



*Bridging the theory practice gap in
safer gambling strategies*

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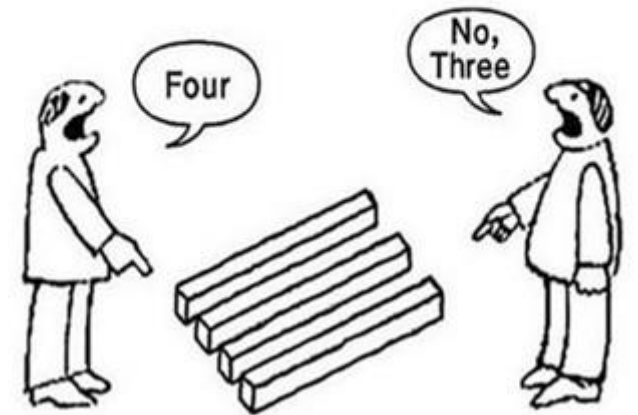
Speaker, Trainer and Rethinker

MY LEARNING JOURNEY

- practical experience in the industry since 1991 from different perspectives (employee, manager, consultant, trainer, ...)
- our industries approach to that topic
- different **perceptions and perspectives** → industry, regulator, politics, science, customer, ,,,

“Everything we hear is an opinion,
not a fact. Everything we see is
a perspective, not the truth.”

—MARCUS AURELIUS



Source: fb/the idealist

Which (perceived) gap(s) we are talking about?

Profitability

Profit
Maximization

Problem in
Gambling

Focus on
addiction

licence-
oriented



Responsibility

Long term
strategy

Fun in
Gambling

Fokus on
prevention

customer-
oriented

FOCUS ON CUSTOMER CARE – CUSTOMER CENTRICITY



1. Defined literally it could be described as putting customers at the centre of your decisions ... but it's more than simply listening to your customers. It is an organizational **mindset**.
2. Customer centricity could be described as the **ability** of people in an organization to understand customers *situations, perceptions and expectations*.
3. It requires an understanding of when and how to use various **types of data** and how to combine it in a meaningful way.

LEVEL'S OF AN ORGANIZATION – WHERE TO LOCATE RG

Surface Level –
(Change)

Technical-
economical
ressources
(Technology,
Finance...)

RG Tools

System
(Structure,
Functions,
Processes)

„Legal“
Compliance

Culture
(Ethics,
Teams,
Communicati
on)

WHY

Core (cultural) Level
– (Development)

Reason for
being (Core
business,
identity,
intention)



Making safer gambling a principle at culture level to bridge the gap

There is nothing either good or bad
but thinking makes it so.

William Shakespeare



CORE ELEMENTS OF EFFECTIVE SAFER GAMBLING - STRATEGIES

MINDSET

- Perception of gambling
- Approach to responsibility
- Key drivers of RG
 - Legal Framework
 - Competitive advantage
 - Industry Standards
 - **Corporate culture**
- Organisational and individual „WHY“

ABILITY

- Staff/Partner education
- RG approach
- Early warning detection systems
- Customer interaction/feedback
 - when
 - how
- Competition / market order
- „Response-Ability“

DATA

- available data
- combination of relevant data
- implemented systems (tools)
- use of AI
- impact assessment of measures / interactions

