**Exploring the Benefits of Implementing A Self-Serve Keno Machine At Guildford Lotto!**

for

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**Table of Contents**

Abstract…………………………………………………………………………………………..3

Introduction………………………………………………………………………………………3

 Main Questions………………………………………………………………………….4

 Methods…………………………………………………………………………………..4

Data Section……………………………………………………………………………………..4

 Interviews with Past Co-Workers……………………………………………………...4

 Survey for Keno Players………………………………………………………………..5

 Costs from Implementing a Self-Serve Keno Machine……………………………...7

Conclusion…………………………………………………………………………………….....8

 Summary and Overall Findings………………………………………………………..8

 Recommendations……………………………………………………………………...8

References……………………………………………………………………………………….9

**Figures and Tables**

Figure 1 Survey for Keno Players……………………………………………………………..7

Figure 2 Survey for Keno Players……………………………………………………………..8

**Abstract**

Keno is a popular betting game that can be played in local Lotto! stores. It is a game that occurs every three minutes and thirty seconds, so players must purchase tickets within the given time limit. With the fast paced nature of the game, it is a good idea to install a self-serve Keno machine at the Guildford Lotto! store where there are currently only two cash registers. This addition to the store will not only improve customer satisfaction, but also store profit.

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To help store profits even further, these recommendations can be considered:

* Decreasing the number of employees working at a given time depending on busy store hours.
* Advertising and promoting the addition of a Keno machine to peak player interest.

**Introduction**

The BCLC (British Columbia Lottery Corporation) is a billion dollar business selling lottery tickets, scratch tickets, and other forms of betting. In 2019, “BCLC achieved $1.415 billion in net income.” (BCLC, 2019) Keno, one of its popular games, consists of a draw every three minutes and thirty seconds in which players bet up to 10 numbers which they hope to be drawn. Of all the tickets being sold in store, Keno is the only game which requires the ticket to be purchased within a set time limit.

Due to the fast nature of the game, if players do not submit their Keno betting slips to the cashier in time to receive their ticket, they miss the round altogether. This often leads to frustration from customers when they wish to participate in specific rounds. Although the Lotto Booth in Guildford Mall has 2 cash registers, cashiers deal with transactions for all tickets and games and can not match the fast paced style of Keno when the store is busy. This may lead to a decrease in Keno players due to the store’s inability to meet their needs which results in a decrease in sales.

There are ways that this problem can be solved. A self serve Keno machine should be installed at the Guildford Mall location that is designated specifically for Keno players. This machine will focus solely on providing Keno players with getting their tickets back on time so they can join the round they want. “While the machines won’t replace the traditional lottery retailers, the new vending machines will give players a self-service way to buy tickets” (Shay) which can promote sales. Without having to line up to wait for other customers who do not have time limits, Keno players can play comfortably.

**Main Questions.** To determine the viability of implementing a self serve machine designated for Keno, these are the two main areas of questioning:

* What are the benefits of installing a self-serve machine?
* How much will it cost to install/upkeep this machine?

**Methods.** The main source of data that will be retrieved for this report comes from interviewing past co-workers to view their thoughts on the benefits of a self-serve machine, and from a survey specifically conducted for Keno players. The survey consists of 6 short questions which will help to determine current Keno player satisfaction at the Guildford location.

**Data Section**

**Interviews with Past Co-Workers.** Interviewees consisted of past co-workers who have worked at the location between 1-6 years. Each interview took roughly 15 minutes to complete and took place via phone. Each participant was asked the same 4 questions:

1. Can you tell me your experience with selling tickets to Keno players?
2. How often would you say are there Keno players playing in store?
3. Have you dealt with any frustrated players because they were in a rush or could not purchase their ticket in time for the next round?
4. Do you think installing a self-serve machine would benefit both the customer and the workers?

From these interviews, there is an overall consensus that installing a self-serve machine would be beneficial for the store. One participant stated how “I think because Keno is so dependent on time, it’s demanding for whoever’s working at the register. I’ve had to deal with some pretty angry Keno players before because I couldn’t get them their ticket in time.” Another also commented on how “generally Keno players who play in the store are there for a long time. They’re playing multiple rounds and they’re serious about it. So when you mess up one of their rounds, they’re going to be upset.” It is clear from this response that the workers frequently deal with angry Keno customers due to time restraints. In response to question 4, all interviewees unanimously agreed that not only would implementing a self-serve machine for Keno players improve customer satisfaction, but it would also help out workers at the register when the store is busy. Responses to question 4 include: “Oh yeah, definitely. I think the Keno regulars would love that,” and “Well, I’d say it would definitely help out when the store’s busy and we have to keep Keno players waiting.”

**Survey for Keno Players**. A short, 6 questions survey was conducted for lottery players at Guildford Lotto!. The questions asked were used to help determine current customer satisfaction regarding how Keno is currently being played in stores. The results from the survey is as followed:

* 58% responded ‘Yes’ when asked if they play multiple rounds of Keno in store
* 70% responded ‘Yes’ to having missed a round of Keno due to an occupied register or long line ups
* 67% responded ‘Yes’ to having long wait times deter them from playing Keno
* 82% responded ‘Yes’ to if they would feel more encouraged to play Keno in store if a self-serve machine was installed
	+ 8% responded ‘Yes’ but stated in the “Other” section that the machine should be easy to learn and use



**Figure 1. Looks at the main cause of disruption for Keno players. Majority of respondents state that long wait times and frustration from missed rounds deter them from playing.**

Looking at Figure 1, it is evident that customers have experienced issues that deter them from wanting to play the game. With the biggest cause being long wait times, it shows how changing the way Keno is currently being sold in stores can improve customer satisfaction and sales.

**Figure 2. The frequency in which respondents play Keno in store. Large majority of the responses show a rough estimate of consistent playing**

With Figure 2 showcasing a steady rate of Keno players in stores, there appears to be enough customers and players to make this proposal a valid one for the manager at this location to consider. After looking at the statistics and data from previous employees to customer input, the next thing that must be considered is the cost of implementing such a machine.

**Costs for Implementing a Self-Serve Keno Machine**.

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**Conclusion**

**Summary and Overall Findings**. After surveying many individuals who either play Keno or have worked with those who do, the majority seem to agree that implementing a self-serve Keno machine will benefit both customers and workers. While the results from the surveys and interviews demonstrated customer and worker input, another aspect that needed to be considered was from a costs point of view.

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**Recommendations.** With the addition of a self-serve machine, there are other aspects of the store that can be altered.

* With Keno players being able to be served by the machine, the store can reduce the amount of employees working at a given time. If the store is less busy on certain days, fewer employees can be given shifts which can reduce store costs.
* The new machine should be advertised and promoted so that Keno players can be aware of the new change.
* Make sure instructions are readily available at the machine for the individuals in the survey who clarified that they wish the machine to be easily learnt and used.

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