

ONCE YOU KNOW YOUR
CUSTOMERS, YOU

REINVENT

YOUR BUSINESS.

**LOTTERYFORCE MAKES YOU
READY TO REINVENT YOUR
BUSINESS!**

adesso

INDIVIDUAL

adesso is one of the leading IT providers in Europe and focuses its consulting and software development activities on the core business processes of companies and public authorities such as lottery corporations.

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CRM
LotteryForce

LotteryForce CRM is the ideal solution for management of relationships between lottery companies, their players, and the points of sale. Based on the strengths of Salesforce and adesso's lottery process expertise, it includes everything necessary for relationship maintenance – from marketing and sales all the way to service. You benefit from Lottery Force CRM easily and especially quickly: LotteryForce CRM is simple to install and integrate into your IT landscape.



VALUABLE PARTNERS

- > Cultivate and expand your **sales network**: digital onboarding from application through conclusion of contract with Scrive®-eSign all the way to opening of the point of sale in the briefest possible time. You benefit from being able to exchange important information without any breaks in media.
- > No time is lost in planning your visits to points of sale. Thanks to integration of Google Maps, your **intelligent route planning** is entirely automated, including dynamic adaptations. Digital maps show you all of your locations, with additional business data.
- > **Store check**: A click is all it takes to open your list of questions for evaluation of a point of sale. Cleanliness, product presentation, marketing material – record your impressions immediately on site while on the go. LotteryForce CRM quantifies and visualizes the results.
- > Is the equipment at a point of sale still up to date? Where is what being used? The **hardware overview** provides you with key information on all points of sale at all times.

FEATURES



SATISFIED CUSTOMERS

- > Your **CRM is always right there with you**: Thanks to the app, you have access to your entire customer relationship management at all times, optimized for smartphones and tablets and even available offline.
- > Communication via all contemporary channels: Chat with your customers directly from the **customer portal**. Or use the built-in **AirCall telephone system** for calls. Achieve greater customer loyalty through direct contact and individual service offers while sparking more emotion and a more intensive playing experience.
- > Facts instead of feelings: Quantify your day-to-day business in **customer service with key figures** from your CRM.



A STRONG BRAND

- > LotteryForce helps you get to know anonymous players and provide them with optimal support. At touchpoints along the entire **customer journey**, LotteryForce offers attractive incentives and smart tools for turning unknown lottery ticket holders into registered customers.
- > Small gifts keep friendship warm: Vouchers are easier and more convenient to transmit than ever before. The behavior-guided **voucher function** automates interaction with your regular customers.
- > LotteryForce CRM analyzes customer behavior independently. **Artificial intelligence** identifies clusters in the existing data and creates the basis for **automated customer services**.