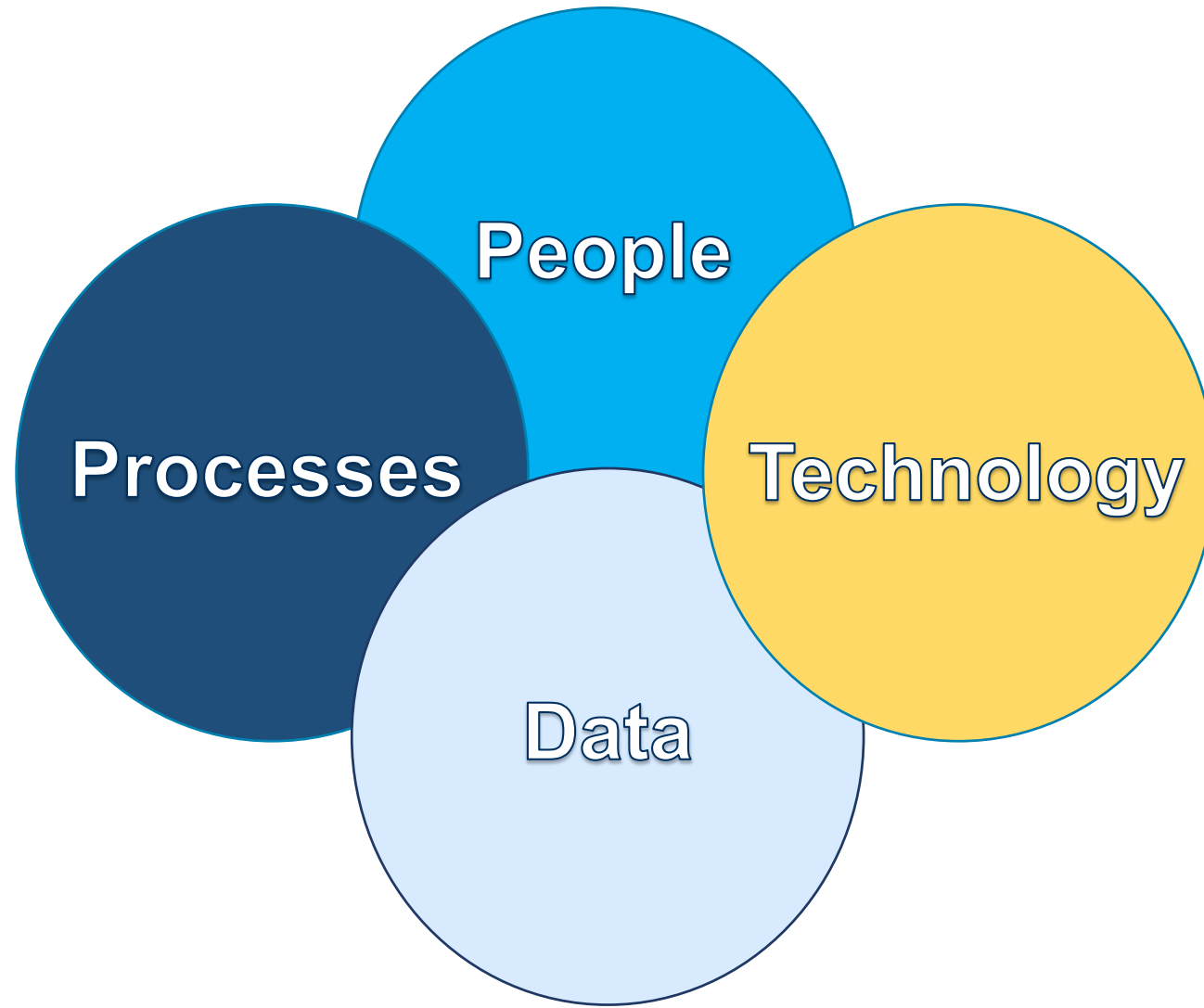


eCommerce & Digital Strategy

Overview



Digital Capability Enhancement Pillars



Areas of Focus

Data

Analytics & Reporting, campaign tracking, web traffic, email open rates, etc.



