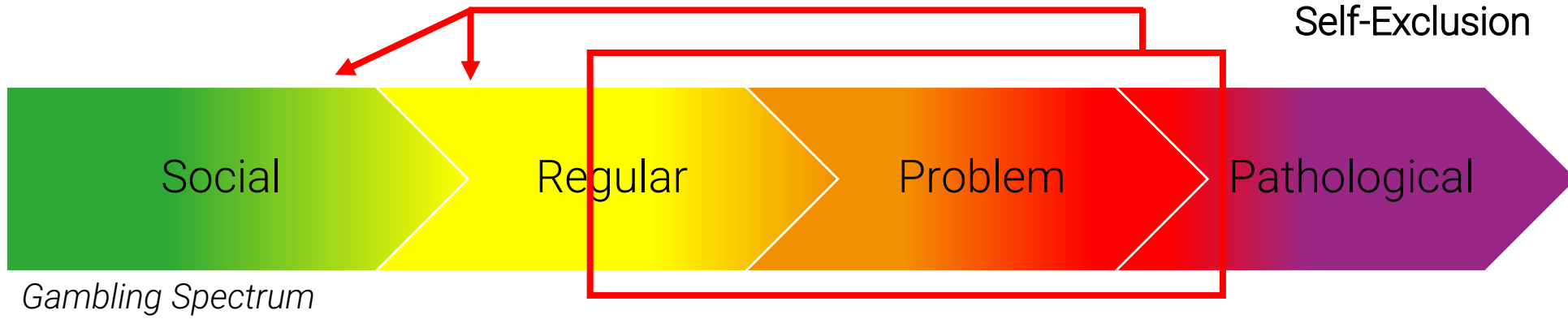
- We need more focus on behavioural risk
- Moving towards a more automated process of de-risking, which will help us increase the real-time interventions
- More efficient de-risking of the customers

## What will improve? 3 main changes

- Introducing cluster analysis of the customers
- All risk indicators will be based on the DSM 5.
  - We stop looking at Self-Exclusion as the ultimate risk indicator
  - We will focus on both harm levels: financial and behavioral





The old approach focused on Self-Exclusion as being a pathological behaviour indicator, recent research pointing out that it is not always the case





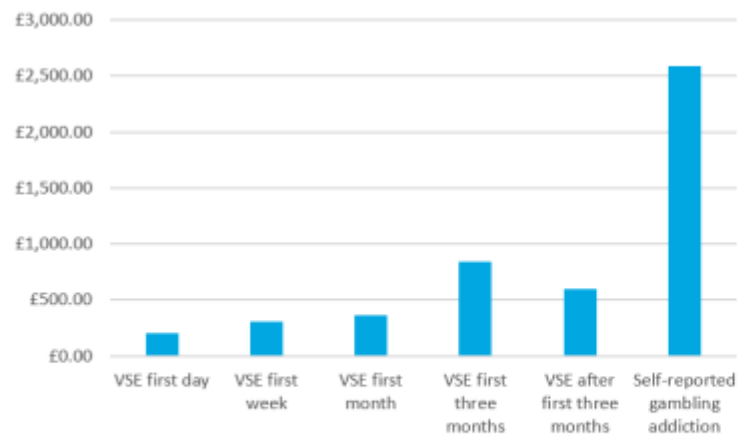
# Understanding Online Voluntary Self-Exclusion in Gambling: An Empirical Study Using Account-Based Behavioral Tracking Data



Maris Catania <sup>1,2,\*</sup>  and Mark D. Griffiths <sup>2</sup> 

**Table 1.** Number of days of gambling activity by gamblers prior to voluntary self-exclusion (n = 7732).

Time Period of Activity Prior to VSE	Percentage of Customers
0 days	19.15%
1-7 days	31.23%
8-30 days	17.85%
31-90 days	10.79%
91+ days	20.98%



**Figure 1.** Total mean gambling expenditure in British pound by the VSE group and self-reported addiction closure group.

