

EQ the X factor for a new CX?

The case of OPAP Store App

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- Research & Market Insights



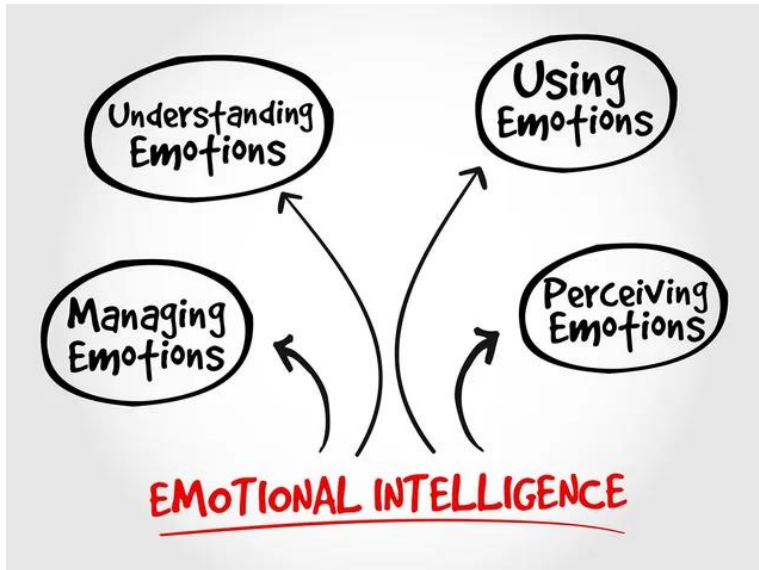
Short Bio: A few words



- Graduate & Post Graduate studies in Psychology
 - Applied Research Believer with an extended experience in consumer research
 - 9 years @ OPAP
- OPAP is the leading gaming group in Greece and one of the most renowned in its industry globally
 - It operates and manages numerical lotteries, sports betting games, horseracing mutual betting, state lotteries, instant win games (Scratch tickets) and Video Lotteries Terminals (VLTs) in Greece
 - OPAP is an industry leader in Responsible Gaming and holds a prominent position among corporate social champions in Greece, deploying a comprehensive CSR program, which focuses on Health, Sport and Employment

OPAP is the top brand within a category that ignites an extended array of emotions on customers

Emotional Intelligence Quotient (EQ)



- According to Goleman (1995), Emotional Intelligence is the ability to understand, use, and manage emotions in positive ways:

- Empathize with others
- Overcome challenges
- Communicate effectively
 - Defuse conflict.

OPAP Store App

- OPAP Store App is an innovative app, launched in 2022, that changes the customers' gaming journey. It offers a unique playing experience, combining the best of both retail & online worlds for in-store gaming
- "All in one App" transactional retail mobile App
- Seamless, paperless & autonomous betting journey
- Informative section for all non-transactional products
- Personalized communication based on user in-store activity



Upgrade in-store experience



And here is its story so far....

Pre-Launch



Mega trends

Customer lives in his smartphone

“If you’re not on my mobile, you are not in my life”



Mega trends

Understanding Emotions

Active Listening

Listen to the silence
Understand Neutrality
Understand Non verbal communication



Customer Expectations

Extend phygitaly the customer experience



Customer expectations Data

Perceiving Emotions

Emotional Laddering

“How does this makes you feel?”



