



Report on Customer Service and Customer Service Performance Measures

2002

Texas Lottery Commission

Report on Customer Service and Customer Service Performance Measures

Report on Customer Service

The Texas Lottery Commission administers and markets state lottery games to generate revenue for the State of Texas, and regulates charitable bingo to generate money for charitable organizations. Because public trust is essential to our success, we strive to carry out our duties with integrity, to improve our services through innovative management and technology, to operate in the most cost-effective manner, and to be fully accountable to the citizens of Texas.

In keeping with our Compact with Texans, approved in April 2000, the Texas Lottery Commission believes the performance and attitude of its staff directly impacts the attitude of its customers toward the agency. A key to our continued success is establishing and reinforcing an image as helpful, knowledgeable, informative, courteous, and efficient professionals.

We maintain outstanding customer satisfaction levels and enhance public confidence by providing quality customer service.

1. EXTERNAL CUSTOMERS AND SERVICES PROVIDED

The Texas Lottery Commission's external customers include lottery and charitable bingo players, adult Texans over the age of 18, lottery retailers, charitable bingo licensees, minority vendors and the general public.

Description of Services for Customers

Texas Lottery Customer Service (1-800-37-LOTTO) (1-800-375-6886)

Customer Service is generally the first point of contact for individuals seeking assistance, guidance and information about the Texas Lottery Commission, lottery games and lottery issues. Staff answers the toll-free telephone number, and responds to correspondence and e-mail messages from the general public.

Claim Centers

The agency's claim centers provide another point of contact for lottery customers in 22 communities throughout Texas. Claim center staff provides prompt, expedient service to the public in the processing and payment of Lottery prizes. The centers serve as an information resource and service outlet for Lottery customers. Claim centers offer a range of services from providing information about Lottery operations and game rules to serving as a conduit for public comments and complaints.

Retailer Services

Retailer Services processes all lottery retailer applications, and issues new licenses and renewals to retailer locations approved to sell Texas Lottery tickets. Staff coordinates license transfers when businesses move or ownership changes; handles lottery terminal moves; and initiates administrative action when rules governing the issuance of licenses are violated. This section also assists retailers with questions on all daily ticket sales transactions, account reconciliation, non-sufficient funds (NSF) transfers, collection issues and enforcement actions.

Retailer Hotline (1-800-458-0884)

The Retailer Hotline is operated by the Lottery Operator contracted by the Texas Lottery Commission to operate the games. Trained hotline operators provide retailers with toll-free assistance seven days a week, with the goal of avoiding any interruption in daily sales. Hotline staff helps to resolve technical issues related to terminals, and provides current information pertaining to instant tickets, on-line functions, promotions, system enhancements, procedural changes, terminal repairs, etc.

Charitable Bingo Customer Service

Charitable bingo staff assists licensees by providing financial data related to collections and disbursements, conducting assessment, and assistance inspections and presenting operator training programs to educate designated individuals of licensed organizations in the conduct of charitable bingo to ensure compliance with the Bingo Enabling Act and Charitable Bingo Administrative Rules. In all its interactions with the bingo playing public and licensees, the Charitable Bingo staff strives for total-quality customer service by reducing unnecessary procedures, using technology to provide better faster and less cumbersome service, soliciting input from its customers, and making changes based on that input, where appropriate.

Charitable Bingo Hotline (1-800-BINGO-77) (1-800-246-4677)

This toll-free number is staffed by trained license examiners who can answer conductors questions about their licenses, and by staff from accounting and audit who respond to inquiries from the public whether they are made by phone, letter or e-mail.

Printed Materials

The Texas Lottery Commission regularly prints and distributes numerous publications offering general information about the Texas Lottery Commission, its minority business practices, lottery games and corresponding rules, and charitable bingo.

Publications include:

- *Minority Business Participation Report* – an annual fiscal year report of the level of minority business participation as it pertains to both the Commission’s contracts and the licensing of sales agents.
- *Bingo Bulletin*—a bi-monthly newsletter designed to educate and inform licensees on issues related to Charitable Bingo in Texas, distributed free throughout the state.
- “End of Game” Notices – game close dates and last date that players can redeem prizes; provided to retailers and published in newspapers
- “How to Play” Product Brochures—regularly published informational brochures about current online and instant games and their respective rules

