North Dakota LOTTERY
www.lottery.nd.gov
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Lottery Links

News and Ideas for Lottery Retailers

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the web site at www.lottery.nd.gov.

GO FOR THE CASH when you play POWERBALL

Players win over $30,000 in INSTANT prizes!

Beginning **November 2 through November 28**, for only $10, players will get FIVE plays of Powerball with Power Play and a chance at the Lottery's **Powerball Cash Dash.** The Lottery will be awarding a total of $30,000 in prizes for the Powerball Cash Dash promotion to give players a chance at winning FIVE, TWENTY, ONE HUNDRED or FIVE HUNDRED DOLLARS INSTANTLY.

This is a great promotion designed to increase your store's traffic and profits. Beginning November 2, remember to ask customers if they would like a chance at the Lottery's Powerball Cash Dash to win up to $500 instantly. It's an easy sell – ask the customer for the sale and if they say "yes," hit the CASH DASH icon on the terminal to complete the transaction.

If a player is an instant winner, you will hear Lady Luck say, "Congratulations! This is Lady Luck. You are an instant Cash Dash winner!" When a player wins an instant Powerball Cash Dash prize, a coupon will dispense from the terminal. The coupon can be cashed immediately at your store by scanning the coupon the same way as any other winning lottery ticket, provided the retailer has sufficient funds available. Your store will receive a credit for all scanned and cashed Cash Dash coupons on your weekly sweep. Otherwise, players can redeem the coupons at another lottery retailer or send the coupon to the Lottery's office for redemption. Good luck and good selling!

Director's Message

Randy Miller

Last spring the Lottery mailed a Manager Opinion Survey to retailers, asking for feedback on the Lottery's performance and suggestions to improve retailer services. The Lottery values the opinions and views of our retailers. We received 189 completed surveys, a response rate of 48%.

Overall, 90% of respondents rated the Lottery's customer service specialists as "excellent" or "good" and 88% rated the usefulness of retailer communications as "excellent" or "good." However, respondents felt the Lottery fell below this standard with suggestions to stimulate sales, customer service store visits, and the quality of training.

We want to ensure that every retailer receives the highest level of customer service. Because of the survey results, the Lottery is taking a closer look at retailers' concerns. Customer Service Specialists realize that each retailer situation is unique; therefore, more time will be spent analyzing each retailer's needs so specific suggestions can be made to stimulate sales. In addition, the Lottery is including a regular feature in the Lottery Links newsletter on generating and increasing ticket sales.

Another change initiative is to improve communications with the retailer manager or store contact during a store visit. If a manager or store contact is not available at the time of the store visit, the customer service specialist will follow up with a phone call within a couple of days to assure needs are met and materials are understood.

In regards to training, the Lottery is researching an option to provide a training DVD to each retailer so that a newly hired clerk may receive training immediately. This would make training easier and more convenient for retailers.

Other responses for improvement in Lottery services and equipment were nine requests for ticket checkers; five requests for better window box lights; and four requests for winning number display signs. A few retailers also expressed concerns regarding the Lottery increase the five percent sales commission.

Finally, in an effort to improve communication between retailers and the Lottery, we asked whether to revive the Retailer Advisory Board or choose another approach, such as regional training meetings. Because neither option was strongly supported, the Lottery will continue to research options.

Thank you for taking the time out of your busy schedules to complete the survey. As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at rcmiller@nd.gov.

Thank you for all your hard work.

Randy Miller, Director

If you hear Lady Luck say, "You're a Cash Dash winner," you INSTANTLY WIN!

You could be the next BIG WINNER when you play North Dakota Lottery's Powerball

CASH DASH!

Win up to $500 Instantly

PLAY CASH DASH for only $10 and get FIVE PLAYS of POWERBALL with POWER PLAY and a chance to INSTANTLY WIN

Over $30,000 in INSTANT PRIZES!

North Dakota POWERBALL Cash Dash

LIMITED OFFER: November 1 - 28
Winning Coupons of $5, $20, $100 and $500 will print at random with each $10 qualifying Cash Dash purchase

North Dakota LOTTERY

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Creating Customer Loyalty

(Baltimore Sun photo by Algerina Perna / September 10, 2008)

Research shows that many players decide to play based on the clerk. A happy clerk who wishes players luck sells more tickets. Unhappy or uncaring clerks are seen as bad luck by many players. Stories like this may increase the importance of the clerk in the lottery transaction.

For several months, Marlene Webster has kissed the lottery tickets sold at her family's restaurant in Pigtown, also known as Washington Village located in Baltimore. Customers have won as much as $600 and as little as $1.

"That's my signature thingamajiggy now," Marlene said. Slowly more and more regulars have started to buy their tickets at this restaurant because players are greeted with happy, caring clerks.

The Lottery does advocate kissing tickets, but there are many ways you can make a customer feel special. Why do people want to do business with you? Do you go the extra mile as Marlene does? Do you make them feel like they are your only client?

Customers are people first. This means that each of your customers, like everyone else, wants to feel important. It's a universal truth - we all want that feeling, and will gravitate towards those that make us feel that way.

Here are some ways that you as a clerk can make customers feel more important:

• Use the customer's name: If you know the customer's name, which can be easily seen on any identification card, greet them by using their name. This has a powerful impact and makes people feel important when you recognize who they are and remember their name.

• Acknowledge the customer: Sometimes clerks are very busy and lines are long, but acknowledge that the customer is present and that you will get to them soon. A smile and a hello or a "We'll be with you shortly" will go a long way.

• Apologize: When things go wrong, give customers a simple apology. When you make a mistake, and then apologize, they will love you more than ever. Apologies are so rare that you can take a customer's dissatisfactions and turn it into loyalty.

Everyone can do most of these things every day and when we do, it will make work more enjoyable and will begin creating loyal customers. Go ahead and give it a try. It's a low risk investment loaded with huge gains.