



TEXAS LOTTERY COMMISSION

REPORT ON CUSTOMER SERVICE

2006

REPORT ON CUSTOMER SERVICE AND
CUSTOMER SERVICE PERFORMANCE MEASURES

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TEXAS LOTTERY COMMISSION

2006 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.

AGENCY MISSION

Texas Lottery: 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: 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.

I. EXTERNAL CUSTOMERS AND SERVICES PROVIDED

A. Customers

The Texas Lottery Commission's external customers include lottery and charitable bingo players, lottery retailers, charitable bingo licensees, vendors and the general public.

Lottery and Charitable Bingo Players

The Texas Lottery player base consists primarily of adult Texans 18 years and older, as well as similar-aged players from surrounding states and Mexico who travel to Texas to purchase Texas Lottery tickets. The charitable bingo player base consists primarily of adult Texans 18 years and older; however, it is not required that a bingo player be 18 if accompanied by a parent or guardian.

Lottery Retailers

As of January 28, 2006, the Texas Lottery had 16,260 licensed retailers. The two largest groups according to the Standard Industrial Code (SIC) are convenience stores with gas, and grocery stores.

Charitable Bingo Licensees

The Charitable Bingo Operations Division licenses bingo conductors, lessors, manufacturers and distributors. In 2005, there were 1,835 bingo licensees. Of these, there were 1,363 charitable bingo conductors in Texas, comprising nonprofit organizations such as veteran organizations, religious societies, fraternal organizations, volunteer fire departments and groups supporting medical research programs. There were 436 commercial lessors, which are individuals, corporations, authorized organizations or associations of authorized organizations that lease property where bingo is conducted. There were 18 manufacturers of bingo products and 18 distributors.

Texas Citizens

Texas citizens derive great benefit from the creation of jobs resulting from the conduct of the *Games of Texas* and charitable bingo. Texas families benefit from the Texas Lottery's net revenue contributions to the Foundation School Fund, which totaled more than \$8 billion as of March 2006, and from lottery prize money that is returned to the state from winners who are delinquent in child support payments, student loan payments, or other taxes or moneys owed to the state. In addition, unclaimed Texas Lottery prize funds revert to the state to be appropriated for health care and other programs authorized by the state legislature.

Texas citizens benefit from the prize fees and rental taxes collected through the conduct of charitable bingo, because these funds are deposited into the state's General Revenue Fund. Many Texas citizens are also beneficiaries of the charitable causes licensed charitable bingo organizations support.

B. Description of Services for Customers

Texas Lottery Communications Services Hotline 1-800-37-LOTTO (1-800-375-6886)

The Texas Lottery's Retailer Services Department responds to customer contacts through the toll-free Communications Services Telephone Hotline. Hotline staff answer questions about retailer licensing, retailer accounting and general regulatory issues. They also answer questions from the general public and Texas Lottery players, and direct callers to other sources if their questions are not related to one of these subject areas. Hotline staff also communicate with retailers, game players and the general public via e-mail and written correspondence. The department is responsible for tracking, routing and responding to correspondence and ensuring timely

responses on matters directed to the agency, the Executive Director and the Commissioners.

The Retailer Services Department also is responsible for processing new retailer license applications and license renewal applications. Department staff enter and monitor retailer information; coordinate ownership transfers and lottery terminal moves; license terminations; perform retailer records maintenance; and evaluate retailer compliance with ADA requirements. The department interacts daily with retailers on Electronic Funds Transfers (EFTs); sweep amounts; account adjustments; account reconciliations and final balances due. The department works with retailers who have experienced a non-sufficient fund EFT bank account sweep to ensure prompt payment. When appropriate, the department conducts collection/enforcement activities through the preparation of notices and evidence required for adverse licensing actions. The department tracks and manages delinquent retailer accounts using various collection methods, including bank account freezes, levies and property liens.