- *Media Guide*—a reporters’ quick reference guide, this document is available in hard copy and on the web site. It provides background information on the Texas Lottery Commission, lottery games and charitable bingo.
- Product Point-of-Sale Materials – game specific printed pieces displayed at retailer locations
- Retailer Manual—rules and regulations for licensed sales agents
- *RoundUp*—a monthly newsletter designed for and distributed to retailers throughout Texas free of charge
- “*Sell In*” Sheets – produced for each new game introduced, detailing game features, prize amounts, and play instructions
- *We Have Another Winner!*—a brochure for the media on gaining information on past and present winners, the validation process for jackpot tickets, and resources available from the agency’s Communications Division through the Media Guide and website.
- *Where the Money Goes*—a brochure showing how each dollar from lottery sales is accounted for and identifying the Foundation School Fund as the recipient of revenue from lottery sales, and the Multicategorical Teaching Hospital Account and Tertiary Care Account as recipients of unclaimed prize money.
- *Winning Newsletter*—a four-page monthly newsletter designed for players’ use, distributed to retailers throughout Texas, and available free of charge to players
- *Winning Tickets Remaining*—a one page, biweekly sheet designed to inform retailers and players of top prizes remaining in active instant games and is distributed to all TLC retailers throughout the state

Internet Sites

Texas Lottery Commission web site - www.txlottery.org – provides the general public, the playing public, lottery retailers and the media with up-to-date information on the ‘Games of Texas,’ from drawing results for the on-line games, to end-of-game notices for instant tickets. In addition, the web site provides users with access to information about Texas Lottery Commission governing rules and meetings, published reports, and News Events and Alerts. A recently added feature is the ability to see live drawings online and pages set aside for law enforcement to find out information about the “Latin Lotto” scam. Nearly a million Texans a month check www.txlottery.org for the latest in lottery news, and are able to e-mail their questions, comments and complaints directly to our communication services staff for a quick response. This site also provides a quick-link directly to the Charitable Bingo web pages.

Charitable Bingo web site - www.txbingo.org – provides customers with access to all forms and applications, news alerts, frequently asked questions, e-mail access to the Charitable Bingo Operations Division, and a method for filing a complaint on-line. This is a comprehensive and frequently updated web site designed to provide comprehensive and user-friendly information.

PlayerConnect™ – Registrants receive e-mail messages regarding winning numbers, advance notice of future instant games, information on special promotions, and the opportunity to participate in Texas Lottery market research programs.

SITEMAP FOR AGENCY WEBSITE

CHARITABLE BINGO

Administrative Rules for Bingo
Bingo Advisory Committee
Bingo Bulletin
Distributors/Manufacturers/SSPs
Bingo Enabling Act, Chapter 2001, Occupations Code
Charitable Raffle Enabling Act (from the Texas Attorney General)
FAQs for Bingo
Forms and Applications
Licensing Forms
Quarterly Report Forms
Audit Forms
How To Contact Us
How to File A Complaint
New Licenses Issued
Operator Training Program
Regional Office Locations
Related Links

COMPACT WITH TEXANS

COMPULSIVE GAMBLING INFORMATION

DRAWING RESULTS AND MORE

Claim Center Locations

Lotto Texas

Approved Lotto Texas Changes
Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How To Play *Lotto Texas*
Number Frequency (1-50)
Number Frequency (1-54)
Pre-test Results
View the Drawing Machine
Where Were *Lotto Texas* Jackpot Winning Tickets Sold?
Winning Numbers and Prize Amounts

Cash 5

Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How To Play *Cash 5*
Number Frequency
Pre-test Results
View the Drawing Machine
Where Were *Cash 5* Jackpot Winning Tickets Sold?
Winning Numbers and Prize Amounts

Pick 3

Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How To Play *Pick 3*
Number Frequency
Pre-test Results
View the Drawing Machine

Texas Million

Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How To Play *Texas Million*
Number Frequency
Pre-test Results

View the Drawing Machine

Winning Numbers and Prize Amounts

Where Were *Texas Million* Jackpot Winning Tickets Sold?

Texas Two Step

Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How To Play *Texas Two Step*
Number Frequency
Pre-test Results
View the Drawing Machine
Where Were *Texas Two Step* Jackpot Winning Tickets Sold
Winning Numbers & Prize Amounts

LEGAL NOTICES

This section posts all legal notices for the Texas Lottery Commission affecting both the Texas Lottery and Charitable Bingo. Information includes:

Notices of Meetings and Public Hearings
Records of Meetings, Minutes and Transcripts
Requests for Proposals and Information
Proposed and Adopted Amendments and Rules
Statutes affecting the Commission
Links to further resources

LOTTERY COMMISSION INFORMATION

"Ask the Director"

Bingo Advisory Committee
Commission Meetings
Employment Opportunities
Financial Data
History & Milestones
Jobs
Meet the Commissioners
Minority Development Services
Reports
Security Audit Adobe PDF
Speakers Bureau
Strategic Plan

NEWS AND EVENTS

Bingo Bulletin
Calendar of Events
Media Guide for 2000-2001
News and Press Releases
Satellite Coordinates for Broadcast Drawings

PlayerConnect™

PRIVACY POLICY

RULES

This link points statutes and rules governing the Texas Lottery Commission.

