

## CUSTOMER EVIDENCE

William Hill work with Fluxx to develop ground-breaking Priority Access card

### Business Challenge

William Hill, the world's biggest bookmaker had been working on an exciting new product for some time. It wanted to develop what a 'winnings card' for its valued customers but the project had stalled. The card would allow customers to spend their winnings immediately anywhere that accepts cards, or simply withdraw their money from a cashpoint. It had been in the idea stage at William Hill for some time, but the investment required to see the project through was significant, and exactly how customers would use the card, and its benefits to William Hill or consumers, was unclear.

### Solution

William Hill turned to its innovation partner Fluxx to help get the project moving again. Fluxx worked closely with the team at William Hill using innovative product development techniques to accelerate the idea, and unblock the key challenges that had been holding it up.

After a small amount of research to gain some consumer and market insight, Fluxx ran a two day RapidStart event to accelerate the initiative, and answer some of the key questions that had been blocking the project to date.

Using lean experimentation techniques, in a highly collaborative environment, a working temporary card was designed and produced within just two days. Using readily available products and materials the team were able to create a version of the card that appeared to consumers to be working. By the end of Day 2, a fully functioning William Hill card – branded and charged with cash – was ready to be used and tested with 20 representative customers who were contacted with an offer to trial the card over a three month period.

Jamie Hart, Product Manager at William Hill said, "The Senior Executive team were overwhelmed at how much progress had been made in the short time, and could now clearly see the answers to questions that had previously held the project back."

### Business Benefits

The card, which technically is a pre-paid Mastercard, was put in the hands of real customers for 90 days, which meant that William Hill gained a deep understanding of the way in which customers would actually use the card, the perceived benefits and how it affected their other behaviours. All of this usage data and insight could then be applied to defining the end product as well as how it was branded and marketed, as well as justifying why the Card was a good investment for William Hill as well as for its customers.

The result is the Priority Access Card, which is now set to revolutionise the gaming industry since it means that customers no longer have to wait for days to collect their winnings, they can simply spend them anywhere they want, just as if they were using a normal debit card. This card is the first of its kind in the industry, globally.

Most importantly, in this short experiment, 100% of customers said they had enjoyed a better experience through having the card, and did not want it to be taken away.

*"The project demonstrates how lean experimentation can work even in complex technical and regulatory environments and helped us to deliver a product that worked better, and delivered faster, on budget."*

**Finbarr Joy**  
Chief Technology Officer  
William Hill