User Experience

Content, user flows, player journeys, usability, web & app design, information architecture etc.



Findability | Accessibility

Search: onsite & offsite, retail location lookups, schema markup etc.



Promotional Communications

Omnichannel promotions, online promotions, email promotions, social promotions, loyalty etc.



Technology, People & Processes

Platforms, systems, configurations, integrations, processes, collaboration tools, resources etc.



Payments

Transactional activities, onsite & offsite; omnichannel integration



Analysis | Growth Opportunities

SITUATION:

With the ever-evolving digital economy after the pandemic, there is a need to gain deeper insight into how we can best maximize our information flow & processes.

OPPORTUNITY:

Position NCEL as a LEADER not only in the lottery space BUT also in the digital customer experience space.

**Through enhancement of digital services and tools, we CAN strengthen our customer relationships and deepen our analytical insight into our business which benefits both NCEL and its' players.*

Goals & Tactics



Improve Customer Satisfaction

Address current player challenges by providing a better digital customer experience through enhanced functionalities & services.



Gain Better Decision Making Abilities

Centralize, standardize, govern and steward our data from all sources so we can report and forecast sales, player behavior and campaign performance w/ more precision.



Increase Operational Effectiveness

Address current challenges w/ internal and external manual processes and multiple systems in order to increase efficiencies.



Higher Revenue & Profits

Lay the foundation for deeper digital analytics & gain product development insight by acquiring new industry data & tools.

Informational Websites



Improve Customer Satisfaction



Sites which are created in order to provide a customized and branded informational resource for potential and active customers, members, investors etc.

Interactive Websites



Improve Customer Satisfaction

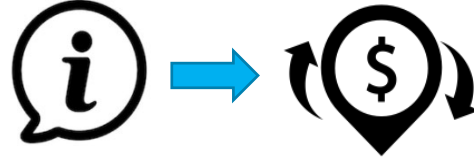


Interactive websites establish an interaction between users and its' content. This interaction allows players to have a more personalized experience.

Interactive Focus



Improve Customer Satisfaction



TARGET:

Shift NCEL's digital properties from informational to interactive with a stronger focus on an integrated, interactive Customer Experience (CX).

STRATEGY:

Improve digital Customer Experience (CX) through technical, functionality and design enhancements in order to provide an upgraded online player experience.

Improved User Experience



Improve Customer Satisfaction



TARGET:

Improve player User Experience (UX) within the digital space in order to foster an increase in loyalty, revenue and engagement.

STRATEGY:

Provide players an improved online experience by presenting our digital properties to meet or exceed best practices in UX design theories.

Advanced Analytics



Gain Better
Decision Making Abilities



TARGET:

Increase player loyalty & purchase behavior by using advanced website & app data to improve the player's experience.

STRATEGY:

Deploy advanced tracking metrics, analyze data sets & determine how website, app and digital campaigns affect player behavior; make continual optimizations in CX.

Searchability | Findability



Higher Revenue & Profits



TARGET:

Boost player engagement and conversion by expanding the reach and exposure of promotional content throughout all digital touchpoints.

STRATEGY:

Drive digital traffic through utilizing collaborative optimization efforts across multiple digital channels while creating a seamless transition between search, social media & NCEL web/app in order to an integrated digital experience.



TARGET:

Improve the existing customer relationship in order to influence cross-platform action – boosting engagement through increases in engagement/redemption rate and digital sales, and simultaneously expand the subscriber database.

STRATEGY:

Utilize timely, targeted, and strategic data-driven communications to enhance the retail experience, expand awareness of lottery products, drive player conversion to Online Play, minimize churn, engage players, and reinforce the NCEL brand.



TARGET:

Increase the number of NC Lottery members, improve the relationship w/ members, and extend the reach of various digital and retail channels in order to influence cross-platform action and player loyalty.

STRATEGY:

Utilize timely, targeted, and strategic data-driven communications to enhance the retail experience, expand awareness of lottery products, drive player conversion to Online Play, minimize churn, engage players, and reinforce the NCEL brand.