Commission Statutes

SCRATCH OFFS

Current Games/Winning Tickets Remaining
Game Closing Information
Upcoming Games

2. INFORMATION GATHERING METHODS

The Texas Lottery Commission has conducted numerous research studies since its inception, both by contracting with independent firms and by using staff or agency publications to gather data. All research is conducted by the Resources Section of the Marketing Division unless otherwise noted.

Lottery Players

Demographic Study of Texas Lottery Players

As mandated by statute (Section 466.021, Texas Government Code), the agency's Executive Director contracts with an independent firm experienced in demographic analysis to conduct a demographic study of Texas Lottery players. The study, conducted every two years as required, examines those most likely to play Texas Lottery games by age, gender, education, income and ethnicity breakdowns.

The Demographic Study uses a random-digit dialing system to solicit input from players and non-players as a way to set a benchmark for player demographics.

The most recent demographic study was conducted during the fall of 2000 by the Office of Survey Research, College of Communication, at the University of Texas at Austin, which has conducted the study biannually since 1992.

Data Collection Time Frame/Cycle: Completed once every two years, typically in the fall of each even-numbered year.

Data Limitations: Conducted only with Texans who have telephones in their homes. Must rely on self-reported data.

Number of Customers Surveyed: Approximately 1,700 per study.

Confidence Intervals/Levels: Confidence levels are +2.5%.

Error/Response Rates: Response rates are over 65% for those who agree to follow through with the telephone survey.

Customer Groups Excluded: Persons not having telephones in their homes.

Justification for Exclusion: In order to conduct a large sample size study, phones are the most efficient and cost effective way of doing this. Approximately 92% of Texas homes have telephones in their homes so there are only a small percent of Texans excluded from the surveys.

Annual Segmentation and Monthly Tracking Surveys

This research allows the Texas Lottery to monitor key policy questions, spending pattern shifts, game/advertisement awareness, attitudinal shifts within segments, shifts in game player profiles and any changes in the size or composition of the segments.

An independent research firm conducts the survey using a random-digit dialing system to solicit input from players and non-players.

The annual segmentation component is conducted with a significant Hispanic over-sample to allow for cross-tabulation with the intent of better understanding the Hispanic market. This better understanding is enhanced by specific, in-house research of the market, to allow the Texas Lottery to keep current with the changing Hispanic population in Texas.

The Texas Lottery Annual Segmentation and Monthly Tracking surveys have been conducted on a regular basis since November 1992.

Data Collection Time Frame/Cycle: Completed on a monthly basis, with data compiled on a quarterly basis for overall reporting.

Data Limitations: Conducted only on Texans with telephones in their homes. Must rely on self-report data.

Number of Customers Surveyed: Approximately 1200 for the Annual Segmentation Study and 400 per month for the Tracking Survey.

Confidence Intervals/Levels: Confidence levels are +2.85%.

Error/Response Rates: Response rates are over 90% for those phoned who follow through with the survey.

Customer Groups Excluded: Persons not having telephones in their homes.

Justification for Exclusion: In order to conduct a large sample size study on the monthly basis, phones are the most efficient way of doing this. Approximately 92% of Texas homes have telephones in their homes so there is only a small percentage of Texans excluded from the surveys.

Instant Ticket Concept Testing Focus Groups

Since the Texas Lottery's inception, focus groups have been conducted on a quarterly basis to evaluate the strengths and weaknesses of potential new instant game concepts. This quarterly testing (also including a quantitative spending exercise and quantitative evaluation exercise) continues with those player segments that represent the greatest potential for this product line.

As a follow-up to the quantitative data obtained from the annual segmentation study, focus groups with each of the key attitudinal segments give the Texas Lottery an opportunity to explore player attitudes and beliefs in greater detail. The Texas Lottery does obtain qualitative data from segment members regarding instant games, but these groups also allow discussion of on-line game issues and overall image. In addition, quantitative data may be gathered in conjunction with the qualitative data to enhance the information gathered during focus groups. This learning provides greater insight into the mind-set of each of these segments and enables Texas Lottery management to develop marketing strategies to address the differing needs of the segments.

Focus group testing is done on an as-needed basis to assess online game changes and additions, online and instant media concepts, and other related topics.

Data Collection Time Frame/Cycle: Data is collected within a week during a two to three-night session.

