



# Idaho Lottery



## The Organization

The mission of the Idaho Lottery is to responsibly provide entertaining games with a high degree of integrity in order to maximize dividends for public schools and buildings. Historically, Lottery dividends are shared by Idaho's Public Schools and the Permanent Building Fund. A portion of Lottery funds above the Fiscal Year 2008 funding level of \$34 million is set aside for the Bond Levy Equalization Fund.

## Motivation for Change

The Idaho Lottery strives to provide a legendary experience for players through engaging games and leading edge technology with a sense of sophistication that is not always seen in lotteries. For example, they were the first state lottery to have a rewards program to reward frequent players, the VIP Club.

As a player-focused lottery, the Idaho Lottery is one of the only lotteries in the country that offers second chance drawings using a telephone entry system. Players can enter non-winning tickets into a drawing to win cash or merchandise prizes. Because they have a large number of participants living in very remote rural areas, a major concern was making access to their games easy and convenient to every person in the state. Although tickets can be entered online or via the phone to determine if it is a winner, drawing entries from their old phone system was labor intensive and the Interactive Voice Response (IVR) being used was outdated, becoming increasingly expensive to make modifications. In addition, the IVR system was difficult to configure and manage on the back-end and did not have any reporting capabilities.



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## Desired Solution

The Idaho Lottery desired industry-leading self-service technology that could handle their current traffic and enable them to increase their promotions through the ability to make updates to the back-end as needed through a friendly user interface. A budget-friendly solution was also a key consideration.



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## Why Aspect

After an exhaustive search of many technology providers, the Idaho Lottery selected Aspect Customer Experience Platform (CXP) Pro for IVR and application development/configuration. Idaho Lottery was pleased with its industry reputation and the easy-to-use business interface. The Idaho Lottery felt confident that Aspect CXP Pro could help them control their costs even as they increased player participation. When the lottery participation spikes, call volumes go up and the lottery needed a technology partner who could support such call volume volatility while still keeping costs contained. Aspect's partner, Integrated Voice Solutions (IVS) worked with the Lottery to build and install the new system.

***“One of the greatest advantages to switching to Aspect CXP Pro is the back-end manageability. We now have a nimble environment where we can make changes and create and run new promotions without extensive development costs. These promotions have resulted in increased revenue for the state and improved player engagement.”***

**– Joyce Mason, IT System Administrator, Idaho Lottery**

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## The Results

The Idaho Lottery has not only benefitted from decreased costs compared to their old solution but the new capabilities with Aspect CXP Pro have enabled them to run more concurrent promotions and increase revenues. Previously 8%-10% of all lottery participants entered via the phone. By enabling Idaho Lottery to make their own changes to the IVR system, they've increased the number

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of promotions from one or two at a time to at least five resulting in 10%-15% of entries coming in over the phone. One proof-point is an increase in Mega Millions Lottery ticket purchases due to the Mega Monday promotion that Idaho Lottery started running. Players who purchase a \$5.00 Mega Millions ticket on Monday are eligible for a separate drawing to win \$1,000.

The Security Division at the Idaho Lottery has been especially pleased with Aspect CXP Pro. The Security Division is responsible for pulling the entries and selecting the winning numbers. With the old system this was a cumbersome manual process – now, they can remotely access and collect all the entries by desired date without having to actually transfer it to another machine. This means staff is more efficient and have greater confidence in the security of the overall process given there is less opportunity for breaches of any sort.

The deployment was aided by Aspect partner IVS, an omni-channel solutions provider.

***“We’ve been so pleased working with IVS and Aspect. The project was both on-time and on-budget with no surprises. The development team was exceptional and the conversion from the legacy IVR to Aspect CXP Pro was smooth. We finally feel we are delivering on our mission to be technology leaders.”***

**– Joyce Mason**

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#### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

