

Customer Stories

Totalizator Sportowy



Totalizator Sportowy is one of Poland's largest and most recognizable companies. It has been operating continuously for nearly 70 years, providing customers with access to a wide range of gaming products.

The company owns the LOTTO brand and has a ground-based sales network of more than 26,000 outlets (the number of which continues to grow), while also making its games and lotteries available online. It also runs the only legal online casino in Poland – Total Casino – and a network of slot machine arcades outside gaming casinos. Totalizator Sportowy is a technology company that is constantly developing and looking for innovative solutions. Its activities aim to stay ahead of market needs using innovation and best business practices.

Totalizator Sportowy remains one of the pillars of financing Polish sport and culture. Since 1994, the company has donated over PLN 20 billion to sports and culture from subsidies for number games and cash lotteries alone. In addition, the company provides extensive patronage financed from its own funds.

Responsible sales of gaming products and compliance with the highest safety standards are confirmed by the Responsible Gaming certificate awarded by the



Currently, Totalizator Sportowy is a dynamically developing company that is a symbol of modernity and professional management. The company is constantly expanding its operations, using the latest technology in the industry. Through innovation and the application of best business practices, they fully meet the needs of the market.

Challenge:

Totalizator Sportowy strives to promote consistent products and services and improve customer experience by leveraging customer data and relationships across brands. As part of this goal, an idea emerged to create and implement a system for a loyalty program for Players, aimed at:

- planning and implementation of activities on the basis of collected and processed data on participants and their activities, including participant segmentation, analytics and automated multi-channel communication
- recognizing the needs at each stage of the participant's life and communicating with the participant at the right time with the appropriate product life cycle based on data collected by the System and appropriate incentives through a dedicated communication channel
- understanding the purchasing behaviour of Players

A loyalty programme not only provides motivation for repeat purchases or use of the services offered, but is also designed to create lasting relationships with customers through the collection, analysis and use of customer data. This allows Totalizator Sportowy to offer personalized rewards, exclusive offers and benefits, tailored to individual preferences, which encourages further engagement with the brand. The loyalty programme is also a great tool for collecting feedback from customers, which allows continuous improvement of the services and products offered. The integration of this programme across brands and distribution channels enables a comprehensive understanding of customer needs, which will result in a more personalised approach and increased customer loyalty to Totalizator Sportowy.

Collaboration with an NDLS partner:

Collaboration with NewDataLabs, Salesforce Partner, was key to:

- Implementation of a dedicated loyalty engine, WinToI, designed to meet the unique needs of Totalizator Sportowy.
- Effective integration with five external systems, enabling real-time data transfer to the Salesforce platform.
- Creating and developing a customer base, enabling personalised communication as part of a loyalty strategy in Marketing Cloud.
- Establishing a comprehensive repository for targeted marketing activities.
- Optimising reporting and data distribution workflows using the Tableau tool.

The tools used to implement the loyalty program are:

Salesforce Loyalty Management, Service Cloud, Marketing Cloud, Tableau.

Result:

As a result of a solid relationship based on trust, NewDataLabs achieved its goals in less than six months. This is the first such large-scale implementation of Salesforce Loyalty Management in Poland. This has provided Totalizator Sportowy with the opportunity to promote consistent products and services, improve customer relations and create personalized experiences for each customer.

The team of consultants from NewDataLabs brought not only their expertise in consulting, implementation and customisation of the Salesforce platform, but also their commitment to creating innovative solutions. Thanks to its extensive knowledge and many years of experience in various industries, NewDataLabs delivered personalized and effective solutions that perfectly match the specific business needs of Totalizator Sportowy.