Data Limitations: The qualitative portion of the study allows for only directional information and cannot be used as the quantitative information might be. Although the information is valuable, it is anecdotal in nature.

Number of Customers Surveyed: Approximately 40 on the qualitative portion.

Confidence Intervals/Levels: Not measured because of the qualitative nature of the data.

Error/Response Rates: Not measured.

Customer Groups Excluded: Persons without phones in their homes are excluded because groups are solicited via random phone calling. Additional persons excluded include persons who do not play lottery games, persons under the age of 18, persons who are not employed and persons who do not fit the general demographics of Texas Lottery players.

Justification for Exclusion: Approximately 92% of Texas homes have telephones in their homes so there are only a small percent of Texans excluded from the surveys. The studies are designed to solicit information from lottery players. The focus of data collection is Texas Lottery players.

Quarterly Mini-Lab/Focus Group Sessions

Each quarter in two different cities, instant ticket concepts are tested in “mini-lab” focus groups that allow for both quantitative and qualitative data gathering to assess the playability of new instant ticket concepts.

Data Collection Time Frame/Cycle: Data is collected within a week during a two to three night session.

Data Limitations: The qualitative portion of the study allows for only directional information and cannot be used as the quantitative information might be. Although the information is valuable, it is anecdotal in nature.

Number of Customers Surveyed: Approximately 150 respondents are on the quantitative portion, and about 20 are involved in the qualitative portion.

Confidence Intervals/Levels: Confidence intervals are +2.85% on the quantitative portion.
Error/Response Rates: Not measured.

Customer Groups Excluded: Persons without phones in their homes are excluded because groups are solicited via random telephone calling. Additional persons excluded include persons who do not play lottery games, persons under the age of 18, persons who are not employed, and persons who do not fit the general demographics of Texas Lottery players.

Justification for Exclusion: Approximately 92% of Texas homes have telephones in their homes so there are only a small percent of Texans excluded from the surveys. The studies are designed to solicit information from lottery players. The focus of data collection is Texas Lottery players.

Annual Media and Shopping Behavior Study

An annual random-digit dialing system solicits input from players and non-players in order to gain a better understanding of the media and purchase behaviors of each of the attitudinal segments referenced previously. The survey results help direct the impact the Texas Lottery's advertising has on player behavior.

An independent research firm conducts this survey.

Data Collection time frame/cycle: Completed one time per year, typically in the spring.

Data Limitations: Conducted only on Texans with phones in their homes. Must rely on self-report data.

Number of Customers Surveyed: Approximately 1,200 per study.

Confidence intervals/levels: Confidence levels are +2.85%.

Error/response rates: Response rates are over 90% for those phoned who follow through with the survey.

Customer groups excluded: Persons not having telephones in their homes.

Justification for exclusion: In order to conduct a large sample size study on the monthly basis, phones are the most efficient way of doing this. Approximately 92% of Texas homes have telephones in their homes so there are only a small percent of Texans excluded from the surveys.

Discrete Choice Testing

Discrete choice surveying is used for testing of instant ticket attributes to better predict ticket design and development. This type of research is conducted no more than once annually.

Data Collection Time Frame/Cycle: Data is collected within a week during a three to four-night session.

Data Limitations: The qualitative portion of the study allows for only directional information and cannot be used as the quantitative information might be. Although the information is valuable, it is anecdotal in nature.

Number of Customers Surveyed: Approximately 500 are involved in the quantitative portion, and another 500 on the qualitative portion.

Confidence Intervals/Levels: Confidence intervals are +2.85% on the quantitative portion.
Error/Response Rates: Not measured.

Customer Groups Included: Persons with phones in their homes are included because groups are solicited via random telephone calling. Additional persons included are persons who play lottery games, persons 18 years of age or older, persons who are employed, and persons who match player demographics as defined in the 2001 Demographic Study of Texas Lottery players. Persons who do not meet these criteria are not invited to participate in this study.

Justification for Exclusion: Approximately 92% of Texas homes have telephones in their homes so there are only a small percent of Texans excluded from the surveys. The studies are designed to solicit information from lottery players. The focus of data collection is Texas Lottery players.

Surveys at Claim Center Locations

Surveys of winners of different lottery games are conducted at the Claim Center locations to gather information about the 'Games of Texas' and lottery issues from people who play and win the Texas Lottery.

Data Collection Time Frame/Cycle: Data collection is variable, depending on the specific issue to be targeted in the survey.

Data Limitations: Must rely on self-report data. Must rely on player cooperation to complete a survey while Claim Center staff is processing their ticket.