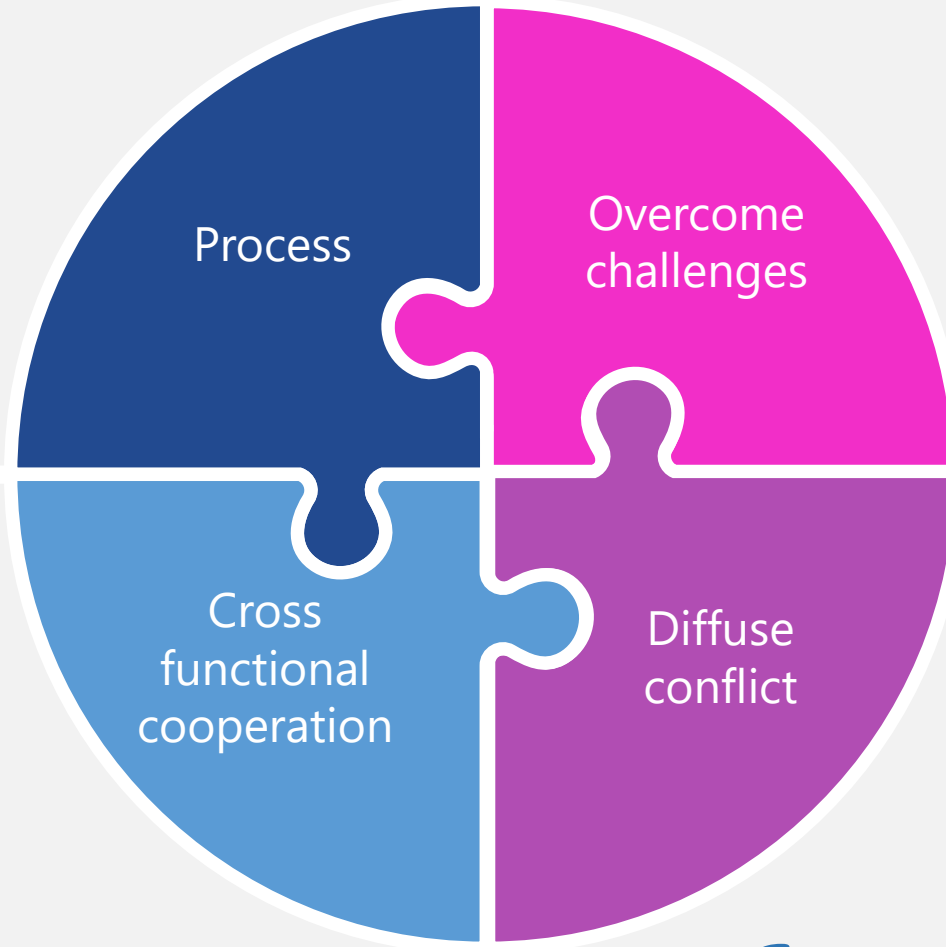
Data Knowledge & Empathy

Pilot phase



Project Management:
Well-defined procedural
steps with

- Set-up meetings
- SteerCos
- KPIs definitions



**Relentless
Testing on CX**

UATs
F&F
Customer UI/UX tests
Beacon Testing
Agents testing



IT, Digital, Product,
Sales, Operations
teams
Clear Roles &
Accountabilities
Horizontal & Vertical
communication

**Co-parenting
but.. in the
Greek way**

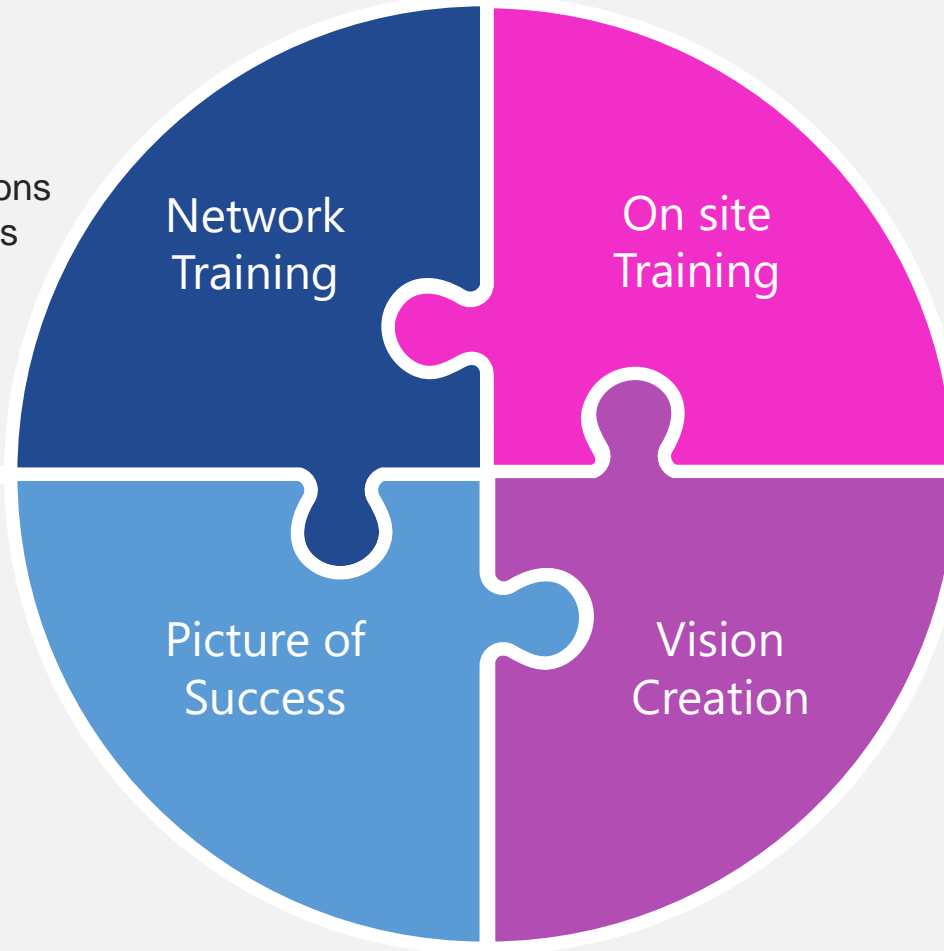


Effective & Affective communication

Commercial (almost silent) launch



- Training Materials with clearly defined instructions
- Digital Training meetings



