

THE CUSTOMER PROCESS: Interactive Gambling

Initial Customer Awareness

View an advertisement on the internet or via spam email
Hear about an online gambling service by word of mouth or publicity
Proactively search for services – Google words such as “online casino”, “online poker”, “casino games”, “pokies”, “slots”



Directly access the online gambling website

Type in the internet address or click on a Google search result

OR

Access a portal website that advertises and promotes online gambling
Customer clicks on an advertised link that leads to an online gambling website



Download Interactive Gambling Software Program

Customer downloads the interactive gambling software from the website
Customer installs this software program on his/her computer



Start the Interactive Gambling Software

Customer runs the interactive gambling software on his/her computer
Customer provides personal information to create an online gambling account



Add Money to Online Gambling Account

Customer adds money to his/her account choosing a method of payment such as Visa, Mastercard, bank transfer or internet payment services such as Neteller or Webmoney



Gamble

Customer participates in online gambling activity. Wins and losses are recorded on his/her account



Cash-Out

Customer withdraws money from account and is paid out via Visa, Cheque or internet payment services