Number of Customers Surveyed: Varies depending on the specific survey.

Confidence Intervals/Levels: Not measured.

Error/Response Rates: Not measured.

Customer Groups Excluded: Lottery winners not claiming a prize at a Claim Center and persons not winning a lottery game.

Justification for Exclusion: The current method used allows for data collection from actual players, and the data is often used to provide supportive information, not definitive information.

Lottery Retailers

In Person Surveys

The primary objective of these personal interviews is to gather retailer opinions, attitudes and behaviors, and assist the agency in measuring retailers' interactions and overall satisfaction with various Texas Lottery and lottery operator support services and functions.

Retailers are divided according to Claim Center and Lottery Operator district areas. This stratified random sampling accounts for a representative sample and allows for statistical generalization of the entire retailer base. This function was outsourced until 1998.

The Marketing Division compiles the survey instrument and typically uses the same questionnaire on a bi-annual basis. This instrument is forwarded to 22 Claim Centers for their staff to conduct the actual in-person survey on a monthly basis. Each Claim Center has annual goals, and numbers vary depending on the geographic region.

The survey gathering process occurs during the first three weeks of the month. Claim Center staff forward completed surveys to the Marketing Division where each survey is reviewed individually. The number of surveys is then entered into a spreadsheet, and subsequently forwarded to an independent research contractor who tabulates the results and returns the surveys within 10 working days. The Marketing Division then reviews the survey results and a report is written and disseminated the following month.

Data Collection Time Frame/Cycle: Data collection is monthly. Data is analyzed and a report written within one month.

Data Limitations: Must rely on self-report data from retailers. Must rely on responses from retailers that may not have English as a first language.

Number of Customers Surveyed: As many as 700 may be contacted but only 400-500 may be personally surveyed. Numbers may vary from month to month. A retailer survey is not considered complete unless the retailer agrees to answer all questions orally administered by the Claim Center staff.

Confidence Intervals/Levels: Confidence intervals are +5%.

Error/Response Rates: Response rates are between 80-90%.

Customer Groups Excluded: Retailers excluded include those who refuse to participate in the survey, those with whom there is a language barrier, and those who are not in operation at the time of the survey.

Justification for Exclusion: Retailers surveys are voluntary and are not a requirement as a licensed sales agent. All attempts are made to survey every licensed retailer within a two-year period.

Printed Surveys in the Retailer Publication

Round Up is a monthly publication offering retailers sales and marketing tips. It highlights successful retailer strategies and presents key information on a range of topics from security to licensing. Quarterly editions of *RoundUp* include printed surveys to query retailers on current issues related to Texas Lottery operations. These surveys consist of five to six questions on a current issue related to Texas Lottery operations. The results of these surveys have helped to improve agency operations that impact retailers.

Data Collection Time Frame/Cycle: Surveys are printed in the retailer publication on a quarterly basis.

Data Limitations: Must rely on self-report data. Must rely on retailers' willingness to read the publication and complete the survey and return it to the Texas Lottery.

Number of Customers Surveyed: All retailers receiving the publication have the opportunity to respond to the survey.

Confidence Intervals/Levels: This number is not measured.

Error/Response Rates: Response rates are extremely low (less than 10% of all retailers for any given survey).

Customer Groups Excluded: No retailer is purposely excluded. Retailers may exclude themselves because they do not read the publication.

Justification for Exclusion: Retailer response is strictly voluntary. It is not a requirement of their license.

Charitable Bingo Licensees

The Charitable Bingo Licensee Satisfaction survey, conducted in October 1999, surveyed charitable bingo conductors on customer satisfaction, areas of bingo operations licensees perceive as problematic, game patterns, trends in game operations throughout the state, response rate to requests made of the Charitable Bingo Operations Division, and quality of service received.

A stratified random sample was drawn from the entire population of 1,547 conductors. Auditors from each region with the exception of Region 5 (Austin) conducted the survey via telephone. A license examiner conducted the surveys in Region 5.

Data Collection Time Frame/Cycle: One time

Data Limitations: Rely on licensees to respond.

Number of Customers Surveyed: Ten-percent (155) of licensed conductors were drawn from the population.

Confidence Intervals/Levels: This number is not measured.

Error/Response Rates: Of the 155 organizations surveyed, 104 responded resulting in a 67% response rate.

Customer Groups Excluded: No licensee is purposely excluded.

Justification for Exclusion: Licensees could choose not to respond to survey. It is not a requirement of their license.