Transact | Revenue Generation



Higher Revenue & Profits



TARGETS:

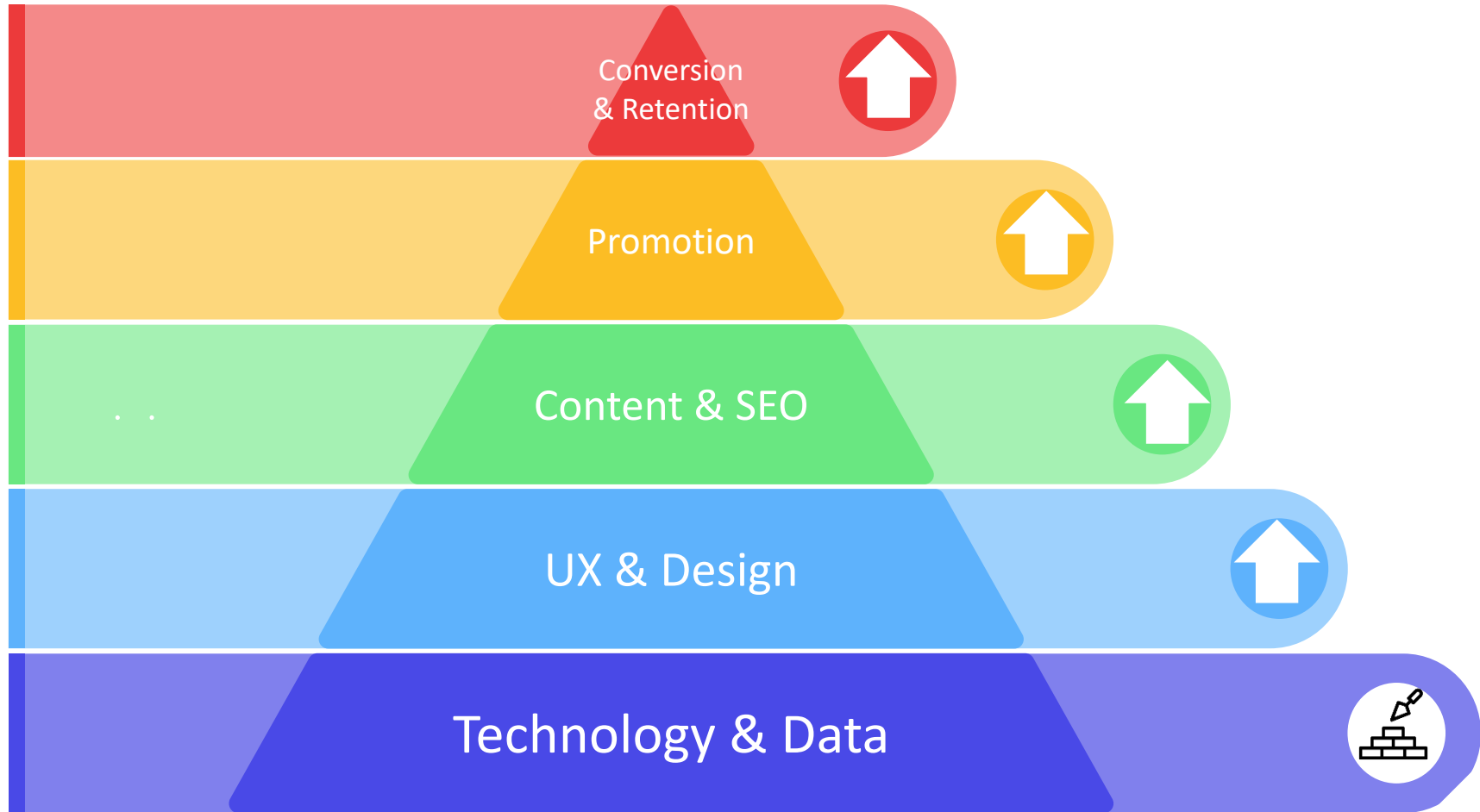
Player Retention: Increase online play purchases by targeting existing segments to drive purchase volume and influence purchase behavior.

Conversion: Grow new player FTDs through digital advertising in order to drive future purchases.

