



# Idaho Lottery TQM and Public Relations

# ATTITUDE



**“Attitude is a little thing that makes a big difference.”**

**- Winston Churchill**

**“We can complain because rose bushes have thorns, or rejoice because thorn bushes have roses.”**

**- Abraham Lincoln**



# ATTITUDE MATTERS



# ATTITUDE



**Nobody ever wins?**

# ATTITUDE

## Meet Mr. Nobody



**Check Your Attitude at the Door**



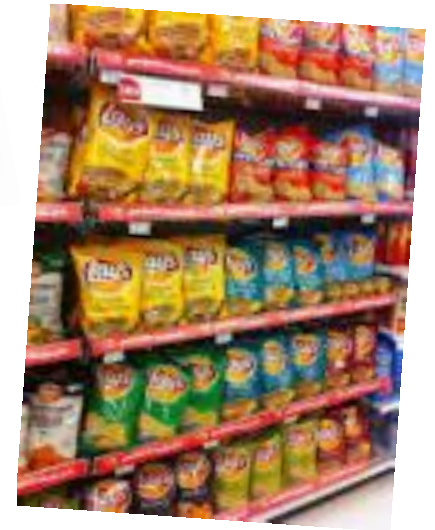
# WHOSE RESPONSIBILITY IS PUBLIC RELATIONS?

Lottery is the invitation to the party inside your store



# WHOSE RESPONSIBILITY IS PUBLIC RELATIONS?

Parties come with more than Lottery



# WHOSE RESPONSIBILITY IS PUBLIC RELATIONS?

**FACT – 99% of a lottery player's experience happens at the retail level – 74.1% at C-Stores**

**FACT – In FY 2013 players spent \$197.6 million to have that experience**

**FACT – Retailers earned \$11.7 million to manage that experience**

**FACT – 62% of players come back to the store because of the clerk and that experience**



# WHOSE RESPONSIBILITY IS PUBLIC RELATIONS?

**“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”**

**- Warren Buffett**





**WHOSE RESPONSIBILITY IS PUBLIC RELATIONS?**

**EVERYONE'S**



# WHAT IS TQM?



## TOTAL QUALITY MANAGEMENT

**Management system for a customer-focused organization that involves all employees in continual improvement.**

**Requires involvement of management**

**Requires involvement of workforce**

**Requires involvement of suppliers**

**Requires involvement of customers**



# WHAT IS TQM?



## TOTAL QUALITY MANAGEMENT

- **Customer Focused**
- **Total Employee Involvement**
- **Process Centered**
- **Integrated Systems**
- **Strategic and Systematic Approach**
- **Continual Improvement**
- **Fact-based Decisions**
- **Communications**



# WHAT IS TQM?

T Total  
Q Quality  
M Management

## TOTAL QUALITY MANAGEMENT

Who is the customer? And what do they want / need?



# WHAT IS TQM?



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1200 Retail Locations Statewide



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## TOTAL QUALITY MANAGEMENT

Who is the customer? And what do they want / need?





# WHAT IS TQM?



## TOTAL QUALITY MANAGEMENT

**Do the Right Thing Right**

|                    |                    |
|--------------------|--------------------|
| Right Things Right | Right Things Wrong |
| Wrong Things Right | Wrong Things Wrong |



# WHAT IS TQM?

## TOTAL QUALITY MANAGEMENT



**“It was like that when I found it!”**  
*- Homer Simpson*



# WHAT IS TQM?



## TOTAL QUALITY MANAGEMENT

**What kind of experience do you want your customers to have at your store?**

**If you don't have time to do it right, do you have time to do it twice?**

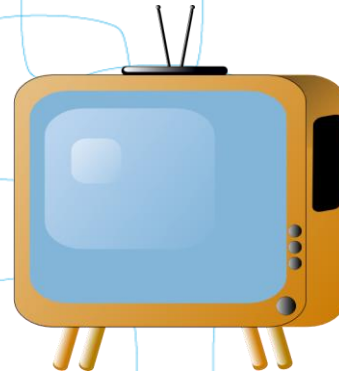


# Public Relations and TQM

Marketing promotes actual products and services



Public Relations focuses on promoting awareness, attitudes and behaviors



# Community Relations and TQM

**1 on 1, personal contact  
with the customer**

**PR, Advertising, Marketing  
gets customer to the store**

**The relationship between  
clerk and customer and/or  
the customer's experience  
brings them back**



# Public Relations and TQM

Who is the person selling your business?



# Public Relations and TQM

Who is the person selling the lottery?



# Public Relations and TQM

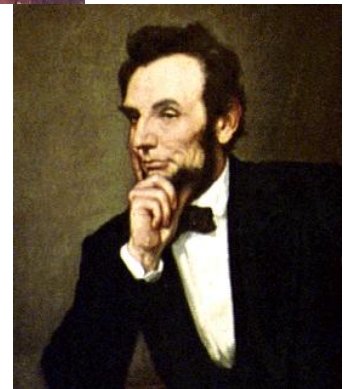
## Best Practices

**Attitude is everything**



**Teamwork and fun**

**No excuses, just solutions**



**First contact resolution**

**Solve the business problem first**



# Public Relations and TQM

## Best Practices

- Invest in your people and your processes
- Get regular feedback from ALL customers
- Appreciate the power of YES
- Be a good listener
- Identify and anticipate needs
- Make customers feel important and appreciated



# Public Relations and TQM

## Best Practices



**“Be show ready”**

**“Communications training for employees”**

**“Know what your customers want, even before they do”**

*- Disney Institute*



# Public Relations and TQM

## Service with a Smile

Give what they can't get elsewhere

Give more than expected

Give something that is totally unexpected



**THANK YOU!**

**Please Play Responsibly!**