Other Charitable Bingo Research

Assessment of the quality of customer service provided by the Charitable Bingo Operations Division continues to be tracked via ongoing surveys conducted by Charitable Bingo staff at the Operator Training Program and Assessment and Assistance Interviews throughout the state. Both surveys contain the questions "How would you rate the quality of service you receive from the Charitable Bingo Division?"

3. LEVELS OF CUSTOMER DETERMINED QUALITY

Customer Satisfaction

| <u>Measure</u> | <u>Projected</u> | <u>FY01 YTD</u> |
|----------------------------------|------------------|-----------------|
| Players satisfied with lottery | 80% | 76.58% |
| Retailers satisfied with lottery | 80% | 86.95% |

Service Timeliness

Throughout the agency, staff strives to maintain an average answer speed of eight seconds or less. The goal for abandoned calls, when the caller hangs up before the operator answers, is to maintain an average speed of 20 seconds or less. The agency has made a concerted effort to minimize wait time by providing customers with applications and forms with clearly written instructions and a user-friendly design. Whenever possible, minimum processing time is published on the application or form.

| | <u>Standard</u> | <u>Performance</u> |
|--|-----------------|--------------------|
| Average speed of answering phone | 8 seconds | within 8 seconds |
| Average abandoned call speed (caller hangs up before answered) (1.3% of all incoming calls abandoned.) | 20 seconds | 11 seconds |
| Percentage of incoming telephone calls answered in less than 20 seconds | 90% | 96%* |
| Average call length - 44 seconds | | |
| Average Response Time to Correspondence – 5.93 working days. | | |
| * Either answered or abandoned - industry standard for call center operations is 80%. | | |

Charitable Bingo Licensee Customer Satisfaction Survey (conducted October 1999)

| | |
|--|-----|
| Treated courteously in their interactions with the staff | 89% |
| Response rate of the staff to requests was good-to-excellent | 87% |
| Quality of service received was good-to-excellent | 89% |

In addition, from May 16, 2000, to February 28, 2002, 2,131 individuals have completed the survey conducted at the Operator Training Programs. Of the individuals responding, 95 percent rated the quality of customer service as good-to-excellent. From September 1, 2001, to February 28, 2002 79 individuals have completed the survey conducted at the Assessment and Assistance Interviews. Of the individuals responding, 97% rated the quality of customer service as good-to-excellent. (Note: These figures are as of March 7, 2002 and are unaudited.)

4. ANALYSIS

The retailer satisfaction measure is higher than projected due to increased communication between the retailer and both the Texas Lottery Commission and Lottery Operator. Both Texas Lottery Commission and Lottery Operator personnel are resolving issues at the store level for more satisfactory results.

5. PERFORMANCE MEASURE INFORMATION

Four sections within the Texas Lottery Commission have specific responsibilities related to maintaining customer service standards and ensuring customer satisfaction. Contact information, respective standards for wait times, complaint handling processes and responses are described below.

Agency Customer Service Representatives (As of May 7, 2002)

Customer Service - Ron Wilcox

Phone: 512-344-5268

Fax: 512-344-5080

E-mail: ron.wilcox@lottery.state.tx.us

Claim Centers – Michael Anger

Phone: 512-344-5181

Fax: 512-344-5153

E-mail: michael.anger@lottery.state.tx.us

Retailer Services - Ed Rogers

Phone: 512-344-5389

Fax: 512- 344-5253

E-mail: ed.rogers@lottery.state.tx.us

Charitable Bingo - Donna Rose

Phone: 512-344-5122

Fax: 512-344-5142

E-mail: donna.rose@lottery.state.tx.us

Standards for Wait Times/Responses

Throughout the agency, staff strives to answer at least 90% of incoming telephone calls in less than 20 seconds, and maintain an average answer speed of eight seconds or less. For abandoned calls, when the caller hangs up before the operator answers, the goal is to maintain an average speed of 20 seconds or less. The agency makes a concerted effort to minimize wait time by providing customers with applications and forms with clearly written instructions and user-friendly design. Whenever possible, minimum processing time is published on the application or form.

Customer Service

Customer Service staff answers Internet e-mail messages within two business days, and within five business days, if additional research is required. Correspondence is answered within an average of eight business days or less, and public information requests are processed within 48 hours.

Retailer Services

Retailer license application procedures vary, depending upon the type of business (independent, chain, or corporate account), and according to the type of application. Typically, the processing of a properly filled out Lottery Retailer Application will be completed within 12 business days of receipt of the application in the Retailer Licensing section. The Electronic Funds Transfer (EFT) system connects retailer bank accounts with the Texas State Treasury through an electronic computer network. It reduces retailer paperwork and streamlines the accounting process required to deposit Texas Lottery ticket sales revenue into the Texas State Treasury. EFT transfers are done weekly.

