

News



31st July 2006

National Lottery Retailers Give Camelot Top Marks *Survey shows another year of improved retailer satisfaction*

Retailers rate National Lottery operator Camelot as a top class supplier, according to the results of the 2006 retailer satisfaction survey – while the overall satisfaction among head office managers has increased for the fifth successive year.

Almost two-thirds of the respondents were either 'completely satisfied' or 'very satisfied' with Camelot, and all considered the relationship to be as good as or better than as 12 months ago. Around 60 per cent of retailers thought it had improved, building on the positive 2005 survey – and none of them was dissatisfied. A large number described their relationship with Camelot as a strategic partnership, and a benchmark for other suppliers to strive to emulate.

Steve Lucas, Camelot's Director of Sales, said: "This research further supports the increasingly positive feedback we are getting from our retailers through our sales team on the ground. It also serves as a testament to the time and effort that has gone into building a genuine two-way relationship with our retail partners over the years."

Camelot's account management was considered 'excellent', with positive highlights including:

- The sales team's understanding of the retailers' business and sector, and being more in tune with their commercial needs – 72 per cent of those questioned were 'completely' or 'very satisfied'

-m/f-

Camelot Press Office

.../2

- Over 80 per cent of respondents highly valued the service received from their Camelot sales executive on store visits, and proactively work with them to maximise lottery sales
- Of the retailers surveyed, 81 per cent were 'completely' or 'very satisfied' with the provision of timely, reliable information on new developments
- More than three-quarters of the interviewees were 'completely' or 'very satisfied' with the accessibility of Camelot's contacts and their responsiveness towards resolving problems. – an all time high

Over 40 per cent of those questioned also said they thought their Camelot account manager was better than those in other companies they dealt with. Indeed, several retailers commented that their Camelot representative set the standard in terms of best practice.

The survey report concluded that ongoing improvements had been delivered across a wide range of measures – and that the challenge for the future was retaining the high levels of satisfaction achieved.

Camelot's Sales Director, Steve Lucas, added: "We are always looking at ways of helping our retail partners maximise their ticket sales – in a socially responsible way – and get the best out of their lottery business.

"We recently announced our largest annual sales rise in eight years, with ticket sales going through the £5 billion barrier, continuing The National Lottery's longest period of growth since launch.

"We could not have achieved that without the support of those working in stores: Retail sales alone grew by £104m last year to £4.75 billion, and I would like to thank our retailers again for all their hard work."

-m/f-

Camelot Press Office

.../3

The survey was conducted by the independent agency, Illuminas, between April and June 2006 across 37 retailer Head Offices, including Co-op, James Hall, SPAR, Maynews Group, One Stop Stores Ltd, Tesco, Malthurst, Sainsbury's, TM Retail, WH Smith, Morrisons, Woolworths, Mills, NISA, Rippleglen, CJ Lang & Son, Musgrave Budgens-Londis, Waitrose and BP. In addition, each respondent was asked to fill in a self-completion questionnaire to determine overall importance and satisfaction with key issues. The reported findings are based on both qualitative and quantitative data.

-Ends-

**For further information, please contact
Alexia Latham, Media Relations Manager: 020 7632 5747
Camelot Press Office: 020 7632 5711**

Notes to Editors:

- Camelot Group plc is the operator of The National Lottery® and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £18.6 billion has been raised for Good Causes by The National Lottery, and more than 238,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £26 billion in prizes and created more than 1,900 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over.

Camelot Press Office