Claim Centers

The agency's claim centers provide another point of contact for Texas Lottery customers in 16 locations throughout Texas. Claim center staff process ticket claims for payment; respond by telephone and in person to player and general public information inquiries; represent the agency at local public events; conduct retailer site inspections for ADA compliance; and conduct Retailer Research Surveys to gather marketing data and feedback on agency and lottery operator service levels.

Retailer Hotline ***(1-800-458-0884)***

GTECH, the Texas Lottery operator 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 avoid-

ing any interruption in daily sales. Hotline staff help 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.

Charitable Bingo Customer Service

Charitable Bingo Operations Division staff assist licensees and the general public by providing information regarding the conduct of charitable bingo. In all interactions with licensees, the bingo-playing public and the general public, 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)

E-mail: (bingo.services@lottery.state.tx.us)

This toll-free number and E-mail address is staffed by employees who can answer inquiries and provide assistance both to licensees and the general public on issues related to the regulation and licensing of charitable bingo in Texas.

Publications

The Texas Lottery Commission regularly produces and distributes a wide variety of publications that provide information about the Texas Lottery Commission, Texas Lottery games and corresponding rules, Texas Lottery winners, retailer strategies, charitable bingo, and the agency's business practices.

Publications include the following:

- *Agency Strategic Plan* – a report that is required of all state agencies; it is produced every other year and provides a multiyear view of objectives and strategies for the accomplishment of agency

EXTERNAL CUSTOMERS & SERVICES PROVIDED

goals and sets the direction for all agency operations. It is available in hard copy and on the Texas Lottery Commission Web site at www.txlottery.org.

- *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.
- *Bingo Operations Manual* – provides a basic introduction and overview of the laws and rules that govern the operation of charitable bingo in Texas. The manual is available on the agency's Web site.
- *How to Talk to the Media* – is an information packet, available on the Charitable Bingo Web site, that provides information regarding what organizations should know about interacting with the media.
- *Comprehensive Annual Financial Report* – an annual report that provides the Governor, legislators, oversight agencies, agency staff, citizens, and other interested parties with financial information and an overview of the agency's operations. It is available in hard copy and on the agency's Web site.
- *Comprehensive Business Plan* – a three-year plan that guides the agency's major initiatives to ensure their cost effectiveness. It is updated every six months internally, and a new Business Plan will be developed during FY 2007 to cover a three- or five-year period of time. The Business Plan is available in hard copy and on the agency's Web site.
- "End of Game" Notices – one-page fliers that provide scratch-off game close dates and last dates that players can claim prizes. These notices are provided to retailers and published in newspapers and are available on the agency's Web site.
- "How-to-play" Product Brochures – informational brochures about current online and instant games and their respective rules.
- *Minority Business Participation Report* – an annual report of the level of minority business participation as it pertains to both the agency's contracts and the licensing of sales agents. It is available in hard copy and on the agency's Web site.
- Product Point-of-Sale Materials – game-specific marketing pieces displayed at retailer locations.
- Retailer Manual – a reference manual for licensed lottery retailers.
- *RoundUp* – a bimonthly newsletter designed for and distributed to retailers throughout Texas free of charge. It is also available online at the Texas Lottery Commission's Retailer Services Center.
- *Scratch-Off Prizes* – a one-page, weekly flier designed to inform retailers and players about current scratch-off games, including the prize levels, number of prizes printed, and number of prizes claimed. It is distributed to all Texas Lottery retailers and is available on the agency's Web site.
- "Sell-In" Sheets – produced for each new game introduced, detailing game features, prize amounts, and play instructions.