Claim Centers

Wait times for processing and issuance of prize checks vary depending upon many factors, including but not limited to: completeness and accuracy of the submitted claim form; the condition of the apparent winning ticket; and/or the existence of debts owed to the State of Texas by the claimant. Barring any problems with these items, the standard wait time for a claimant to receive a prize check in a Claim Center is 10-15 minutes.

Retailer Hotline

The goals of the Hotline operators include answering at least 80% of incoming calls in less than 15 seconds, maintaining an average answer speed of 20 seconds or less, and ensuring 90% of callers waiting will wait no longer than two minutes. Inquiries needing additional research are generally answered within two business days or the appropriate party will be notified of the delay within that time period.

Charitable Bingo

Wait times for processing and issuance of applications vary depending upon many factors, including but not limited to: completeness and accuracy of the submitted application and required supporting documentation; existence of outstanding financial liabilities; existence of a pending compliance case; audit in progress; results of criminal background checks of individuals on the organization's bingo record; and existing backlog of applications.

The average processing time for an Original Conductor's license is 96 days. Average processing times for other licenses range from 3 days (Temporary Conductor's license) to 114 days (Manufacturer's Renewal). Licensee quarterly reports are due the fifteenth of the month following the end of the calendar quarter. Fund allocations are processed to the local jurisdictions forty-five days after the quarterly report due date.

Complaint Processing

While the agency does not have a central office, such as an ombudsman, to receive, track and resolve complaints filed against the agency, there are a variety of other processes throughout the agency where the public has the opportunity to raise concerns about specific actions or policies undertaken by the agency. Although complaints may be filed with either a member of the three-member commission, the Executive Director or the Director of the Charitable Bingo Operations Division, the majority of complaints are received through the processes described below.

The agency receives complaints involving the operation of the Texas Lottery by telephone (1-800-375-6886), via mail (P.O. Box 16630, Austin, Texas, 78761-6630), by fax (512-344-5080), or by e-mail, customer.service@lottery.state.tx.us

Complaints involving Charitable Bingo are received by telephone (1-800-246-4677), via mail (P.O. Box 16630, Austin, Texas, 78761-6630), by fax (512-344-5142), or by e-mail, bingo.services@lottery.state.tx.us

Retailer Services

This section receives customer complaints on retailer issues through the telephone hotline or via mail or fax. Licensing staff responds to the complainant via telephone calls, written correspondence or e-mail. Periodically, one-on-one meetings with a complainant are held at the agency or in a retailer location.

Field Offices

All comments and complaints are put in writing and immediately forwarded to the appropriate division. The individual making the complaint is provided with verbal or written feedback, as appropriate, depending upon the situation.

Retailer Hotline

Complaints from retailers regarding stolen tickets, missing packs, ticket deliveries, retailers, equipment difficulties or other issues are resolved by Lottery Operator Hotline staff, handled by dispatching a technician to the retailer location, or forwarded to the appropriate Texas Lottery division for resolution.

Charitable Bingo

Complaints against the agency are routed to the appropriate staff member in the Charitable Bingo Operations Division.

Other Agency Complaint Processes

The agency may also receive complaints during the rulemaking process. Those complaints are summarized and addressed by the Texas Lottery Commission as part of the rulemaking process.

Additionally, participants in procurement processes may file a protest in connection with a procurement. The agency statutes and rules provide for the resolution of a protest. Finally, persons may address the three-member Commission at a Commission Meeting to inform the Commission of a complaint. The Commission, consistent with the requirements of the Open Meetings Act, considers the issues and takes appropriate action.

**TEXAS LOTTERY COMMISSION
CUSTOMER SERVICE PERFORMANCE MEASURES
FY 2002-2007**

**LOTTERY
MEASURES**

OUTCOME MEASURE

| | FY 2002 | FY 2003 | FY 2004 | FY 2005 | FY 2006 | FY 2007 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|
| Percentage of Retailers Satisfied with the Services of the Texas Lottery | 80% | 80% | 80% | 80% | 80% | 80% |

The above measure is based on current numbers for FY02 that are not expected to vary in the coming years. This data is collected via the monthly Retailer Research Surveys.

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| Percentage of Eligible Players Satisfied with the Services of the Texas Lottery | 80% | 80% | 80% | 80% | 80% | 80% |
|---|-----|-----|-----|-----|-----|-----|

This is a new measure for which data collection began in FY 2001. This data is collected via the monthly tracking surveys.

