



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

A. Consumer-Facing Features and Practices

Project	Status
<p>Ticket Terminals – WCLC is replacing its Ticket Terminals and upgrading the telecommunications network which connects the retailer locations to the Central System. The new Terminals will make a sound when any winning ticket is validated (i.e. checked). The sound will be set at the maximum level with the volume controllable only by WCLC.</p>	<p>In progress. Installation of new Ticket Terminals began in November of 2007 and is to be completed spring, 2008.</p>
<p>Customer Display Units – WCLC is adding 19” Customer Display Units at every retail location. The bottom 20% of the CDU will have a visual display showing the player whether their ticket is a “winner” or “non-winner” and the exact prize amount won. CDUs will be affixed so they will face the consumer and cannot be turned away.</p>	<p>In progress. Installation of CDUs began in November of 2007 along with the terminals and is to be completed spring, 2008.</p>
<p>Ticket Checkers – WCLC has ordered additional self-service Ticket Checkers to ensure there is a Checker at every retail location. The Ticket Checker will allow players to check any on-line ticket (i.e. LOTTO 6/49, SUPER 7, WESTERN 649, PICK 3, KENO, PAYDAY, SPORT SELECT, EXTRA) to see if it is a winner and the amount of the prize won.</p>	<p>In progress. Installation of additional Ticket Checkers is underway.</p>
<p>Mandatory Validation Procedures – WCLC initiated a review of Retailer communications to determine their effectiveness with respect to ensuring that:</p> <ul style="list-style-type: none"> • The claimant has printed their name on the back of the ticket before the Retailer accepts the ticket for validation; • The player is provided with the Validation Slip (which is generated when a ticket is checked through the terminal); and • Non-winning tickets are returned to players. <p>The review has resulted in the introduction of the mandatory requirement that players put their name on the back of their ticket before validation, and reinforcement of the procedure that the Validation Slip for every validation transaction must be returned to the player.</p>	<p>Completed on August 1, 2007.</p> <p>Policy is being supported by a comprehensive awareness campaign. Policy to be enforced by the monitoring of retail activity.</p>



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

Project	Status
<p>Consumer Education, Validation Requirements of August 1, 2007 – WCLC and its provinces will develop multi-media consumer educational materials to advise players they must put their name on the back of their ticket before it is checked and to remind them to get their validation slip when their ticket is run through the Terminal.</p>	<p>Completed. Players are being informed of the new requirements through media advertisements / announcements, retail POS and website and LUCK Magazine notifications.</p>
<p>Consumer Education, Protective Steps – WCLC and its provinces will develop multi-media consumer educational campaigns to raise awareness on ways they can protect their tickets (e.g., print name on back, check the ticket to the winning numbers drawn, etc.).</p>	<p>Completed. Player protection tips have been added to websites, <i>Lotto Facts</i>, monthly LUCK magazine and POS materials at retail. Integrated multi-media campaigns to further enhance communication of these consumer protection measures are underway.</p>
<p>Consumer Awareness, 1-800 Consumer Complaint Line</p>	<p>Completed. Retailer POS material has been developed to advise players of the consumer complaint line, should they have a concern about the processing of their prize. The service is also promoted in LUCK Magazine.</p>
<p>Retailer Code of Conduct – WCLC and its provinces are reviewing the adequacy and communication of required operations and obligations expected of Retailers and their employees, and has initiated the development of a Retailer Code of Conduct.</p>	<p>In progress. The review is ongoing and several initiatives (<i>Retailer Directives, training, Mystery Shoppers, etc.</i>) have been implemented. A draft Retailer Code of Conduct has been developed and is under review.</p>
<p>Retailer Policy Manual – WCLC and its provinces are reviewing the adequacy and communication of required operations and obligations expected of Retailers and their employees, and has initiated the development of a Retailer Policy Manual.</p>	<p>In progress.</p>



