A deep dive into Flutter's UK&I Safer Gambling Strategy – 'Understand'

Conor Grant, CEO of Flutter UK & Ireland

Identifying higher-risk behaviours and stepping in early is a key objective of the **Understand** pillar of our UK&I Safer Gambling Strategy. This involves ongoing interactions with all of our customers, not just those who are exhibiting potentially risky behaviours, so that our colleagues, supported by proprietary technology, are better equipped to recognise the different pathways and behaviours which may lead a customer to experiencing gambling related harm.

We are already doing a lot in this space, with our proprietary AI technology now tracking over 250 different behaviours ranging from time spent on site to deposit methods and frequency of bets placed, so that we can **understand** how each customer interacts with our products and identify signs which might indicate that their play habits are changing. Based on this data, which we incorporate into our future modelling, we can reach customers in real-time with messaging that is right for them. For example, during 2021 an average of 5.3 million automated interactions were made across our UK&I brands with our SG Operations teams then manually reviewing hundreds of thousands of accounts. Where appropriate, colleagues carry out one-to-one Safer Gambling interactions to ensure customers are fully supported, placing restrictions or limiting accounts where it is deemed necessary to do so.

We have made great progress, but we remain on a continuous journey of learning to further **understand** gambling harm and better meet our customers' needs as a result. We are continually working to make every moment safe for our customers and I believe that our cutting-edge technology will support us in this journey and create a blueprint for the wider industry.

You can find more information on our strategy here: https://www.flutter.com/news-and-insights/insights/flutter-uk-i-safer-gambling-strategy-conor-grant-ceo-of-flutter-uk-ireland/