# PS-EDS v1 vs. PS-EDS v2



## Risk indicators based on the DSM 5

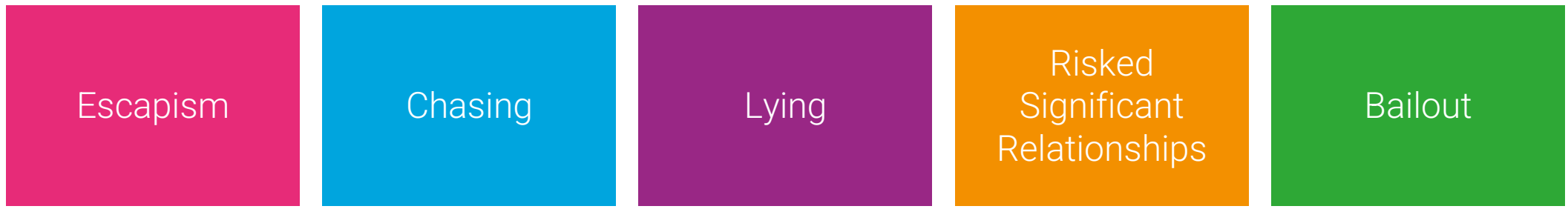
What is the DSM 5?

The *Diagnostic and Statistical Manual of Mental Disorders (DSM)* is the handbook used by health care professionals as the guide to the diagnosis of mental disorders.

*DSM* contains descriptions, symptoms, and other criteria for diagnosing mental disorders. It provides a common language for clinicians to communicate about their patients and establishes consistent and reliable diagnoses that can be used in the research of mental disorders.



# DSM 5 diagnosis criteria and how it translates to online markers of harm



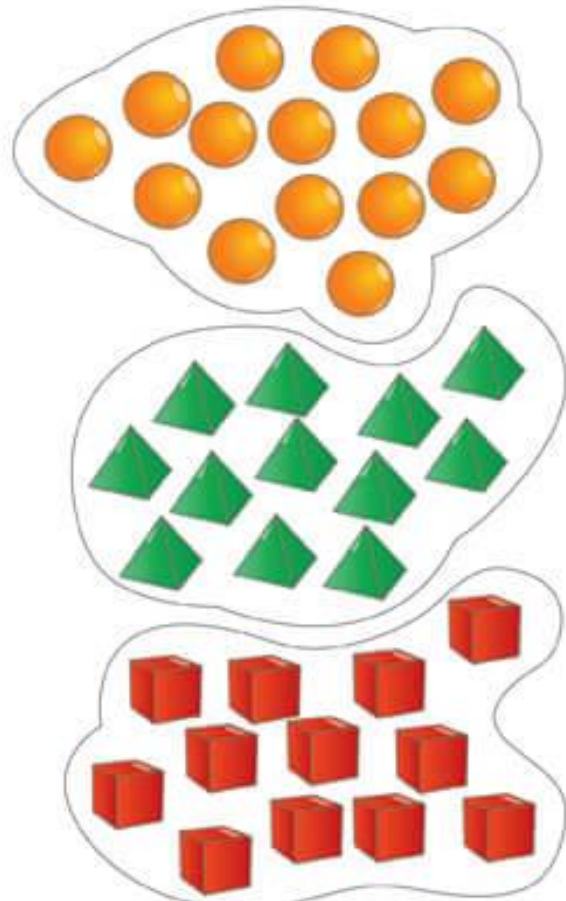
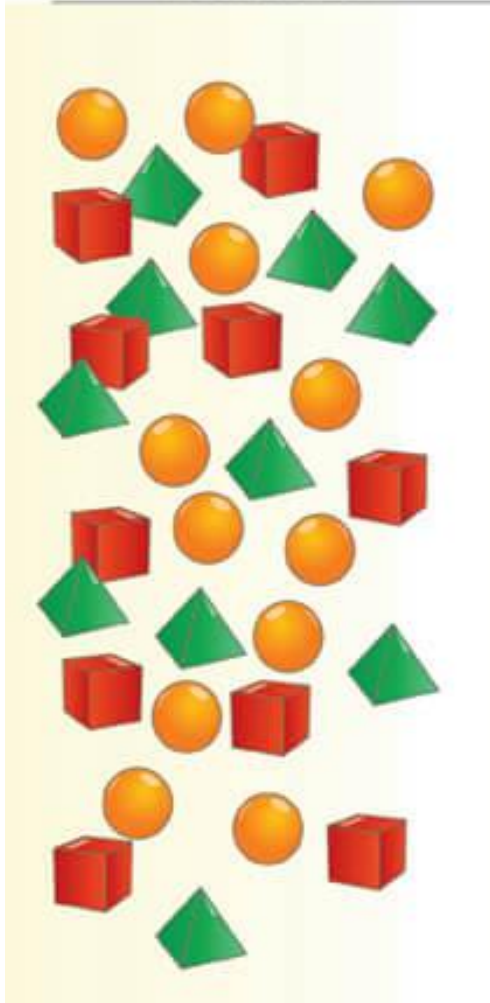
Involving other stakeholders – lived experience, treatment centres, regulators

