



Report on Customer Service and
Customer Service
Performance Measures

2004

Texas Lottery Commission

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Report on Customer Service and Customer Service Performance Measures

Texas Lottery Commission Report on Customer Service

The Texas Lottery Commission administers and markets lottery games to generate revenue for the State of Texas and regulates charitable bingo-related activities in the State of Texas. The agency's mission statements reflect our commitment to maintaining the public trust and operating with full accountability to the citizens of Texas.

Texas Lottery Mission Statement

The Texas Lottery is committed to generating revenue for the State of Texas through the responsible management and sale of entertaining lottery products. The Texas Lottery will incorporate the highest standards of security and integrity, set and achieve challenging goals, provide quality customer service and utilize a TEAM approach.

Charitable Bingo Division Mission Statement

Provide authorized organizations the opportunity to raise funds for their charitable purposes by conducting bingo. Determine that all charitable bingo funds are used for a lawful purpose. Promote and maintain the integrity of the charitable bingo industry throughout 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 impact 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, lottery retailers, charitable bingo licensees, vendors and the general public.

Description of Services for Customers

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

This Customer Service hotline is generally the first point of contact for people 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. Players can select from a menu of options to reach the appropriate section quickly, including direct routing to Spanish-speaking agents.

Claim Centers

The agency's claim centers provide another point of contact for Lottery customers in 16 locations throughout Texas. The claim 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 payment of Lottery prizes. Claim center staff provides prompt and efficient service to the public in the processing and payment of Lottery prizes.

Retailer Services

The Retailer Services section of the agency processes all lottery retailer applications and issues new licenses and renewals to retailer locations approved to sell Texas Lottery tickets. Staff coordinates with the lottery operator and licensees to address a variety of issues related to business moves 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 Services also provides a hotline for retailers to call for assistance with licensing and accounting issues related to their businesses. Retailer Services Phone Bank Specialists assist callers over the telephone and can fax or mail documents as needed.

In May 2003, the Customer Service section was moved to Retailer Services. The Customer Service staff answers the Customer Service telephone hotline and responds to questions from Lottery players and others regarding Lottery games and other general information. They also respond to correspondence and emails, and they can mail a variety of printed information to assist customers.

Currently, the Retailer Services hotline agents provide backup coverage on the Customer Service and Spanish Customer Service hotlines. Cross-training will take place over the next few months to train Customer Service hotline agents in handling Retailer Services calls. The goal is to use both groups more efficiently to handle calls where needed when call volume increases. Such integration will provide more efficient and timely response to both retailers and Lottery players.

Retailer Hotline (1-800-458-0884)

The lottery operator (the company contracted by the Texas Lottery Commission to operate the games) provides support to retailers through the Retailer Hotline. 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 game functions, promotions, system enhancements, procedural changes, terminal repairs, etc.

This year, through a contract amendment with the Texas Lottery and without adversely affecting customer response time in Texas, the lottery operator began a process of integrating the Retailer Hotline into a call center serving several other state lotteries and other state programs. This integration, when complete, will allow for greater flexibility in scheduling and meeting performance goals. During periods of unusually high call volume, calls can be automatically routed to additional trained agents in a call center in Boca Raton, Florida for assistance.

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 interactions with the bingo-playing public and licensees, the staff of the Charitable Bingo Operations Division strives for total quality customer service by reducing unnecessary procedures, using technology to provide better, faster and less cumbersome service, soliciting input from 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 the Accounting and Audit sections of the Charitable Bingo Operations Division who respond to inquiries from the public, whether they are made by telephone, 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 quarterly newsletter designed to educate and inform licensees on issues related to the conduct and regulation of charitable bingo in Texas. The *Bingo Bulletin* is mailed to all licensees and other interested individuals upon request and is available on the Charitable Bingo Web site at www.txbingo.org.
- "End of Game" Notices – game close dates and last date that players can claim prizes; provided to retailers and published in newspapers.
- "How to Play" Product Brochures – regularly published informational brochures about current on-line and instant games and their respective rules.
- Product Point-of-Sale Materials – game-specific printed pieces displayed at retailer locations.
- Retailer Manual – a reference manual for licensed lottery retailers.
- *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.
- *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. The brochure explains that unclaimed lottery prize funds revert to the State to be appropriated for health care, medical education, and other programs authorized by the state Legislature.
- *Winning!* – a four-page bimonthly newsletter designed for players' use, distributed to retailers throughout Texas, and available free of charge to players. This newsletter is also available on the Texas Lottery Web site.
- *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 Texas Lottery retailers throughout the state. This is also available on the Texas Lottery Web site.

