

# Aurora Retailer Wizard: The One Stop Shop for Engaging Lottery Retailers, Driving Best Practices, and Growing Sales

It's no secret that inventory management, accounting, and lottery best practices can be challenging for most retailers. With Aurora Retailer Wizard, everything retailers need to manage and grow their lottery business is just a click away.

Unique in the industry, Aurora Retailer Wizard is a powerful tool customized to fit the needs of both corporate account and independent retailers – including those who own multiple locations – today and tomorrow. Retailer Wizard simplifies and streamlines the entire lottery process, so that retailers can devote more time and energy to engaging players. After all, that's what sells tickets.

Aurora Retailer Wizard provides lottery retailers and their employees with a single, user-friendly site from which to obtain and interact with all the information they need to manage their business, without being tied to their terminals. Because Retailer Wizard's responsive design works seamlessly across any browser or device, busy retailers can have at-a-glance access to accurate and

timely information, training, and tools via desktop, laptop, tablet, and smartphone – from anywhere with a web connection.



## Insights Your Retailers Need to Drive Their Business Forward

Aurora Retailer Wizard enables a new level of engagement with retailers and supports in-store execution and sales performance. It facilitates two-way communication between a lottery and its retailers, letting them know exactly where they stand, even

between sales calls; drives lottery best practices; and stimulates actions to correct sales-depleting situations that may exist in their stores.

Starting with their personalized home page, or dashboard, featuring widgets with data graphics specific to that retailer's business, retailers have their own Electronic Funds Transfer (EFT) information, sales and earnings data, jackpot and winner awareness, and other sales-driving tools right at their fingertips. Actionable alerts notify retailers in real time about potentially revenue-draining situations, such as when they have not activated new instant games by launch day or if they have empty bins in their Lottery Vending Machines (LVMs), and Retailer Wizard's extensive inventory management features provide them with real-time information about instant ticket inventory, including by-game and by-pack details; sales trends; ticket-tracking functionality; the ability to confirm, activate, and settle directly from the portal; and more. Aurora Retailer Wizard also delivers vital training right to retailers and their staff through its interactive Lottery Learning Link (LLL) module, ensuring the lottery presents a knowledgeable front line to its players.



## Retailer Tested, Retailer Approved

To create this innovative website, IGT gathered insights from sales staffs, sales and marketing management, operations staffs, and training resources from lotteries around the world – and perhaps most importantly, from retailers themselves. In multiple usability studies and focus groups with independent retailers and corporate account users, Aurora Retailer Wizard was given “an unqualified thumbs up,” lauded by all retailers in attendance for being “a true diagnostic tool to pinpoint where and how to boost lottery ticket sales” and “a real and significant improvement over the tools ... retailers currently have.” Retailers were quick to see the benefits Aurora Retailer Wizard brings them, as the following remarks from participants testify.<sup>i</sup>

*“Whatever you need, it’s all in one place, whatever you’re looking for.”*

*“I’m going to use it on a daily basis.”*

*“The new information will help me boost my sales.”*

*“It’s more detailed in terms of how it’s broken down, easier for you to access it...you don’t have to go to the machine, print out every single report, sit down and do all the calculations.”*

*“There are a lot of things I saw I never thought much about, now I’m going to look into them.”*

*“We have multiple locations so it makes my life a lot easier, by managing it all from one screen, one location.”*

Retailer Feedback



Because the needs of a local “mom and pop” market are different from those of a corporate account, home pages and secondary dashboards are customized to each type of user – independent retailers, chain subordinate retailers, chain headquarters users, and lottery staff – and to the user’s role in his or her organization. Plus, Aurora Retailer Wizard allows for even greater personalization by enabling users to “drag and drop” widgets easily onto their own dashboards and to position them so they are readily available.

### Single Retailer View

Aurora Retailer Wizard fully embodies the smart, open, agile solutions IGT has developed to drive lottery profitability and growth. Since IGT’s Aurora technology enables extending back-end services across multiple applications, Aurora Retailer Wizard, Aurora Retailer Manager, Aurora Performance Intel, and Aurora Instant Processing System will all share the same service and the same information to provide a single retailer view and make sure a lottery presents a unified front. Of course, as part of the Aurora suite of open, innovative products, Retailer Wizard easily integrates with other IGT and third-party applications as well, empowering retailers to reach for new heights with more control and greater access to data – whenever, wherever, and however they choose.

For more information on Aurora, IGT’s new lottery technology solution, visit [www.IGT.com](http://www.IGT.com).



<sup>i</sup>All quotes: Reilly Group, Retailer Research report, November 2015.