# CLUSTERING

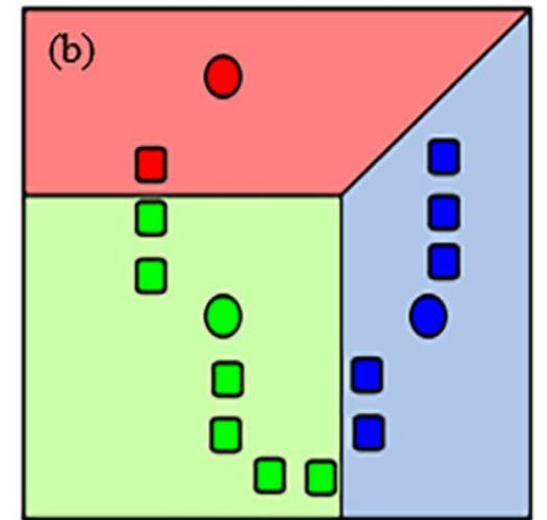
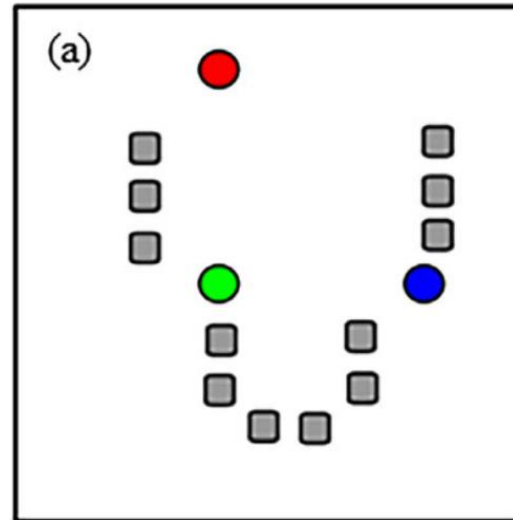