- Field Visits
- On site training
- Observations/ Understanding difficulties & Frame wins



Setting Goals & Targets

- Creating Visions with the customers

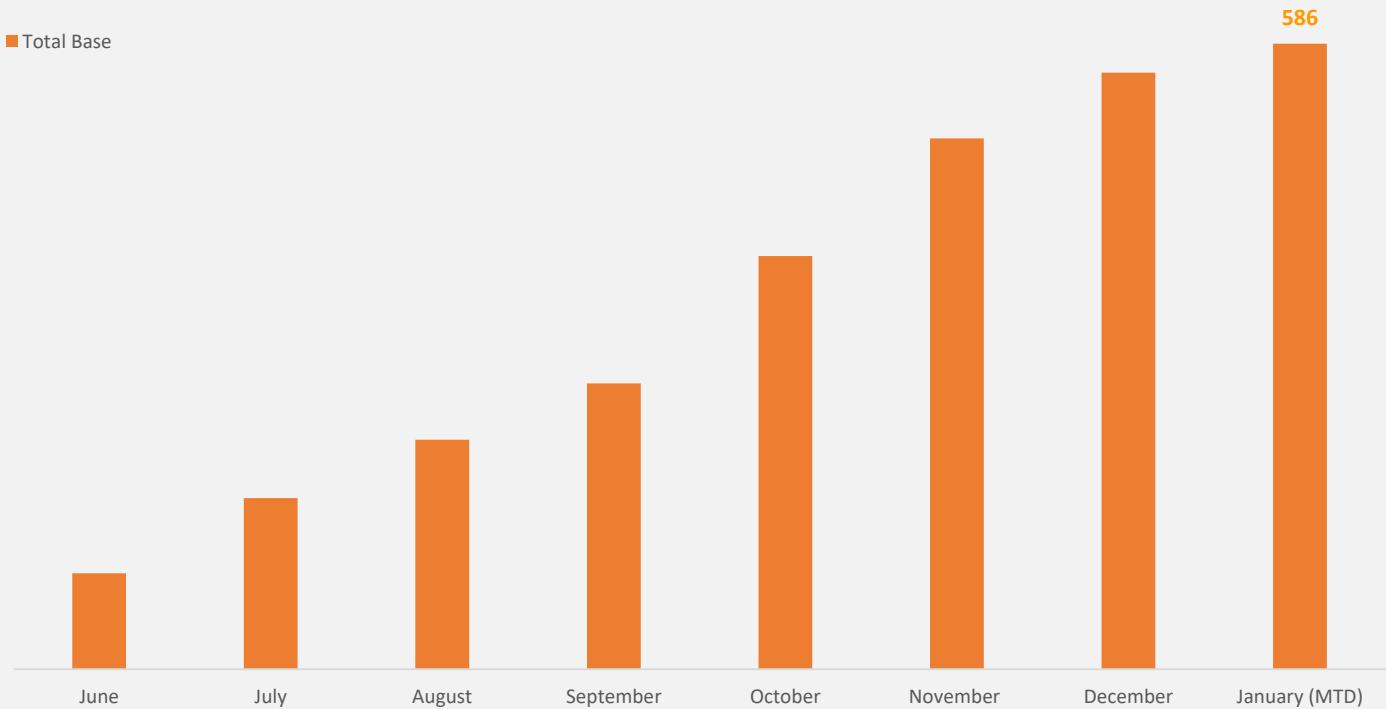
Human Interaction

Results so far...



OPAP Store App Base

■ Total Base



The learning so far..

In order to be able to offer a new, successful CX :

- Crafting it with a “ticking the box” approach but unemotionally may take you there but still...
- Leveraging EQ abilities across the human chain (customers, business teams, network) by including Empathy, Affective Communication & human interaction E2E

will enable the X factor the distinctive quotient in the CX journey

Emotions can get in the way or can get you on the way



THANK YOU!!!