

INTRALOT and Nebraska – Why It Worked

INTRALOT is at the center of a gaming revolution. On July 1, INTRALOT's new On-line gaming system for the Nebraska Lottery went live with nearly 1,000 terminals across the state. INTRALOT's collaboration with the Nebraska Lottery and their retailers produced a sales-efficient terminal design, an optimally-trained sales force and an on-schedule and on-budget launch.

INTRALOT brings to the table over 186 years of combined Lottery experience, which allows them to provide secure, efficient and profitable operations to lotteries. In doing so, INTRALOT knows how critical it is to offer customized services to meet the needs of an individual lottery. They did just that in Nebraska.

First and foremost, INTRALOT listened to the needs and wants of the Nebraska Lottery and tailored their Nebraska staff to meet those needs. INTRALOT is providing key account and sales promotion services along with retailer relations, public relations, and special event coordination support.

Next, INTRALOT, in conjunction with the Nebraska Lottery, conducted focus groups with retailers to learn what features of the current terminal they wanted to keep and what new features they wanted to add. These discussions were used to develop customized software that

includes features such as the three-pack, ticket repeat, one-touch quick-pick buttons, and direct transaction.

Additionally, INTRALOT ensured that all Nebraska Lottery retailers would have access to comprehensive training and help functions. To do this, INTRALOT established a 24-hour hotline that is operated in Nebraska, and included detailed help screens and a training mode in their terminal software.

Furthermore, INTRALOT and the Nebraska Lottery held over 40 retailer training sessions across the state. The training, called The FAST TRACK, used a racing theme to take retailers through four turns that included information on the new On-line terminal, the Scratch validation equipment, accounting information, and marketing resources available to help maximize sales.

By offering customized services and collaborating with the Nebraska Lottery, INTRALOT is providing secure, efficient and profitable operations in Nebraska. For more information about INTRALOT, please visit the company's website at: www.intralot.com.

Source: Misty Wendt, Public Relations Manager for INTRALOT USA ♦