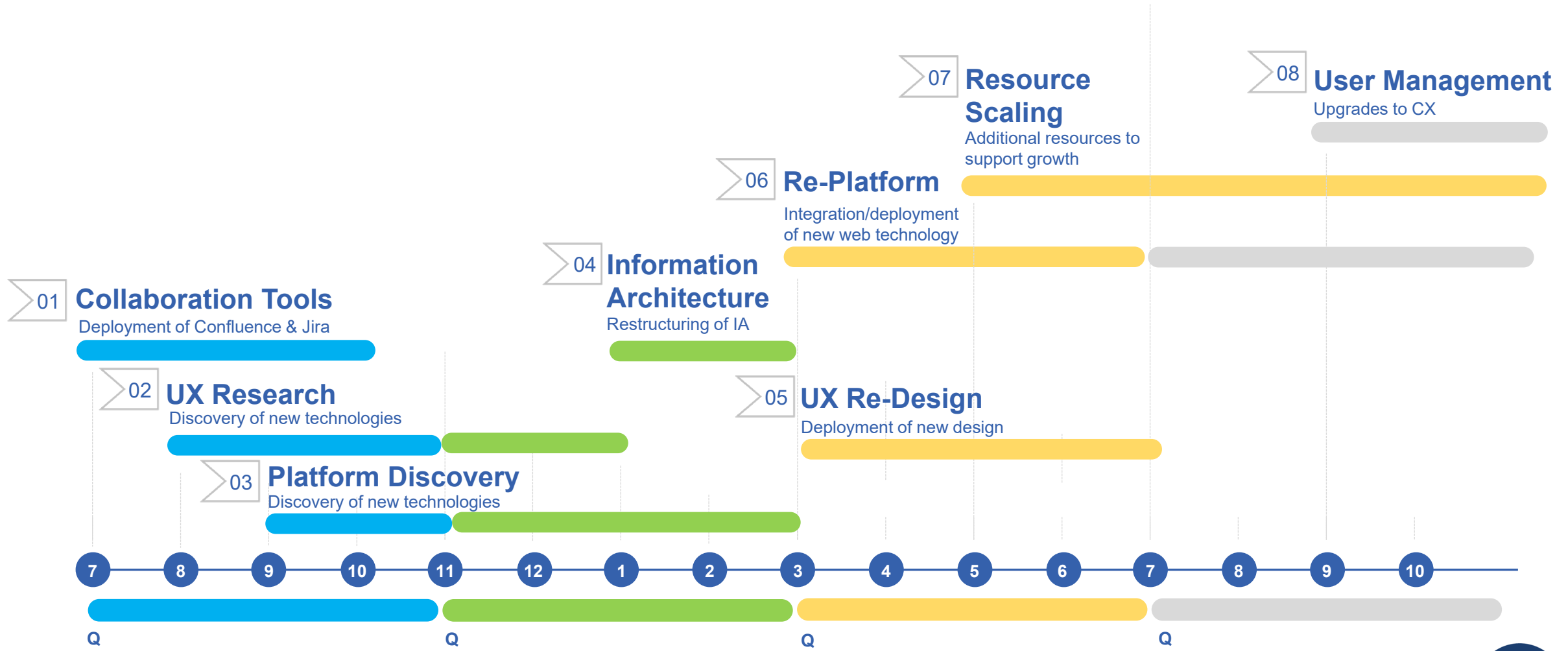
STRATEGY:

Promote the online play program through digital advertising and email to bring in new players and FTDs as well as retain existing players and increase purchase behavior.

Building Blocks



Digital Optimization Roadmap



Positioning | Advanced Capabilities Expansion



Digital Instant

Instant win games offered through integrated third party platform



Personalization Services

Enhanced ability to customize & personalize content; create a more targeted, personalized player experience. i.e. go from targeting a player segment "busy fun-finders" to individual player "Mark".



Sports Betting

Online sports wagering offered through an integrated third party provider(s)



Omnichannel Integration

Improved ability to create a cohesive offline & online player experience



Future Digital Expansion

Future expansion of omnichannel offerings and marketing opportunities



Payments & Disbursements

Digitization of transactional activities, onsite & offsite; omnichannel integration & customization