Internet Sites

The Texas Lottery Commission Web site (www.txlottery.org) provides the 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, winners, and news releases. In addition, players can see drawings online, check their numbers, inform themselves about responsible gambling, and get information about the "Latin Lotto" scam. This site also provides a quick-link directly to the Charitable Bingo Web pages.

More than three million visitors 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 customer service staff for a quick response.

The Charitable Bingo Web site (www.txbingo.org) provides licensees and the public with access to legal notices, bingo advisory opinions, the Bingo Enabling Act, Charitable Bingo Administrative Rules, regional office locations, news alerts, Registry of Approved Bingo Workers, forms and applications, information on the Bingo Operator Training program and online registration for the program, *Bingo Bulletin*, frequently asked questions, current listing of licensed distributors, manufacturers and system services providers and other important information. This is a comprehensive and frequently updated Web site.

The Lottery Commission is working toward moving more mail and telephone transactions to high availability, self-service Internet services and applications.

The agency recently completed development of an e-Strategy plan and began project implementation in February 2004. These projects constitute an agency wide, cross-program strategy for delivery of both Lottery and Charitable Bingo services via the Internet.

The top four agency Web site priorities are: the Internet Retail Service Center, Bingo License and Support Center, Internet-based Training, and Bingo Financial Reporting. Over the next 24 months these efforts will significantly expand the agency's Web presence.

SITEMAP FOR AGENCY WEB SITE

CHARITABLE BINGO

Administrative Rules for Bingo
Bingo Advisory Committee
Bingo Bulletin
Distributors/Manufacturers/SSPs
Bingo Enabling Act, Chapter 2001, Occupations Code (Adobe PDF)
Charitable Raffle Enabling Act
FAQs for Bingo
Forms and Applications
Licensing Forms
Quarterly Report Forms
Audit Forms
How to Contact Us
How to File a Complaint
License Renewal Applications
Mission Statement
New Licenses Issued
Operator Training Program
Regional Office Locations
Related Links

COMPACT WITH TEXANS (Adobe PDF)

COMPULSIVE GAMBLING INFORMATION

DRAWING RESULTS AND MORE

Claim Center Locations
Claim Form
Have My Numbers Ever Matched?
How to Claim Your Prize
Mega Millions[™]
Current and Past Winning Numbers
Download Current and Past Winning Numbers
Drawing Procedures
How to Play *Mega Millions*
Number Frequency (1-52)
Where Were *Mega Millions* Jackpot Winning Tickets Sold?
Winning Numbers and Prize Amounts
Official *Mega Millions* Web site

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

Pick 3[™]

Pick 3 Day
Winning Numbers
Download Winning Numbers
Pick 3 Night
Winning Numbers
Download Winning Numbers
Pick 3 - All
Drawing Procedures
How to Play *Pick 3*
Number Frequency
Pre-test Results
View the Drawing Machine

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

FREQUENTLY ASKED QUESTIONS (FAQ)

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

Bingo Advisory Committee
Business Development and Compliance (HUB Program)
Commission Meetings
Employment Opportunities
Financial Data
Annual Financial Statements and Reports
Contracts in Excess of \$100,000
From the Executive Director
History & Milestones
Jobs
Meet the Commissioners
Mission Statement
Reports
Security Audit
Speakers Bureau
Strategic Plan

NEWS AND EVENTS

Bingo Bulletin
Calendar of Events
Find Your TV Station
Latin Lotto Scam: The Truth Report
News and Press Releases
Satellite Coordinates for Televised Drawings

PRIVACY POLICY

RULES

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

SCRATCH OFFS

Current Games/Winning Tickets Remaining
Fast-loading low-graphics version:
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 Research 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 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 2002 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 ± 2.4 percent.

Error/Response Rates: Response rates are over 63 percent for those who agree to follow through with the telephone survey.

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

Justification for Exclusion: Telephones are the most efficient way of conducting a large sample size survey on a monthly basis. Approximately 97 percent of Texas homes have telephones so only a small percentage of Texans are 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 surveys 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-reported 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 percent.

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

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

Justification for Exclusion: Telephones are the most efficient way of conducting a large sample size survey on a monthly basis. Approximately 97 percent of Texas homes have telephones, so only a small percentage of Texans are excluded from the surveys.