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| Percentage of Surveyed Retailers Identifying Ways to Improve Service Delivery | 25% | 25% | 25% | 25% | 25% | 25% |
|---|-----|-----|-----|-----|-----|-----|

This is a new measure for which data collection began in FY 2001. This data is collected via the Retailer Research Surveys.

| | | | | | | |
|--|-----|-----|-----|-----|-----|-----|
| Percentage of Surveyed Eligible Players Identifying Ways to Improve Service Delivery | 25% | 25% | 25% | 25% | 25% | 25% |
|--|-----|-----|-----|-----|-----|-----|

This is a new measure for which data collection began in FY 2001. This data is collected via the monthly tracking surveys.

OUTPUT MEASURE

| | FY 2002 | FY 2003 | FY 2004 | FY 2005 | FY 2006 | FY 2007 |
|------------------------------|---------|---------|---------|---------|---------|---------|
| Number of Retailers Surveyed | 16,911 | 17,300 | 17,300 | 17,300 | 17,300 | 17,300 |

Retailers are surveyed on a quarterly basis via newsletter and one-half the retailer base is surveyed per year with in-person surveys. The retailer number is based on licensed retailers (approximately 16,700), plus copies distributed to corporate accounts (approximately 600) provided by the Lottery Operator as of 2/02. FY03 - FY07 have been changed to reflect the changes in the retailer numbers.

| | | | | | | |
|-------------------------------------|-------|-------|-------|-------|-------|-------|
| Number of Eligible Players Surveyed | 6,400 | 6,400 | 6,400 | 6,400 | 6,400 | 6,400 |
|-------------------------------------|-------|-------|-------|-------|-------|-------|

400 eligible players surveyed for 10 months and 2 months of 1200 eligible players surveyed each month. This is a new measure for which data collection began in FY 2001. This data is collected via the monthly tracking surveys.

| | | | | | | |
|----------------------------|--------|--------|--------|--------|--------|--------|
| Number of Retailers Served | 16,911 | 17,300 | 17,300 | 17,300 | 17,300 | 17,300 |
|----------------------------|--------|--------|--------|--------|--------|--------|

Retailers are visited at least twice per month by representatives of the Lottery Operator. The retailer number is based on licensed retailers (approximately 16,700), plus the number of corporate accounts (approximately 600) as provided by the Lottery Operator as of 2/02. FY03 - FY07 have been changed to reflect the changes in the retailers numbers.

| | | | | | | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|
| Number of Eligible Players Served | 15,427,888 | 15,748,500 | 15,748,500 | 15,748,500 | 15,748,500 | 15,748,500 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|

This is a new measure for which formal data collection began in FY 2001. This data is reflective of the population estimates from the Comptrollers' Office for the number of Texans 18 years and older. This data does not include the number of visitors to Texas who play Lottery games while in Texas. FY03 - FY07 based on Comptroller estimates for FY 2002.

CHARITABLE BINGO MEASURES

OUTCOME MEASURE

| | FY 2002 | FY 2003 | FY 2004 | FY 2005 | FY 2006 | FY 2007 |
|---|---------|---------|---------|---------|---------|---------|
| Percent of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received | 96% | 96% | 96% | 96% | 96% | 96% |

The above measure is based on historical numbers starting in FY00 that are not expected to vary in the coming years. This data is collected via the participants in the Operator Training Program and from Assessment and Assistance Inspections.

OUTPUT MEASURE

| | | | | | | |
|---------------------------------|-------|-------|-------|-------|-------|-------|
| Number of Customers Surveyed | 1,632 | 1,632 | 1,632 | 1,632 | 1,632 | 1,632 |
|---------------------------------|-------|-------|-------|-------|-------|-------|

Representatives of licensed organizations are surveyed when they attend the Operator Training Program. Representatives of licensed organizations are also given a survey to complete when an Assessment and Assistance Inspection is conducted. Each licensed organization may have more than one representative respond.

EFFICIENCY MEASURE

| | | | | | | |
|-------------------------------|--------|--------|--------|--------|--------|--------|
| Cost per Customer Surveyed | \$0.77 | \$0.85 | \$0.90 | \$0.95 | \$0.97 | \$0.98 |
|-------------------------------|--------|--------|--------|--------|--------|--------|

Estimated employee hours required to prepare, administer, enter data, analyze and summarize surveys and cost of materials utilized.

EXPLANATORY MEASURE

| | | | | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|
| Number of Customers Responding | 1,020 | 1,020 | 1,020 | 1,020 | 1,020 | 1,020 |
|-----------------------------------|-------|-------|-------|-------|-------|-------|

Based on a 70% response rate from those surveyed at the Operator Training Program and a 20% response rate from those surveyed during the Assessment and Assistance Inspections.