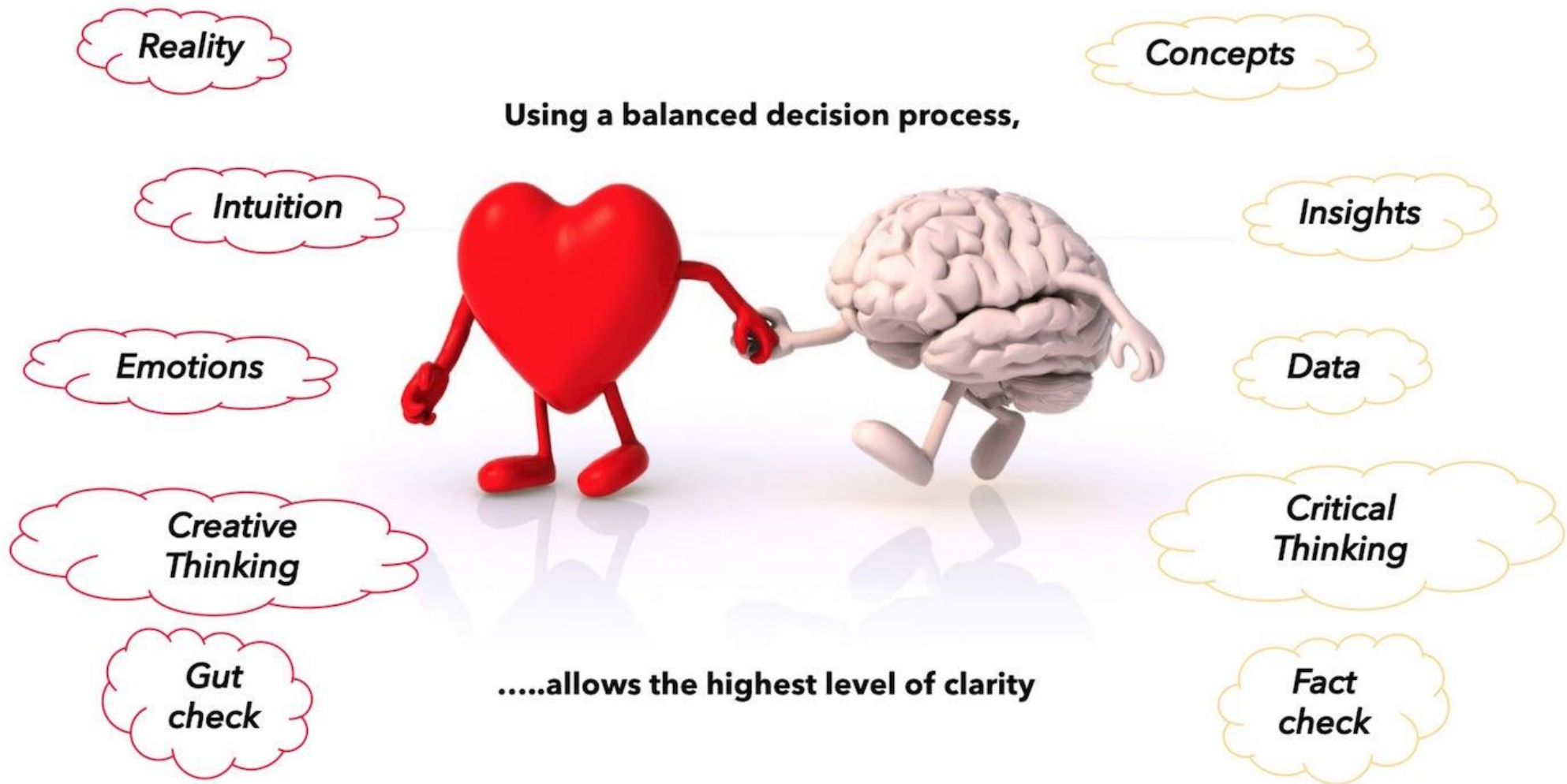


RG as part of organisational DNA is what every business claims – how to make sure, that this comes true?