Texas Lottery Research 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 information 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 on-line game changes and additions, on-line 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 – 60 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 telephones in their homes are excluded because groups are solicited via random telephone calling. Also excluded are 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 97 percent of Texas homes have telephones, so only a small percentage of Texans are excluded from the surveys. The studies are designed to solicit information from lottery players. The focus of data collection is Texas Lottery players.

Texas Lottery 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 200 – 250 respondents are on the quantitative portion, and about 20 are involved in the qualitative portion.

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

Customer Groups Excluded: Persons without telephones in their homes are excluded because groups are solicited via random telephone calling. Also excluded are 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 97 percent of Texas homes have telephones, so only a small percentage of Texans are 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 in conjunction with the monthly tracking study.

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

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

Confidence intervals/levels: Confidence levels are ± 2.85 percent.

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

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

Justification for exclusion: Telephones are the most efficient way of conducting a large sample size study on a monthly basis. Approximately 97 percent of Texas homes have telephones, so only a small percentage of Texans are 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 percent on the quantitative portion. Error/Response Rates: Not measured.

Customer Groups Included: Persons with telephones 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 Annual Segmentation Study of Texas Lottery players. Persons who do not meet these criteria are not invited to participate in this study.

Justification for Exclusion: Approximately 97 percent of Texas homes have telephones so only a small percentage of Texans are excluded from the surveys. The studies are designed to solicit information from lottery players, and the focus of data collection is Texas Lottery players.

Internet-Based Player Research

The use of the Internet is a new research tool for the Texas Lottery. This type of research allows for more rapid responses to a larger amount of data. It has been used for quantitative instant ticket concept research studies and for on-line game brand equity studies. As the use of the Internet grows among players, this research tool can be expanded.

Data Collection Time Frame/Cycle: Time frame will vary dependent on the nature of the study and the response rate of invited participants.

Data Limitations: Data is quantitative only. There is limited interaction with players.

Number of Customers Surveyed: The number will depend on the specific research project.

Confidence Intervals/Levels: Confidence levels are ± 2.85 percent.

Error/Response Rate: This rate will be dependent on the research project. Projects aimed at specific groups may have a higher response rate than projects aimed at the general market.

Customer Groups Excluded: These projects would exclude anyone without Internet access.

Justification for Exclusion: Although the number of players has Internet access may be lower than telephone access, research indicates that Internet users are fairly representative of the entire player base. Also, research using the Internet can allow for timelier, cost-effective research projects.

LOTTERY RETAILERS

Detailed Surveys

The primary objective of these 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 biannual basis. This instrument is forwarded to the 16 claim centers for their staff to conduct the survey on a monthly basis. Each claim center has annual goals, and numbers vary depending on the geographic region. These surveys are completed either in person at the retail location or via telephone contact.

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-reported 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.

Confidence Intervals/Levels: Confidence intervals are ± 5 percent.

Error/Response Rates: Response rates are between 70 – 90 percent.

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

Printed Surveys in the Retailer Publication

RoundUp is a bimonthly 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 have an impact on retailers.

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

Data Limitations: Must rely on self-reported 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 percent 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 and is not a requirement as a licensed sales agent.

CHARITABLE BINGO LICENSEES

Charitable Bingo Research

Demographic Study of Texas Bingo Players

The staff of the Charitable Bingo Operations Division and the Research Section of the Marketing Division, with assistance from the Bingo Advisory Committee, developed and conducted a survey of bingo players across Texas. This survey and related data was the first of its kind in Texas; therefore, comparison to past studies cannot be made. The current data will serve as a benchmark for future studies on charitable bingo players.

Knowing which demographic group is the majority representation at a bingo hall, or is one that a bingo hall is trying to recruit, would be helpful in determining which aspect of bingo participation could be emphasized. A better understanding of bingo players might assist bingo halls in attracting more players to their games or more frequently to bingo halls. Additionally, a better understanding of players may help the charitable bingo industry to understand the types of new games that could attract the non-predominate player. This idea would fit with the findings that players who participate in bingo more days per week also spend more per week. More players participating in bingo could mean more money for Texas charities.

Data Collection Time Frame/Cycle: May through June 2003.

Data Limitations: The data is based on voluntary, self-reported responses.

Number of Customers Surveyed: A total of 13,135 surveys were distributed and 3,571 were returned. Of this returned amount, 3,150 were deemed to be complete and suitable for data analysis.