PRE - CLUSTERING

POST - CLUSTERING



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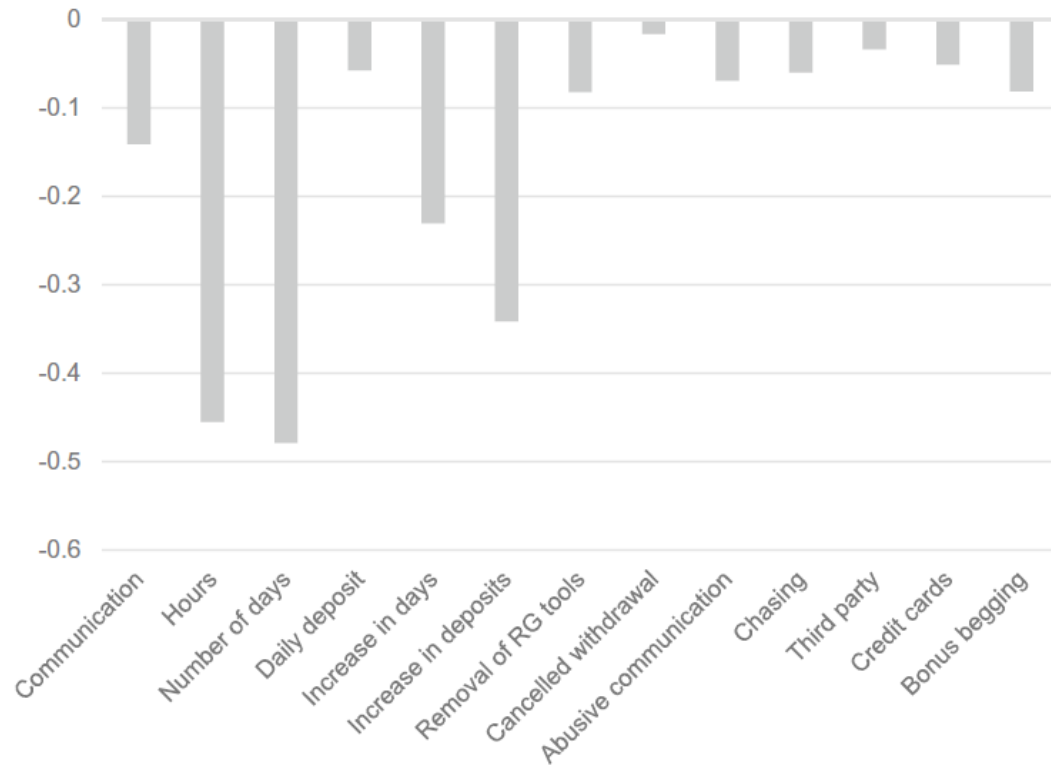


Fig. 1 Behavioural metrics of the non-problem gambler cluster

The non-problem gambling cluster (n = 646, 65.78%) comprised the majority of the gamblers examined in the present study.

