



ADDENDUM NO. 3 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 7098MG**

Commodity: **Loyalty Program and Related Services**

Dated: **May 12, 2022**

All offerors are required to acknowledge all RFP addenda in their proposals.

3rd Round of Questions and Answers

1. Q: How many lottery stores are there?

A: There are approximately 5,300 lottery retailers

2. Q: How many terminals does the average store have?

A: The average is one (1) terminal per retailer -- all retailers have a Flex terminal. And approximately 1,900 stores have vending machines, with an average of one (1) per store as well.

3. Q: How many lottery terminal manufacturer's / supplies does the CoV utilize?

A: The Lottery uses one (1) manufacturer for both the terminal and flex machines

4. Q: This is regarding the intention of integrating purchase transactions to these lottery terminals. Are the lottery terminals totally standalone, or do they tie into the store's POS system? Do the lottery terminals take the purchases (payments) directly?

A: The Flex terminals are standalone and do not take purchases directly. The vending machines are also standalone and do accept payments directly

5. Q: How many known players are in your database?

A: There are currently 625,838 opt-ins in the player database.

6. Q: What data points are captured? eg: email, phone, name

A: The Lottery captures all demographic (name, phone, address, PII, etc.) and transactional (online purchases as well as promotional entries) data for online players as well as those who enter promotions. A full file layout will be made available during the discovery process once a vendor has been selected.



7. Q: How many app users?

A: Currently, the Lottery has approximately 191,000 app users of which ~91,000 are Android and ~100,000 are iOS

8. Q: What are all the system integration requirements? Currently system that have been references are:

- Player Account Management
- Online Gaming System
- Extra chances
- Second Chance Promotions
- Lottery's Data Warehouse
- Listrak

Please provide details about other known system integration expectations.

A: As of right now, those are the major system integration requirements. Others would be dependent on the awarded Offeror's recommendations based on best practice.

9. Q: In Section III Statements of Needs, Subsection B Optional Requirements you state "Ability to offer a seamless omnichannel experience across all customer touchpoints." What channels would be included e.g. email, sms, push, direct mail, app, website etc. Do you already have existing vendors for these channels that would require integration with? We understand you use Listrak for emails & SMS and Sitecore for Website

A: Channels to be considered would include: email, sms, push, app, direct mail, website, vending machines. Yes, the Lottery has existing vendors for these channels that would require integration.

10. Q: Do you already have a primary system to create and manage customer authentication or will the loyalty platform be the primary manager of profiles and authentication?

A: The Lottery currently has a Player Account Management (PAM) system that is the primary manager of profiles and authentication.

11. Q: There was a previous questions asked as follows "Can you provide additional information regarding purchase data endpoints?" With the following answer

A: Purchase data endpoint would include capturing all retail transactions as well as online transactions -- retail includes counter sales and vending machine sales.

Our question - how do you expect to capture retail transaction sales?

A: Looking for recommendations from Offeror(s) based on best practice.



12. Q: Reference Addendum 1 Q #22 – With the two vendors you receive transactional (retailer/online) data from, what percentage of overall transactions does that cover? What data is collected? Furthermore, are receipts provided for lottery retail and online transactions? If not, could we generate unique alpha-numeric codes to be printed on each scratch, ticket, etc. to use as a validation of purchase?

A: Retail accounts for approximately 65% of all transactions and online is approximately 35%. There is no personal data collected from retail transactions, just product information is collected. For online purchases please refer to question #6.

13. Q: Reference Addendum 1 Q #38 – Please provide information on the audience.

A: Sent individually.

14. Q: Reference Addendum 1 Q #43 – Related to #22, what type of data is currently received for retail purchases?

A: For retail only product sales data such as product type, price point, number of items sold, etc.

15. Q: Our company policy does not allow “jump drives”. We can provide written response via the mail and email an electronic version. Will this be acceptable or disqualify us from participating?

A: Other electronic methods may be accepted provided some sort of independent verification or timestamp is provided to prove that the response was sent prior to due date and time but not opened until after the due date and time.

16. Q: Can you please provide more information regarding what systems make up your technology stack (Mobile App, Website, Ecommerce, ESP, CDP, Identity management, etc.)?

A: Mobile app and website are hosted by Sitecore, ESP is through Listrak and the eCommerce and Identity management is hosted through our 3rd party vendor.

17. Q: "You mention that retail sales go through a separate terminal and/or self-service machines, given that we will have to integrate into those channels can you please provide some additional information?"

- a. homegrown or purchased?
- b. if purchased, which vendor powers your terminals?
- c. what is the current version? are there more than one version running at one time?
- d. are the terminals and self-service machines supported by the same vendor/software?



- A: a. Hosted through a 3rd party vendor
b. IGT
c. No
d. yes

18. Q: It is mentioned that there is currently no player card and all retail purchases are anonymous today. If known, what is the preferred customer journey for assigning identification for retail/self-service machines? (e.g. phone number, player card, QR cod scan via app, etc.)

A: Looking for offeror to provide recommendations based on best practice

19. Q: What is the desire timeframe for points reflecting on a customer's account (e.g. near real-time, within 24-48 hours, etc.)

A: Looking for offeror to provide recommendations based on best practice

20. Q: What are the current number of unique known customer (loyalty) profiles? In the 1st round of questions you have unique counts by iLottery, Extra Chance, Second change – do you have a unique de-duped number?

A: As mentioned previously, the Lottery does not consider eXTRA Chance and Second Chance to be loyalty programs, rather engagement mechanisms. The numbers provided are unique, not de-duped by engagement as there is cross-over. That data can be provided during the discovery process, once an offeror is selected.

21. Q: What is the projected number of unique known customer or loyalty profiles?

A: The Lottery currently does not have a loyalty program.

22. Q: How many locations/terminals/order points are there?

A: 5300 locations/terminals

23. Q: Average sales TPS? (transactions per store)`

A: Average sales TPS is approximately \$394,116.90* this figure does not include online sales per the definition of TPS

24. Q: Peak sales TPS?

A: Friday, time of the day is typically the evening (after work)

25. Q: Current total # of sellable products/SKUs?

A: Please refer to the Lottery website for available product for sale



26. Q: What is level of desired support to bring program to market after initial design has been completed? Are there specific functions that VA lotto would like to ensure receiving training?

A: Looking for offeror to make recommendation based on best practice

27. Q: As program is rolled out across partners like gas stations, convenience stores, etc. - how has VA lotto considered owning or driving the CX? Any requirements or key considerations here?

A: Looking for offeror to make recommendations based on best practice.