- *TLC TEAM News* – a monthly, black-and-white employee newsletter that provides staff with agency news and information.
- *Where the Money Goes* – a brochure showing how each dollar from Texas Lottery sales is accounted for and identifying the Foundation School Fund as the recipient of revenue from Texas Lottery sales. The brochure explains that unclaimed lottery prize funds revert to other programs authorized by the Texas Legislature.
- *Winning!* – a bimonthly newsletter for Texas Lottery players that provides information about Texas Lottery games, winners and promotional events. The newsletter is distributed to retailers throughout Texas and is available free of charge to players. It is also available on the agency's 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. Players can see drawings online (live and/or archived), check their numbers, inform themselves about responsible gambling, and get information about the "Latin Lotto" scam. With the addition of the Retailer Service Center in 2004, the Texas Lottery retailer community now has an online resource which allows them to review sales and inventory information at the click of a mouse.

More than four million visitors a month visit www.txlottery.org for the latest in lottery news and are able to e-mail questions, comments and

complaints directly to customer service staff.

The Charitable Bingo Web site (www.txbingo.org) provides licensees and the public with access to the Bingo Enabling Act, Charitable Bingo Administrative Rules, interactive forms and applications, information on the Bingo Operator Training program and online registration for the program, regional office locations, information on the Registry of Approved Bingo Workers, legal notices, bingo advisory opinions, frequently asked questions and other important information. The Bingo Services Center was implemented in September 2005 to allow licensees online access to important information related to the operation of their games. Additionally, a variety of statewide reports and a bingo hall locator were implemented at the same time. These new features have been well received by both licensees and the general public. This is a comprehensive and frequently updated Web site.

The agency recently completed development of a business plan for the second phase of e-Strategy. Project implementation is scheduled to begin in July 2006. These projects constitute an agency-wide, cross-program strategy for delivery of both lottery and charitable bingo services via the Internet.

The top agency Web site priorities that were identified as a result of this latest planning effort are: Web-based retailer licensing, online claim tracking, electronic bingo tax filing, and online training.

Over the next 24 months these efforts will continue to significantly expand the agency's Web presence.

II. 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 coordinated by the Research Section of the Administration Division.

A. 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 to conduct a demographic study of Texas Lottery players every two years. The Earl Survey Research Laboratory of Texas Tech University published the most recent state-mandated study, the *2005 Demographic Study of Texas Lottery Players*, in March 2005. Subsequent to the publication of that report, the Commission recommended conducting the study on an annual basis and the first non-mandated study, the *Demographic Study of Texas Lottery Players: December 2005*, was conducted by the School of Urban and Public Affairs at the University of Texas at Arlington.

The survey instrument is administered by telephone to a randomly selected sample of Texas residents, aged 18 and over. The most recent demographic study was conducted during the fall of 2005 by the School of Urban and Public Affairs at the University of Texas at Arlington.

Data Collection Time Frame/Cycle: Conducted every year, typically in the fall.

Data Limitations: Conducted only with Texans who have telephones in their homes. All data is self-reported.

Number of Customers Surveyed: Approximately 1,700 per study, with the exception of the March 2005 study which had a sample of 1,255.

Margin of Error: The margin of error is ± 2.4 percent for a sample of 1,700 at the 95 percent level of confidence.

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

Justification for Exclusion: Telephones are the most efficient way of conducting a survey with a large sample size. As of 2000, approximately 97 percent of Texas homes had telephones, so only a small percentage of Texans are excluded from the surveys.

Annual Segmentation & Monthly Tracking Studies

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

An independent research firm conducts the Segmentation and Monthly Tracking studies, employing telephone surveys to solicit input from players and non-players. Both studies include a standard item bank of questions, in addition to questions exploring topics deemed relevant by the Texas Lottery at that time.

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

Data Collection Time Frame/Cycle: The tracking surveys are conducted on a monthly basis, with data compiled on a quarterly basis for overall reporting. The Segmentation study is conducted annually.

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

Number of Customers Surveyed: Approximately 1,200 for the Annual Segmentation Study and 400 per month for the Tracking Survey.

Margin of Error: The margin of error is ± 2.8 percent for a sample of 1,200 and ± 4.9 percent for a sample of 400, both at the 95 percent confidence level.

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. As of 2000, approximately 97 percent of Texas homes had 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 potential new instant game concepts and to receive feedback from players on general game issues such as ticket designs, play styles and themes.

