



# **INNOVATION IN OFFLINE BETTING CUSTOMER JOURNEY**

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# **Innovation in offline betting customer journey : why ?**

- **Offline still 88% of PMU stakes in France**
- **-2% trend in the last 3 years, acceleration due to economical crisis**
- **Aggressive competition of sportbetting : x2 2013vs 2009**
- **Risk of gap between a modern and attractive online PMU & a « old fashioned » offline PMU**
- **But a complexity due to high number of undirect outlets : 12.000**



# A new digital customer journey



# PMU betting card



- Account based
- NFC contactless technology
- 2% monthly rebate loyalty program

→ Know Your Customers benefit





# Information Touchscreens



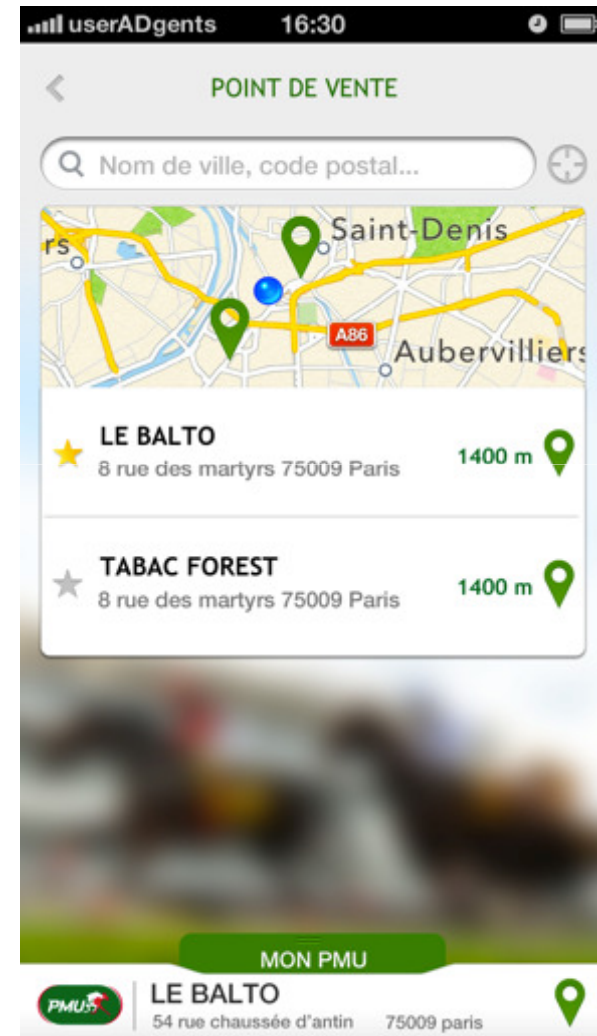
- Realtime betting information

➔ A new service to increase regular punters value  
➔ Tier 1 shops





# My PMU : the mobile better companion



# A new flagship betting tool : PMU touchscreen table



→ For specific VIP events & locations



# PMU city : a new network



- Operated directly by PMU
- Located in main cities centers
- 10 shops up to now
- 4 to 5 M€ yearly T/over







# Conclusion

- Need for strong innovation to renew interest for horse racing and betting