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

Project	Status
<p>Awareness of Other Jurisdictional Practices – WCLC is collaborating with the other Canadian lottery jurisdictions to ensure WCLC practices reflect consideration of ongoing industry developments with respect to consumer-facing features and practices.</p>	Ongoing.
<p>SNW Ticket Verification on Ticket Checkers – WCLC has initiated a review to determine whether Ticket Checkers can also have the ability of checking Scratch 'N Win tickets.</p>	In progress. The barcode on SNW tickets will be changed in the spring of 2008 to allow Ticket Checkers to check future SNW game tickets.
OTHER IMPROVEMENT OPPORTUNITIES	
<p>Player Protection Messaging on Front of Tickets and Websites – On-line tickets produced could have a player protection message printed at the bottom of the ticket. Similar messaging should be added to the most heavily accessed website pages.</p>	Completed. Player protection messages with an “It’s Your Ticket” theme introduced on August 1, 2007 at the bottom of each ticket and on the website.
<p>Re-design of Ticket Back – While there are on-going educational reminders, WCLC should consider re-designing the back of all tickets and adding messages to the front of on-line tickets to remind players to put their name on their ticket at the time of purchase.</p>	Completed. New ticket stock has been printed to include permanent ‘player protection reminders’ on the front. Specific reference to the Consumer Complaint 1-800 telephone number has been added to the back text, as has a consumer reminder to ‘Print Name After Purchase’. The new stock is being phased in as existing ticket stock is depleted.
<p>Retailer Signage to Promote New Equipment – WCLC should consider development of retail signage to accompany the new CDUs and Terminals, and the existing and additional Ticket Checkers, to help ensure players are made aware of the new validation features.</p>	In progress. Messaging and retail signage is being developed for the introduction of additional Ticket Checkers and POS for the new Terminals and Customer Display Units will be considered after rollout is complete.



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

B. Complaint Handling (re: Prize Claims)

Project	Status
<p>Documentation, Tracking and Disposition of Complaints – WCLC will enhance the complaint handling processes to ensure proper documentation, tracking and disposition. This will ensure that all Retailer complaints from consumers are reviewed and responded to in a timely manner, and historical documentation is maintained for future reference. Most current processes are manual.</p>	<p>Completed. An automated complaint tracking system was introduced in late September of 2007 to monitor each complaint from receipt to closure.</p>
<p>Telephone Logging and Analysis of Complaints – WCLC should consider enhancing the telephone system to allow proper logging and analysis of consumer complaints received. The current telephone system does not facilitate the monitoring of calls and the collection/analysis of data regarding calls.</p>	<p>In progress, with anticipated completion in January 2008.</p>
<p>Dedicated and Advertised Complaint Line – WCLC will make changes to the current 1-800 telephone system to ensure there is a dedicated ‘Complaint’ option for callers. The 1-800 number will also be more frequently advertised to ensure players are aware they can call with any concern or complaint.</p>	<p>In progress. Presentation of new system options occurred in October, and a new telephone system will be introduced in January 2008. Additional communication of the 1-800 Complaint line has been added to POS at retail, in LUCK Magazine and on the WCLC website.</p>
<p>Call Recording – WCLC has begun a review of call handling to determine whether all calls received by Corporate Communications (which include customer complaints) should be recorded to verify quality service is being provided and to determine whether the routing of these calls, when necessary, is appropriate.</p>	<p>In progress. Consumer calls to Corporate Communications will be recorded (with an advisory to the caller) to ensure calls are properly handled and routed. Anticipated introduction will be in January 2008.</p>
<p>Automated Complaint Cross-Referencing System – WCLC has begun preparing specifications for a database application and processes that can be used to document, report, query and cross-reference consumer complaints to consumer and Retailer prize claims. Application to allow for relevant trend analysis. Current cross-referencing and trend analysis is manual.</p>	<p>Completed. An automated complaint handling/tracking system has been developed which, along with a retailer database, will be used for queries as part of the prize claim procedures.</p>



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

Project	Status
<p>Awareness of Other Jurisdictional Practices – WCLC is collaborating with the other Canadian lottery jurisdictions to ensure WCLC practices reflect consideration of ongoing industry developments with respect to consumer complaint handling.</p>	<p>Ongoing.</p>

C. Win Investigation Procedures

<p>Review of Retailer Prize Claims of over \$1,000 – WCLC has added a number of questions to the prize winner form for all Retailer prize claims of over \$1,000. Responses are reviewed by senior staff to ensure there are no irregularities before any prize is issued. WCLC has also reconfirmed that staff involved with the interview process are aware of required escalation processes to ensure qualified staff are engaged at each appropriate point.</p>	<p>Completed.</p>
<p>Cross-Referencing Retailer Prize Claims to Previous Win History and Consumer Complaints – WCLC has added steps to the prize claim process for Retailer and employee claims over \$1,000 that a check is carried out to identify any previous claims submitted by this claimant and to determine whether the claimant was associated with any rejected claims or prize/ticket related incidents.</p>	<p>Completed.</p>
<p>Updated Policies and Procedures for Retailer and Employee Wins – WCLC is enhancing its Policies and Procedures for dealing with “associated party” wins (e.g. claims by Retailers and lottery employees). This includes defining “associated parties”. The development process includes monitoring and/or collaborating with the approaches being developed in other Canadian jurisdictions.</p>	<p>In progress. WCLC is monitoring other Canadian lottery jurisdictions concerning the definition of “associated parties” and claims processing procedures.</p>
<p>Identification of Retailer Claimants – WCLC asks all claimants of prizes of \$1,000 or more if they are Retailers. In addition, all claimants of prizes of \$1,000 or more are required to sign a Release which includes their declaration that they are, or are not, a Retailer.</p>	<p>Completed.</p>