Confidence Intervals/Levels: Any analyses from the data had a ± 2.5 percent confidence interval.

Error/Response Rates The response rate for returned surveys was 27 percent. The response rate for usable surveys was 24 percent.

Customer Groups Excluded. Customers excluded were those who were unwilling to participate in the voluntary survey process.

Justification for Exclusion: This was a voluntary survey for which there were no demands or requirements to participate.

Charitable Bingo – Quality of Customer Service

The Charitable Bingo Operations Division routinely surveys charitable bingo licensees regarding their opinion of the quality of customer service they receive from the division. Surveys are distributed at Operator Training Programs and Assessment and Assistance Inspections conducted throughout the state each year. A survey that includes the question, “How would you rate the quality of services you receive from the Charitable Bingo Division?” is given to each individual attending the Operator Training Program and individuals participating in the Assessment and Assistance Inspections.

The following are results of the responses to the survey question rating the quality of customer service provided by the Charitable Bingo Operations Division by calendar year:

Year	Number Responding to Survey	% Responding “Excellent” & “Good”
2000	1,080	94%
2001	841	96%
2002	1,646	95%
2003	1,324	96%

The management and staff of the Charitable Bingo Operations Division strive to consistently provide and maintain high standards of customer service in all interactions with licensees.

3. LEVELS OF CUSTOMER DETERMINED QUALITY

Customer Satisfaction

<u>Measure</u>	<u>Projected</u>	<u>FY 2004 YTD</u>
Players satisfied with lottery	80%	73.79%
Retailers satisfied with lottery	80%	95.30%

The FY 2004 figure for player satisfaction is taken from the player tracking study for the second quarter of the fiscal year. The figure for retailer satisfaction is taken from the Retailer Research Study conducted during March 2004.

Service Timeliness

Throughout the agency, staff strives to maintain an average answer speed of 20 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.

The agency has set a standard of having 80 percent of calls answered or abandoned within 20 seconds. The industry standard for call centers is 80 percent.

	<u>Standard</u>	<u>Performance</u>
Average speed of answering telephone	20 seconds	12 seconds
Average abandoned call speed (caller hangs up before answered) (2.6% of all incoming calls abandoned.)	20 seconds	18 seconds
Percentage of incoming telephone calls answered in less than 20 seconds	80%	87%*
Average response time to correspondence	4.30 working days	4.30 working days
Average response time to email	2-5 working days	3.31 working days
Average call length	1:04	

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.

Player satisfaction is slightly lower than anticipated. This result could be due to the perceived lack of winning experiences or of knowledge of winning of lottery games.

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 28, 2004)

- Customer Service -** Ed Rogers - Phone: 512-344-5389, Fax: 512- 344-5253
E-mail: ed.rogers@lottery.state.tx.us
- Claim Centers -** Lori Vogel - Phone: 512-344-5180, Fax: 512-344-5153
E-mail: lori.vogel@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 80 percent of incoming telephone calls in less than 20 seconds, and maintain an average answer speed of 20 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 strives to respond to general Internet e-mail messages within two business days and within five business days to messages requiring research to respond. Correspondence is answered within an average of five business days or less, and general requests for public information are processed within 24 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 Texas Lottery Ticket Sales License Application will be completed within five to seven business days of receipt of the application in the Retailer Services section. The Electronic Funds Transfer (EFT) system connects retailer bank accounts with the Treasury Operations Division of the Comptroller's Office 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 to 15 minutes.

Retailer Hotline

The goal of the Hotline operators is to answer 100 percent of incoming calls within an average of 45 seconds. 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 applications and issuance of licenses varies depending upon many factors, including but not limited to: completeness and accuracy of the submitted application and required supporting documentation; existence of 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 the existing backlog of applications.

Licensee quarterly reports are due the 25th of the month following the end of the calendar quarter. Fund allocations are processed to the local jurisdictions within 45 days after the quarterly report due date.

Complaint Processing

This fall, the agency will release new guidelines for filing and resolving complaints. The newly created Compliance Activity Monitoring Process (CAMP) Section of the Security Division will be responsible for monitoring complaints and violations of the Bingo Enabling Act, the State Lottery Act and administrative rules of the Texas Lottery Commission and Charitable Bingo Division. The CAMP Section will be a centralized intake unit for complaints and also will monitor violations that are discovered internally.