This quarterly testing (also including a spending exercise and an evaluation exercise) continues with those player segments that represent the greatest potential for this product line. 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 typically collected within a week during a two to three-night session.

Data Limitations: The qualitative nature of focus group research allows for only directional

information and the results cannot be used as quantitative data might be. Although the information is valuable, it cannot be projected to the entire player population.

Number of Customers Surveyed: Approximately 40 – 60 per study.

Margin of Error: Not measured because of the qualitative nature of the data.

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 and persons who do not meet the pre-determined criteria for the specific project (spend levels, game preferences, etc.).

Justification for Exclusion: As of 2000, approximately 97 percent of Texas homes had telephones, so only a small percentage of Texans are excluded from the recruiting process. The studies are designed to solicit information from lottery players and in some situations, specific segments of lottery players.

Texas Lottery Mini-Lab Research

In most cases, focus group research conducted on behalf of the Texas Lottery is combined with mini-labs. Mini-labs are typically one-hour sessions in which participants fill out a survey in a classroom setting. Since mini-labs involve a larger sample-size than the focus groups, they add a quantitative component to the qualitative information gathered via the focus groups.

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

Data Limitations: All data is self-reported by the respondents.

Number of Customers Surveyed: Approximately 150 – 400, depending on the scope of the project.

Margin of error: The margin of error depends on the sample size of the specific project. The margin of error is ± 8.0 percent for a sample of 150, ± 4.9 percent for a sample of 400, both at the 95 percent confidence level.

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 and persons who do not meet the pre-determined criteria for the specific project (spend levels, game preferences, etc.).

Justification for Exclusion: As of 2000, approximately 97 percent of Texas homes had telephones, so only a small percentage of Texans are excluded from the recruiting process. The studies are designed to solicit information from lottery players and in some situations, specific segments of lottery players.

Discrete Choice Testing

Discrete choice testing is used to measure the relative importance of game features that drive players' choices for instant games and to identify the combinations of ticket features that are most effective in driving players' choices. Discrete choice research involves participants completing a survey, on which they are asked to choose between multiple ticket concepts with different combinations of features.

This type of research is conducted as needed, but normally no more than once annually.

Data Collection Time Frame/Cycle: Employing a mini-lab setting, data is typically collected within a week during a three to four-night session. Discrete choice tests conducted via in-person intercepts at retailer locations can take longer than a week.

Data Limitations: All data is self-reported by the respondents.

Number of Customers Surveyed: Typically more than 500, depending on the nature of the study.

Margin of Error: The margin of error depends on the sample size of the specific project. The margin of error for a sample size of 500 is ± 4.4 percent at the 95 percent confidence level.

Customer Groups Excluded: Persons who do not play lottery games and persons who do not meet the pre-determined criteria for the specific project (spend levels, game preferences, etc.) are excluded. Also, persons without telephones in their homes are excluded if participants are recruited over the phone.

Justification for Exclusion: As of 2000, approximately 97 percent of Texas homes had telephones, so only a small percentage of Texans are excluded by telephone recruiting. The studies are designed to solicit information from lottery players and in some situations, specific segments of lottery players.

Internet-Based Player Research

The Texas Lottery has used internet-based surveys for quantitative instant ticket concept research studies, on-line game brand equity studies, and an online game change study. Internet surveys are typically more cost-effective than other methods, such as mini-labs or in-person intercepts. They also allow for the use of graphics, which telephone research does not. 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: All data is self-reported by the respondents.

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

Margin of Error: The margin of error depends on the sample size of the specific study.

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

Justification for Exclusion: Although the number of players that have Internet access may be lower than the number of players with telephones, Internet surveys are typically more cost-effective than phone surveys. In addition, internet surveys may incorporate graphical representations of lottery games.

