

# Customer Assistance Software



## FOR MANAGING PROBLEM GAMBLING

Now VLT manufacturers can show their commitment to responsible gaming. **safe@play™** Customer Assistance Software is interactive multimedia software that encourages safe play while running as a player's choice option on video lottery terminals. It is the only product of its kind designed specifically for the VLT industry.

### WHAT IS CUSTOMER ASSISTANCE SOFTWARE?

- **safe@play™** Customer Assistance Software runs on VLTs or information kiosks. It is engaging, easy to use, and lets players quickly find the information they need.
- It was designed by leading problem gambling researchers and multimedia specialists.
- It educates and encourages safe play and helps players self-identify problem gambling behaviour.



- It is designed as a free player's choice option that appears on the VLT's game menu.
- It is based on the latest research concentrating on the "harm reduction" approach to problem gambling, and targets all different levels of gambling behaviour.

### HOW DOES CUSTOMER ASSISTANCE SOFTWARE BENEFIT VLT MANUFACTURERS?

**Improves public relations** – **safe@play™** Customer Assistance Software helps VLT manufacturers demonstrate that they are concerned about problem gambling and are committed to taking concrete action to address the problem.

**Adds value for regulators** – It will fulfil regulators' requirements for software to address the difficulties faced by problem gamblers and it will provide an added benefit for regulators not yet requiring it.

A PRODUCT OF

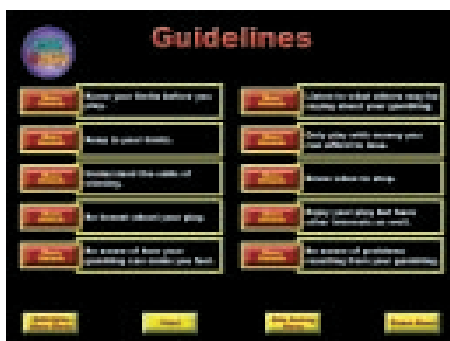
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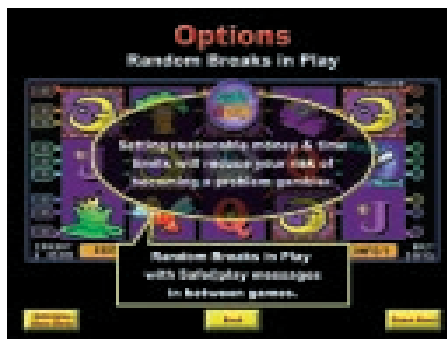
# Leading international problem gambling expert Marvin Steinberg, PhD calls *safe@play*<sup>TM</sup> Customer Assistance Software, “an excellent educational vehicle for problem gamblers.”

**Adds credibility** – *safe@play*<sup>TM</sup> Customer Assistance Software is produced by an independent company that is neither pro- nor anti-gambling. Instead, it specializes in gambling behavioural science and educational solutions to gambling problems.

**Helps customers play responsibly** – Customer Assistance Software can help manage problem gambling. It educates new gamblers and it can help experienced gamblers self-identify their problems and find help. The software can reduce the human costs associated with problem gambling.



THE *safe@play* NAME AND DESIGN ARE TRADEMARKS OF



## HOW DOES CUSTOMER ASSISTANCE SOFTWARE WORK?

Customer Assistance Software is a modular educational program that looks and sounds much like a VLT or electronic game.

The players makes choices using touch screen icons, and select the items that interest them. *Safe@play* allows gamblers to explore these six general areas:

- guidelines for safe gambling
- an interactive, question-and-answer, problem gambling assessment
- a list of warning signs for problem gambling
- an odds and probabilities overview
- contacts for help with gambling problems
- information on how to help friends or relatives with gambling problems

## WHO MAKES SAFE@PLAY?

*safe@play*<sup>TM</sup> Customer Assistance Software has been developed and produced by GAME PLANIT INTERACTIVE CORP., a Canadian multimedia company that specializes in problem gambling. GAME PLANIT has extensive expertise in education, multimedia production, communications and problem gambling research.

GAME PLANIT also produces computer-based training for gambling industry employees, does consultation on problem gambling, and is developing other multimedia products to tackle problem gambling issues.

GAME PLANIT is a leader in finding workable solutions to gambling problems, and is committed to helping the gambling industry implement these solutions.



All screen shots from *safe@play*<sup>TM</sup> Customer Assistance Software

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