

Angel Flight Marketing Services

Camelot Illinois – Illinois Lottery Retailer Satisfaction Survey

Quantitative Marketing Research:

Call Center Services

Situation

Camelot Illinois has been contracted by the State of Illinois to be the private manager of the Illinois Lottery. Its mission is restoring transparency, integrity, and responsibility the Illinois Lottery while operating a modern lottery. Camelot Illinois needs to measure retailer feedback on the Illinois Lottery service performance.

Strategy

Angel Flight Marketing Services helped Camelot Illinois to create and execute a satisfaction survey for delivery to retailers within the grocery, convenience and convenience gas sector. The purpose of the study will assist to develop a benchmark for service performance.

Solution

AFMS delivered a retailer satisfaction survey to retailers with the grocery, convenience, and convenience gas sectors to provide retailer satisfaction with the Illinois Lottery.

Results

AFMS prepared a comprehensive analysis report and presentation that utilize quantitative statistics such as frequency analysis, Ananova and F-test to provide levels of confidence.

Camelot Illinois shared the results of the retailer satisfaction survey with the State of Illinois and used it to set an actionable benchmark game plan for service performance.

