Mindway Solution Suite
Creating safe customer journeys
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Problem gambling behavior – challenges

Increasing availability of online games carries the risk that more individuals develop problem gambling behavior, either as a primary disorder or simultaneously with mental or social problems. To prevent the development of gambling disorders and gambling related harm, much attention has been given to general information and prevention programs as well as facilities for voluntary self-exclusion from online platforms.

However, at-risk individuals may be unsusceptible to general prevention, neglect developing problems or lack the resources to actively impose self-limitations. These concerns are supported by studies suggesting that most gambling disorder sufferers never receive treatment for their gambling problems. Furthermore, monetary limits set by gambling providers as a measure of preventing at-risk behavior may overlook other aspects of problem gambling, may raise an alert too late and are likely too simplistic to permit an individualized approach to intervention.

Mindway AI focuses on the early detection of at-risk and problem gambling behavior and intervention in more than one way.

Compliance

Governments are increasingly recognizing the risk that the rise in online gambling poses to gamblers, demanding that more steps are taken by operators to protect gamblers. An example is the Responsible Gambling Strategy Board’s recommendation for the Gambling Commission Board in Great Britain that:

‘Operators should dedicate as much energy and creativity to player protection as they do to their commercial activities, and should commit resources to it in sufficient quantity to reflect its importance.’

Other examples are the advertising ban in Italy and the Spanish ombudsman urging the Spanish government to follow suit. The general tendency is for regulators to demand increasingly more of operators in terms of keeping gambling safe and preventing harm.

Current actions taken typically include

- **Loss-limit restrictions** which are an unnecessary constraint for the operator and an unspecific risk marker as the amount spent not necessarily correlates with the risk of PGB.
- **Self-test risk assessment** which is prone to bias by the individual taking the test and thus does not provide an accurate assessment.
- **Pop-up messages** which do not have an evidence based effect.

The current generalized approach does not accommodate

- **Early detection** of PGB or addiction as gambling patterns have to become highly abnormal before being caught.
- **The complexity of the interaction** between risk markers crucial to the development of PGB at the individual level.
- **An individualized approach** to customers at risk due to lack of insight into the personal case.
GameScanner

Early and fast detection
The Mindway GameScanner allows for the early detection of problem gambling, reducing the risk of gambling induced harm as well as making early intervention possible. The risk profile of every customer can be assessed within 15 minutes at expert level.

Complexity encaptured
The technology behind the Mindway GameScanner is an artificial intelligence solution, applying neuroscience to identify problem gambling behavior at expert psychologist level. Developed by researchers, pathological gambling specialists and psychologists, the GameScanner is based on the meticulous analysis and assessment of several thousand gambling patterns. The self-learning algorithm improves continuously by being exposed to further gambling patterns.

The individual customer's gambling behavior is used as a baseline in order to assess deviations in his or her gambling behavior. A wide range of risk markers, such as changes in frequency and intensity, amount spent, loss chasing etc. and the interaction between them are integrated in the algorithm, providing an accurate and differentiated assessment of any gambling pattern. In that way, the GameScanner generates the most comprehensive risk assessment of every single customer in the entire database.

Performance
- 88% chance of detection of possible problem gambling behavior (PGB)
- 99% chance of detection of harmless behavior
- 93% likelihood that PGB detected by the GameScanner is matched by expert opinion
- 98% of customers manually identified as possible PGB also detected by Mindway AI
Gamalyze

The unbiased self-test – no questions asked
Gamalyze is a self-test that has been designed to gain true insight into player decision making. The self-test is a behavioral test using validated neuroscientific principles. It is presented to the customer as a short game, thus being highly engaging while recording actual decision making in a controlled environment. This contrasts today's self-tests in which customers are merely asked to report on their behavior. In that way, the game leverages unbiased insight into the player's decision processes. Research shows that problem gamblers differ from regular gamblers in their decision making processes.

How is it different from other self-tests?
Gamalyze completely bypasses the self-evaluation limitation in today's typical self-test and can thus spot problem gambling as it is purely based on actions taken instead of reflections made.
GameChanger

Taking back control
GameChanger is a training tool in which a sequence of gambling and non-gambling pictures is shown. When using the solution, the individual has to react to non-gambling pictures as fast as possible by touching the screen and avoiding to touch the screen when gambling pictures appear. The solution trains inhibition control which is a cognitive process, stimulating a controlled response to gambling pictures and environments. GameChanger can be adjusted to different levels of difficulty, keeping the training tool interesting. It provides feedback on and insight into performance and development compared to earlier training events.

Impulsivity – the main problem
Impulsivity is one of the main problems in problem gambling as problem gamblers are too impulsive to suppress the urge to gamble. Controlling impulsivity can be relearned by training the underlying cognitive processes, facilitating safe and healthy gambling.
Care calls

Individualized interview guides
The Mindway Care Call module generates individualized interview guides for speaking with problem gamblers. The interview guides are tailored to the individual gambling behavior of a gambler. In that way, customers are met on their terms, facilitating constructive dialogue.

Know your customer
The full evaluation of the entire gambling behavior enables a more accurate detection of problem gambling. In order to encapture the complexity of problem gambling, 88 parameters are applied in the evaluation of a customer’s gambling behavior. The Care Call module translates gambling behavior into insight into your customer and creates a care call script that allows you to meet your customer with understanding.

Individualized interview guides

Over 1200 Care Calls after one year of operation
Positive customer reactions

Event Log Database
Mindway AI
Individualized Interview Guide

Analyzing every event of every game
Close to real-time performance
Guided care call leveraging constructive dialogue
Benefits for operators and customers

The early and accurate detection of at-risk and problem gambling is mutually beneficial for operators and customers.

Benefits for operators

• Strong CSR profile
• Customer churn avoided, longer engagement at low-risk level
• Compliance with government guidelines
• Easier, faster and more accurate detection of PGB
• Automated guiding of helpline staff in care calls with at-risk customers
• Blind spots in customer database avoided

Benefits for customers

• Early awareness of developing problem gambling
• At-risk gamblers prevented from becoming problem gamblers
• Personal and financial harm limited
• Help offered
• Safe haven for gambling even for susceptible individuals

International recognition

Mindway AI has won several awards for its software

Danish CSR Award 2016

EGR B2B AWARDS 2018 Winner

Industry Innovation of the Year 2018

Innovation in Compliance and Responsible Gambling 2018

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