CAMP establishes guidelines for the Lottery Commission to monitor the lifecycle of jurisdictional written complaints and violations the agency receives and ultimately develop a compliance activity monitoring processes. The objective of CAMP is to ensure that everyone who is making a decision relating to a licensee has all the information they need to make the best decision. The goals of CAMP are as follows:

- Track the life cycle of complaints and violations received from intake to final disposition.
- Make informed decisions based on a licensee's compliance history.
- Consider complete compliance history when determining appropriate administrative action.
- Maintain a comprehensive database on complaints, violations and dispositions to facilitate trend analysis and reporting.

Currently, there are a variety of 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 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), from the Web site, or by e-mail (bingo.services@lottery.state.tx.us).

Retailer Services

This section receives customer and retailer complaint questions and complaints through the telephone hotline or via mail or fax. This telephone hotline includes three distinct groups to handle incoming calls. The Retailer Services group handles complaints and concerns from Lottery retailers and prospective retailers. The Customer Service group responds to complaints and concerns raised by players and the general public. The Spanish Customer Service group responds to player calls from Spanish-speaking callers. The calls are routed to the different groups based on caller input on the Voice Response Unit (VRU) of the agency telephone system. Retailer Services 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 Retailer Services section for review and follow-up as needed. The individual making the complaint is provided with verbal or written feedback, depending upon the situation.

Retailer Hotline

Issues and concerns raised by 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.

**TEXAS LOTTERY COMMISSION CUSTOMER SERVICE PERFORMANCE
MEASURES FY 2004-2005**

LOTTERY MEASURES

OUTCOME MEASURE

	FY 2004	FY 2005
Percentage of Retailers Satisfied with the Services of the Texas Lottery	80%	80%

The above measure is based on current numbers for FY 2004 that are not expected to vary in the coming years. This data is collected via the monthly Retailer Research Surveys.

	FY 2004	FY 2005
Percentage of Eligible Players Satisfied with the Services of the Texas Lottery	80%	80%

This data is collected via the monthly tracking surveys.

	FY 2004	FY 2005
Percentage of Surveyed Retailers Identifying Ways to Improve Service Delivery	80%	80%

This data is collected via the Retailer Research Surveys.

	FY 2004	FY 2005
Percentage of Surveyed Eligible Players Identifying Ways to Improve Service Delivery	25%	25%

This data is collected via the monthly tracking surveys.

OUTPUT MEASURE

	FY 2004	FY 2005
Number of Retailers Surveyed	16,900	17,400

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 16,300 as of April 30, 2004), plus copies distributed to corporate accounts (approximately 600) provided by the lottery operator as of May 11, 2004. The FY 2005 figure reflects the performance measure submitted in the LAR for FY 2004 and FY 2005. This is 16,800 retailers plus 600 corporate accounts.

	FY 2004	FY 2005
Number of Eligible Players Surveyed	6,400	6,400

Over a 12-month period, 400 eligible players are surveyed each month for 10 months. For each of the other two months, 1200 eligible players are surveyed. This data is collected via the monthly tracking surveys.

	FY 2004	FY 2005
Number of Retailers Served	16,900	17,400

Depending on the type of sales terminal in their business, retailers are visited once or twice per month by representatives of the lottery operator. The retailer number is based on licensed retailers (approximately 16,300), plus the number of corporate accounts (approximately 600) as provided by the lottery operator as of May 2004. For FY 2005, the number of retailers as shown in the Commission’s LAR is estimated at 16,800.

	FY 2004	FY 2005
Number of Eligible Players Served	9,059,886	9,231,074

Based on the 2003 Demographic Study, the estimated percentage of eligible players who played Lottery games in the previous year (customers served) was 56 percent. These figures represent that percentage of players multiplied by the estimates of the number of eligible players as determined by population estimates available from the Comptroller’s Office.

CHARITABLE BINGO MEASURES

OUTCOME MEASURE

Percent of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received	FY 2004	FY 2005
	96%	96%

The above measure is based on historical numbers starting in FY 2000 that are not expected to vary in the coming years. This data is collected via the participants in the Operator Training Program and Assessment and Assistance Inspections.

OUTPUT MEASURE

Number of Customers Surveyed	FY 2004	FY 2005
	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	FY 2004	FY 2005
	\$0.90	\$0.95

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

EXPLANATORY MEASURE

Number of Customers Responding	FY 2004	FY 2005
	1,020	1,020

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