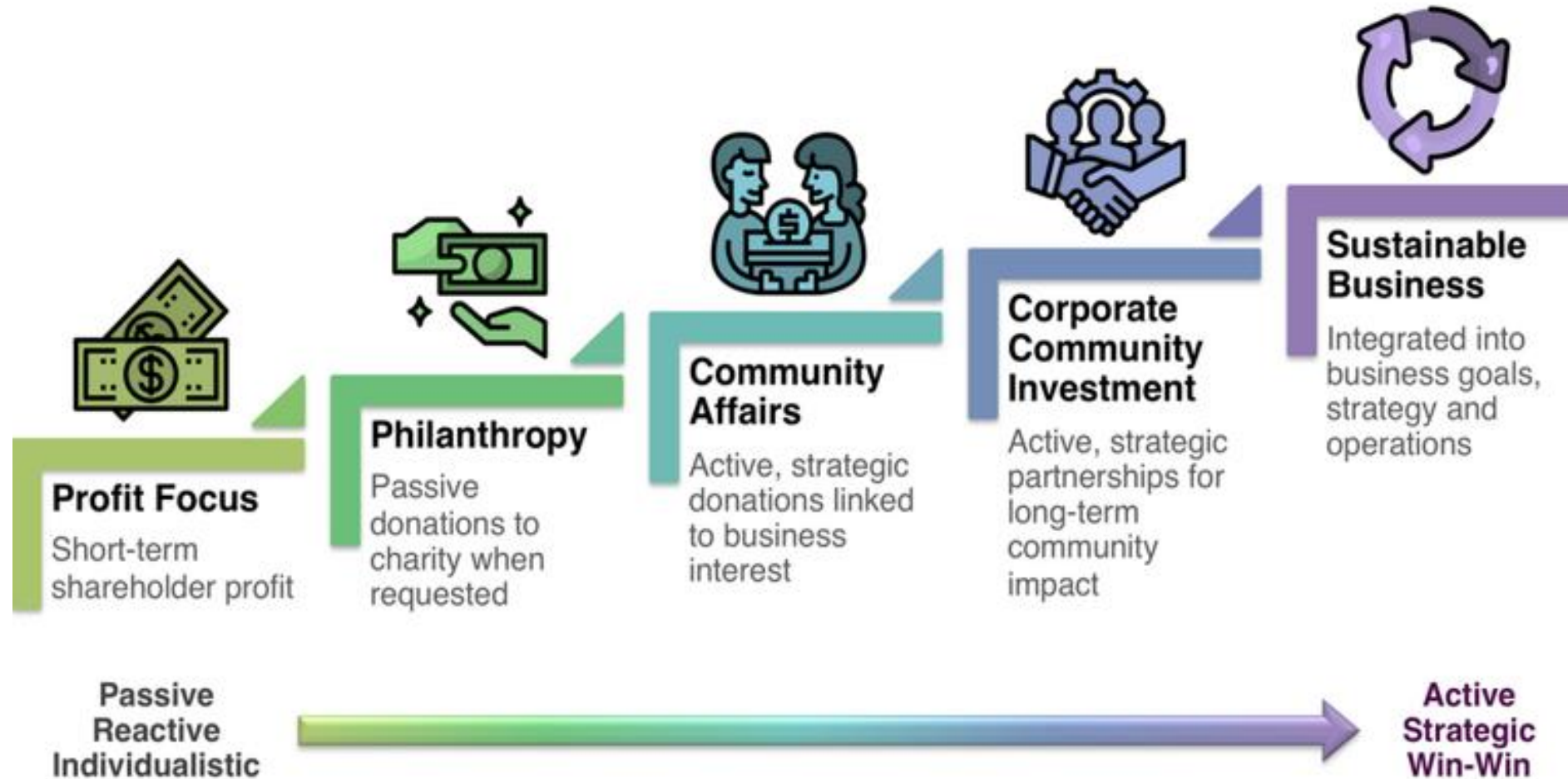
Some ingredients for a sustainable RG approach/mindset

Ethical Background	Tone from the TOP	Awareness, Mindfulness & Authenticity
Sustainable Perspective	Focus on prevention not addiction	„KYC“ (Systems, Data, ...)
Culture of „want to“ – not „have to“	Balanced Regulation	Teamwork

Decision making: Heart and Brain



The CSR journey and evolution ... in Comparison with RG



With reference to United Nations Industrial Development Organisation, www.unido.org