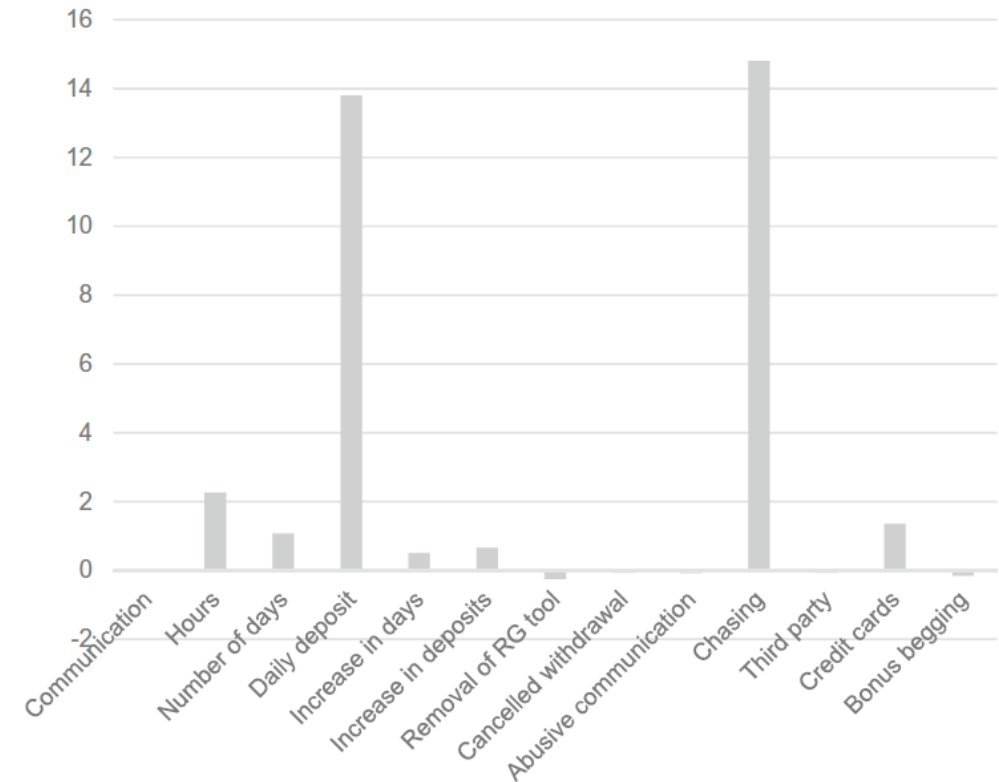


Fig. 2 Behavioural metrics of the financially vulnerable gambler cluster

The financially vulnerable cluster comprised only three gamblers (0.31%) and this consisted of gamblers who predominantly displayed higher values on the criteria related to gambling expenditure such as the number of daily money deposits and the increase in daily money deposits over time on the chasing criteria.

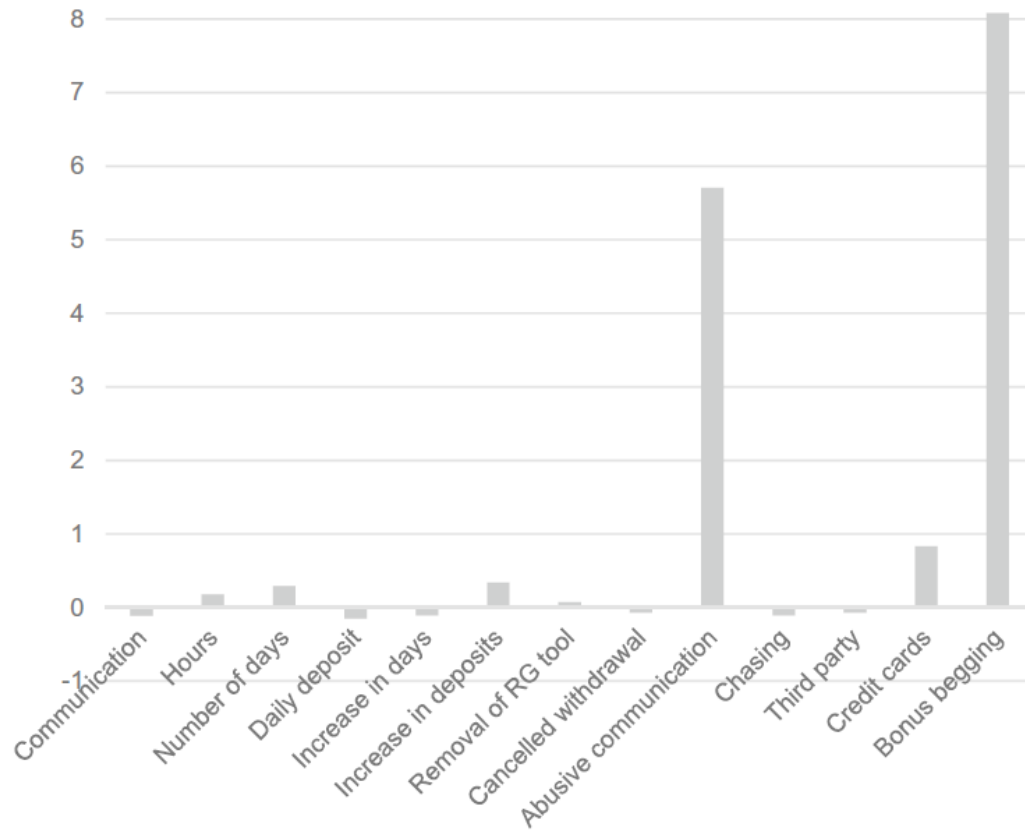


Fig. 3 Behavioural metrics of the emotionally vulnerable cluster

The emotionally vulnerable cluster comprised nine gamblers (0.92%) and consisted of gamblers who scored most highly in relation to abusive communication with customer service staff and frequency of bonus begging.