B. Lottery Retailers

Detailed Surveys

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

The Research Section of the Administration Division creates 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. Retailers are divided according to claim center and lottery operator district areas. 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 Research Section. From there they are forwarded to an independent research contractor who tabulates the results and returns the surveys within 10 working days. The Research Section then reviews the sur-

vey results and, periodically, produces a report which is disseminated to Lottery staff.

Data Collection Time Frame/Cycle: Data collection is monthly. Prior to 2005, reports were produced monthly. For the fiscal year 2006 and on, reports will be submitted on a semi-annual basis.

Data Limitations: All data is self-reported. Some retailers surveyed may not have English as a first language.

Number of Customers Surveyed: Between 600 and 900 retailers are contacted in one month, with response rates of ± 70 percent. All Texas Lottery retailers are surveyed in a two-year period.

Margin of error: The margin of error will depend on the sample size of a particular report.

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

The Texas Lottery's bimonthly publication, *RoundUp*, offers retailers sales and marketing tips. It highlights successful retailer strategies and presents key information on a range of topics from security to licensing. Once or more a quarter, *RoundUp* includes a printed survey to query retailers on current issues related to Texas Lottery operations. These brief surveys typically consist of three to six questions. Due to low response rates, the information collected from the *RoundUp* surveys is used mainly for directional purposes.

INFORMATION GATHERING METHODS

Data Collection Time Frame/Cycle: Surveys are printed in the retailer publication at least once a quarter.

Data Limitations: All data is self-reported. Must rely on retailers' willingness to read the publication, complete the survey, and return it to the Texas Lottery. Response rates are low, with a typical survey resulting in 20-50 responses.

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

Margin of Error: This number is not measured.

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.

C. 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 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 Training Program and individuals participating in the Assessment and Assistance Inspections.

III. LEVELS OF CUSTOMER DETERMINED QUALITY

A. Lottery Customer Satisfaction

The FY 2006 figure for player satisfaction in Table A is taken from the player tracking study from the second quarter of the fiscal year. The figure for retailer satisfaction is taken from the Retailer Research Study conducted during March 2006.

TABLE A

MEASURE	PROJECTED	FY 2006 YTD
PLAYERS SATISFIED WITH THE TEXAS LOTTERY	80%	73.9%
RETAILERS SATISFIED WITH THE TEXAS LOTTERY	80%	95.3%

B. Bingo Customer Satisfaction

Table B shows results of the responses to the survey question rating the quality of customer service provided by the Charitable Bingo Operations Division by calendar year.

TABLE B

YEAR	RESPONDENTS	RESPONDING "EXCELLENT" OR "GOOD"
2000	1,117	94%
2001	804	97%
2002	1,646	95%
2003	1,324	96%
2004	1,595	96%
2005	1,378	97%

C. Service Timeliness

Throughout the agency, staff strives to maintain an average answer speed of 20 seconds or less. As shown in Table C, 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.

TABLE C

MEASURE	STANDARD	PERFORMANCE
AVERAGE SPEED OF ANSWERING TELEPHONE	20 SECONDS	8.5 SECONDS
AVERAGE ABANDONED CALL SPEED (CALLER HANGS UP BEFORE ANSWERED) (1.3% OF ALL INCOMING CALLS ABANDONED.)	20 SECONDS	17 SECONDS
PERCENTAGE OF INCOMING TELEPHONE CALLS ANSWERED IN LESS THAN 20 SECONDS	80%	94%
AVERAGE RESPONSE TIME TO CORRESPONDENCE	2-5 WORKING DAYS	3.77 WORKING DAYS
AVERAGE RESPONSE TIME TO EMAIL	2-5 WORKING DAYS	2.1 WORKING DAYS
AVERAGE CALL LENGTH		1:45

IV. ANALYSIS

A. Lottery Customer Satisfaction

Lottery Player Satisfaction

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

The Texas Lottery Commission embraces the importance of the public trust and makes certain that the lottery games are administered in a secure manner to guard that trust. The Commission is committed to ensuring that the lottery games will be run in a manner that enhances public confidence in the integrity and fairness of the games. Fundamental to that premise is the ability for the public to inquire regarding who is receiving public funds in the form of Texas Lottery prize payments.