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

Project	Status
<p>Review of Rules and Regulations and Retailer Agreement – WCLC has initiated a review of the rules and regulations applicable to lottery games (which includes the rules and regulations of the Interprovincial Lottery Corporation and WCLC). The purpose of the review is to clarify the procedures applicable to the prize claim review process. The WCLC Retailer Agreement is also being reviewed to ensure Retailer obligations are clearly defined.</p>	<p>In progress, in conjunction with the review of the definition of “associated parties” and claims processing procedures.</p>
<p>Development of Retailer Code of Conduct – WCLC is reviewing the adequacy and communication of required operations and obligations expected of retailers and their employees, and has initiated the development of a Retailer Code of Conduct.</p>	<p>In progress. A second draft of a Retailer Code of Conduct has been written and is under review for implementation in spring 2008.</p>
<p>Prize Claimant Database – WCLC has begun preparing specifications for a database application and processes that can be used to document, report, query and cross-reference winners, Retailers, and complaints as required, including any relevant trend analysis.</p>	<p>In progress. At present, Retailer prize claims over \$1,000 are queried/cross-referenced to complaint history, previous win history and Retailer contact list.</p>
<p>Risk Management Position and Program – WCLC has created (and is recruiting for) a risk management position within the audit department. When this position is staffed, a formal risk management program will be developed and implemented.</p>	<p>Completed. An applicant has been hired and a formal risk management program will be developed and implemented after initial training.</p>
<p>Awareness of Other Jurisdictional Practices – WCLC is collaborating with the other Canadian lottery jurisdictions to ensure WCLC practices reflect consideration of ongoing industry developments with respect to win investigation procedures.</p>	<p>Ongoing.</p>
<p>OTHER IMPROVEMENT OPPORTUNITIES</p>	
<p>Enhanced Prize Payout Documentation – Prize payout procedural documentation is being updated (and may be automated) to ensure the linking and cross-referencing of appropriate documents for the various prize claims received. This will ensure documentation is understood and complete for current/future staff members, and that appropriate steps and checks are executed for all prize claims.</p>	<p>In progress. The prize questionnaire, for claims of \$1,000 or more, follows a logical sequence of questioning to ensure all required information is obtained. Releases are signed by all claimants of \$1,000 or more, declaring whether they are, or are not a Retailer/employee.</p>



Prize Claim Enhancements – Status Report (as of Dec. 19, 2007)

Project	Status
<p>Recording of Prize Interviews - Record major winner interviews and retain the recording for review later in the event of a query regarding the ticket.</p>	Not being considered at this time.
<p>Cooling-Off Period - Institute a “cooling-off” period for former Retailers and employees. While tickets generally can be claimed up to one year after the draw, there is no transition (or “cooling-off”) period during which former Retailers and employees are still considered to be Retailers/employees for purposes of prize claim investigations.</p>	In progress, in conjunction with the review of the definition of “associated parties” and claims processing procedures.
<p>Definition of Associated Parties – “Associated Parties” includes Retailers (i.e. anyone who sells or cashes lottery tickets), lottery employees and selected vendors. Consideration is being given to whether the definition includes all necessary parties.</p>	In progress. WCLC is monitoring other Canadian lottery jurisdictions concerning the definition of “associated parties” and claims processing procedures.
<p>Prize Payout Personnel Training - Those involved in the Retailer/employee prize claim interviews do not receive training in interview techniques (to help them detect situations where the claimant may be evasive, unclear, etc.).</p>	Completed, but subject to additional enhancement in the future.
<p>Retailer/Employee Database - WCLC asks all claimants of prizes of \$1,000 or more if they are Retailers. In addition, all claimants of prizes of \$1,000 or more are required to sign a Release which includes their declaration that they are, or are not, a Retailer. Additional steps should be considered to ensure the accuracy of information supplied.</p>	In progress. Specifications are complete for a Retailer database which will include the names of staff that sell or cash lottery tickets. The database will be used to verify declarations by “associated parties”.