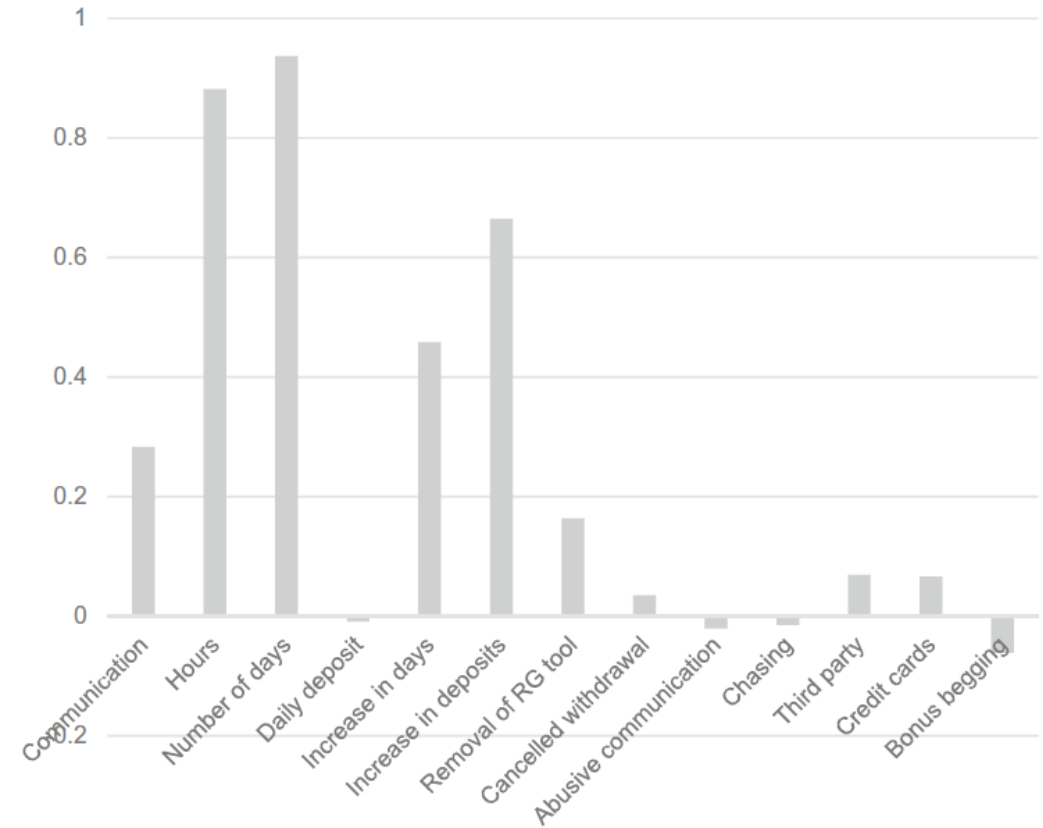


Fig. 4 Behavioural metrics of the at-risk gambling cluster

The at-risk cluster comprised 324 gamblers (32.99%). Compared to the other clusters, four criteria had the highest value compared to all the other clusters in this cluster.



Original Paper | [Open Access](#) | [Published: 11 October 2021](#)

# Applying the DSM-5 Criteria for Gambling Disorder to Online Gambling Account-Based Tracking Data: An Empirical Study Utilizing Cluster Analysis

[Maris Catania](#)  & [Mark D. Griffiths](#)

[Journal of Gambling Studies](#) (2021) | [Cite this article](#)

**337** Accesses | **6** Altmetric | [Metrics](#)



# Customer RG risk qualifications

Different risk levels = different approaches (stepped care approach)



RG Risk level 1 (~0.1% actives)

Low volume, exceptional cases, but high impact = high priority

RG Risk level 2 (~0.5% actives)

Low volume (~0.5%), but with moderate to high impact: leverage FTE expertise, CX and humanist approach & FTE allocation

RG Risk level 3 (~1.5% actives)

Higher volume (~1.5%), more entertainment player, moderate risk = leverage system and automation





Limitations

- Data only from one operator – limited view
- Some markers of harm are still novel
- Some markers of harm may have been a bit narrow

Further research

- Longitudinal approach
- Combine with self-report data
- Single customer view





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