Accordingly, the agency will continue to evaluate the importance and effectiveness of its Winner Awareness campaigns and other avenues that identify for the public that “real people” play and “real people” win.

Lottery Retailer Satisfaction

The retailer-satisfaction measure is higher than projected due to increased communication between retailers, the Texas Lottery Commission, and the lottery operator, as well as increased responsiveness to retailer issues. In November 2003, as a result of retailer input, the agency implemented a change to the pack settlement validation level, increasing it from 50 percent to 70 percent of low-tier tickets. This change allows retailers more time to sell tickets from a pack and collect the money before that pack is settled against their account.

At the request of retailers, in September 2004 the agency reduced the pack size for certain higher price point instant games. The \$10 and \$20 price

point game packs were reduced from 75 tickets per pack to 50 tickets per pack. The \$25 and above price points were reduced from 75 tickets per pack to 25 tickets per pack. The larger pack sizes caused large bank account sweeps which retailers stated were causing them financial difficulties. The smaller pack sizes, while reducing financial liability for high-volume retailers, has also allowed lower-volume retailers, who were hesitant to accept these games when they had larger financial responsibility associated with them, to now carry and sell these games. Another advantage to the smaller pack sizes is that it allows inventory to move through the bins faster, freeing space for the next, newer game.

Additionally, Texas Lottery Commission and lottery operator personnel continue to resolve issues at the store level for more satisfactory results. Beginning in FY 2004, the Texas Lottery started a series of meetings called the Retailer Links. These meetings bring top-selling retailers within each of the sales districts to meet with Commission staff who travel to each of those districts. Retailers view these meetings as a positive means of furthering communication between the Texas Lottery Commission, the lottery operator, and lottery retailers.

B. Bingo Customer Satisfaction

Though surveys consistently show a very high customer-service rating, the management and staff of the Charitable Bingo Operations Division strive to continuously provide and maintain high standards of customer service in all interactions with licensees.

V. PERFORMANCE MEASURE INFORMATION

A. Customer Service Providers and Standards

Communications Services Hotline

Communication Specialists strive 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 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.

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

Complaint Processing

In December, 2004, the agency created the Compliance Activity Monitoring Process (CAMP) for filing and resolving complaints alleging violations of the Bingo Enabling Act, State Lottery Act or administrative rules of the Texas Lottery Commission. CAMP has centralized and consolidated agency functions pertaining to the complaint process. The Compliance Section of Retailer Services is responsible for the intake, routing, follow-up and reporting of all Bingo and Lottery jurisdictional complaints received by the agency. The CAMP system is a comprehensive database that allows the agency to track the life cycle of jurisdictional complaints from the time

that they are received until the final disposition of the complaint.

When a complainant files a jurisdictional complaint, the complainant receives written confirmation that their complaint has been received and is informed of the complaint case number. When the agency completes the investigation of the complaint, the complainant receives written notification of the disposition of the complaint.

The comprehensive CAMP system database also allows the agency to make appropriate administrative decisions based on a licensee's complete compliance history and to monitor any developing complaint trends.

Retailer Services

This department receives customer and retailer questions and complaints through the telephone hotline or via mail or fax. This telephone hotline separates the calls into three distinct groups. The Communication Specialist handles complaints and concerns from Texas Lottery retailers and prospective retailers; complaints, questions and concerns raised by players and the general public; and responds to 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. Communication Services Staff also 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.

Retailer Hotline

Issues and concerns raised by retailers regarding stolen tickets, missing packs, ticket deliveries, retailers, equipment difficulties or other issues

are resolved by Texas 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

Jurisdictional complaints related to the conduct of charitable bingo in Texas are handled by the Compliance Section of the Texas Lottery Commission. A jurisdictional complaint is one in which the Commission has the authority to interpret and apply the law in accordance with the Bingo Enabling Act or Charitable Bingo Administrative Rules. The process tracks and monitors the status of complaints from the time they are submitted until the final disposition. The centralized process enables the agency to rapidly identify problem areas of compliance activity or complaint trends.

When an increase in a particular type of violation or complaint is seen and the complaints or violations are determined to be valid, steps are taken to remedy the situation. Educational information designed to prevent the complaints or violations are incorporated into the Training Program and in the Bingo Bulletin.

Complaints must be submitted in writing and complainants are encouraged to submit complaints on an official Texas Lottery Commission complaint form. The forms are available on the Web site at www.txbingo.org, from the regional offices, or by contacting the Commission by telephone, fax, e-mail, or in writing. Complaint forms can be completed and filed online thru the Web site. Once filed, complainants are informed of the status of their complaints every 90 days until the complaint case is closed. Complainants are informed when the complaint case is closed.

PERFORMANCE MEASURE INFORMATION

B. Customer Service-Related Performance Measures: Lottery

CUSTOMER SERVICE PERFORMANCE MEASURES	TARGETED FY 2006 PERFORMANCE
OUTCOME MEASURES PERCENTAGE OF RETAILERS SATISFIED WITH SERVICES OF THE TEXAS LOTTERY <i>This data is collected via the Monthly Retailer Research Surveys.</i> PERCENTAGE OF ELIGIBLE PLAYERS SATISFIED WITH SERVICES OF THE TEXAS LOTTERY <i>This data is collected via the Monthly Tracking Surveys.</i>	80% 80%
OUTPUT MEASURES NUMBER OF RETAILERS SURVEYED <i>Retailers are surveyed on a quarterly basis via newsletter and one-half the retailer base is surveyed per year with in-person surveys.</i> NUMBER OF ELIGIBLE PLAYERS SURVEYED <i>Over a 12-month period, 400 eligible players are surveyed each month for ten months. For each of the other two months, 1200 eligible players are surveyed. This data is collected via the Monthly Tracking Surveys.</i> NUMBER OF RETAILERS SERVED <i>The retailer number is based on licensed retailers, plus the number of corporate accounts.</i> NUMBER OF ELIGIBLE PLAYERS SERVED <i>Based on the 2005 Demographic Study, the estimated percentage of eligible players who played Texas Lottery games in the previous year (customers served) was 50 percent. This estimated figure represents 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.</i>	16,800 6,400 16,800 8 million
EFFICIENCY MEASURES AVERAGE COST PER SURVEY ISSUED <i>Estimated employee hours required to prepare, administer, enter data, analyze and summarize surveys and cost of materials utilized.</i>	\$2.56
EXPLANATORY MEASURES NUMBER OF CUSTOMERS IDENTIFIED <i>Licensed Texas Lottery retailers served, plus eligible Texas Lottery players served</i> NUMBER OF CUSTOMER GROUPS INVENTORIED <i>Licensed Texas Lottery retailers and eligible Texas Lottery players</i>	8,016,800 2

PERFORMANCE MEASURE INFORMATION

C. Customer Service-Related Performance Measures: Charitable Bingo

CUSTOMER SERVICE PERFORMANCE MEASURES	TARGETED FY 2006 PERFORMANCE
OUTCOME MEASURES PERCENT OF SURVEYED CUSTOMER RESPONDENTS EXPRESSING OVERALL SATISFACTION WITH SERVICES RECEIVED <i>This data is collected via the participants in the Operator Training Program, and Assessment and Assistance Inspections.</i>	97%
OUTPUT MEASURES NUMBER OF CUSTOMERS SURVEYED <i>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.</i>	2,200
EFFICIENCY MEASURES AVERAGE COST PER SURVEY ISSUED <i>Estimated employee hours required to prepare, administer, enter data, analyze and summarize surveys and cost of materials utilized.</i>	\$0.70



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