

# Illinois Lottery E-Claims

*"You Can't Win if You Don't Play"*

Category: Digital Services Government to Citizen

State: Illinois

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## EXECUTIVE SUMMARY

“You can’t win if you don’t play!” While that’s a popular tagline used by several state lottery offices, it gives people hope that they just might win big money. And during the COVID-19 pandemic, everyone needed a little hope. Yet, back when Illinois residents were asked to stay home to stop the spread of COVID-19, how were Illinois Lottery players going to cash in their winning tickets? That’s when the Illinois Department of Innovation & Technology (DoIT) and the Illinois State Lottery worked together to find a solution.

At the start of the COVID-19 pandemic, the Illinois State Lottery was forced to close their brick-and-mortar claims centers statewide. It was also precarious to ask customers to stand in line at lottery retailers to cash in their winning tickets. Lottery officials approached DoIT and together created a plan. A Salesforce E-Claims application was developed for lottery players to submit a claim online for their Illinois Lottery prize. Via an E-Claims portal on the Illinois Lottery website, prizes of up to \$10,000 can now be claimed online.

The E-Claims portal serves as a front-end for winners to submit a claim. The claim results in a “case” that is then worked by claims processors within Salesforce, where it is loaded into the back-end Lottery gaming application that generates a check that is mailed to the claimant. Additionally, the Salesforce case management solution allows Lottery claims processors to quickly see the status of any claim and escalate an issue to a Lottery supervisor when necessary.

## IDEA

The primary driver for the design and development of this system was to reduce the risk of COVID-19 virus transmission by providing a way to cash winning lottery tickets online instead of going to a retail location. The system also has side benefits both for customers as well as the Illinois State Lottery office.

This system provides Lottery winners with the ability to:

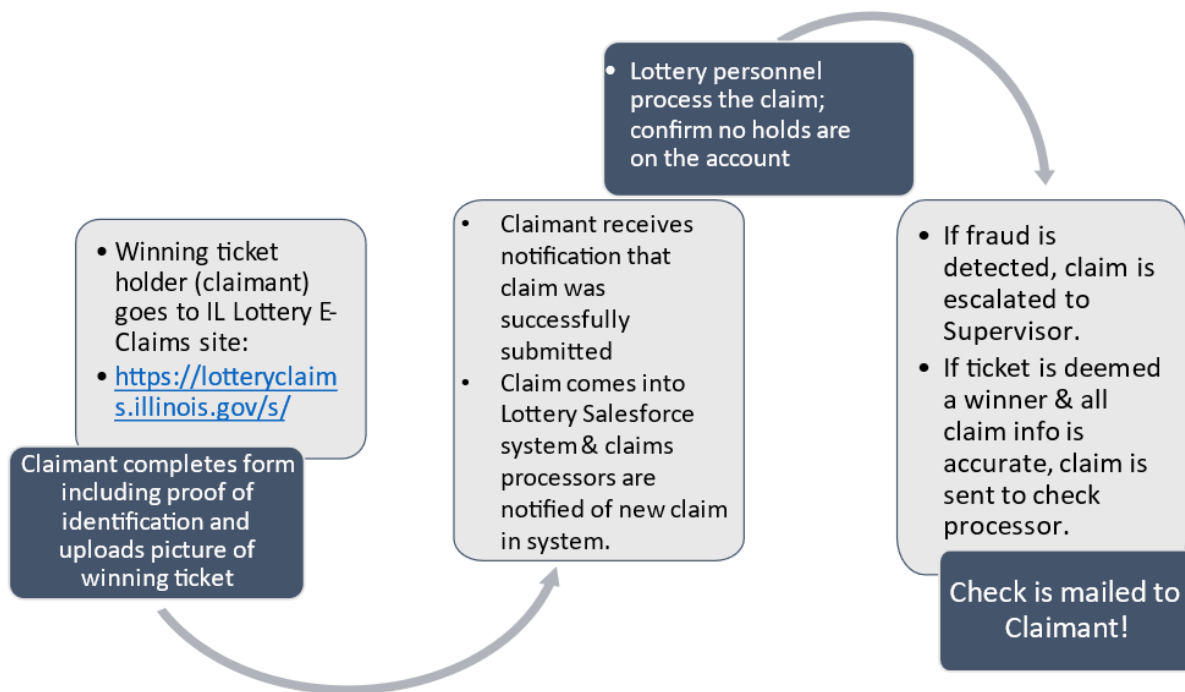
- Enter winning ticket information, up to \$10,000, directly into an online form
- Upload scanned ticket/claim documents (IDs and winning tickets)
- Receive an email confirmation that the claim was received

The system provides the Illinois State Lottery office with:

- Creation of an individual account for each Lottery winner so that employees can associate all claims with one account
- The ability to track the status of all claims
- Reporting capabilities for information on all claims data
- Improved customer service

## IMPLEMENTATION

The DoIT project team adopted and utilized an Agile development approach. Discovery and planning sessions were routinely held with Illinois Lottery staff to understand the capabilities and features needed for the minimum viable product (MVP), as well as a prioritized backlog for future system enhancements. The team delivered the critical features for the MVP in March of 2021 and continued with incremental releases to build upon the MVP solution to enhance the user experience and optimize the application for the Lottery claims processors.



The process begins when a lottery winner clicks on the E-Claims form located on the Illinois Lottery website within the “When You Win” page. <https://www.illinoislottery.com/winning/when-you-win> On the E-Claims landing page, the claimant is provided an overview of the E-Claims process for winning tickets up to \$10,000 purchased at retail locations or online via iLottery. Lottery winners are informed upfront that they must scan and upload a copy of their driver’s license, state ID, military ID, passport, permanent resident ID or FOID/CCL and upload a legible scanned picture of the front and back of their signed lottery ticket. They are also required to accept the privacy policy and legal disclaimers. From there, the winner is walked step-by-step through the process with a status bar on the top of each page that provides a visual reference to understand where they are in the process.

## Illinois Lottery E-Claims

### WARNING

Please use the *Previous* or *Next* buttons within the E-Claim Form for a seamless transition between pages.

Step 1 – Personal Info

Step 2 – Employer Info

Step 3 – Game Info / ID Upload

Step 4 – Ticket Upload (if required)

Confirmation

At various steps in the process, the claimant provides their personal info, employer info, lottery game info, and uploaded pictures of the front and back of the winning ticket. The last step of the process confirms that the claimant's submission was successful and provides them with their case number. The system also allows a claimant to submit additional winning tickets without having to re-enter their personal information.

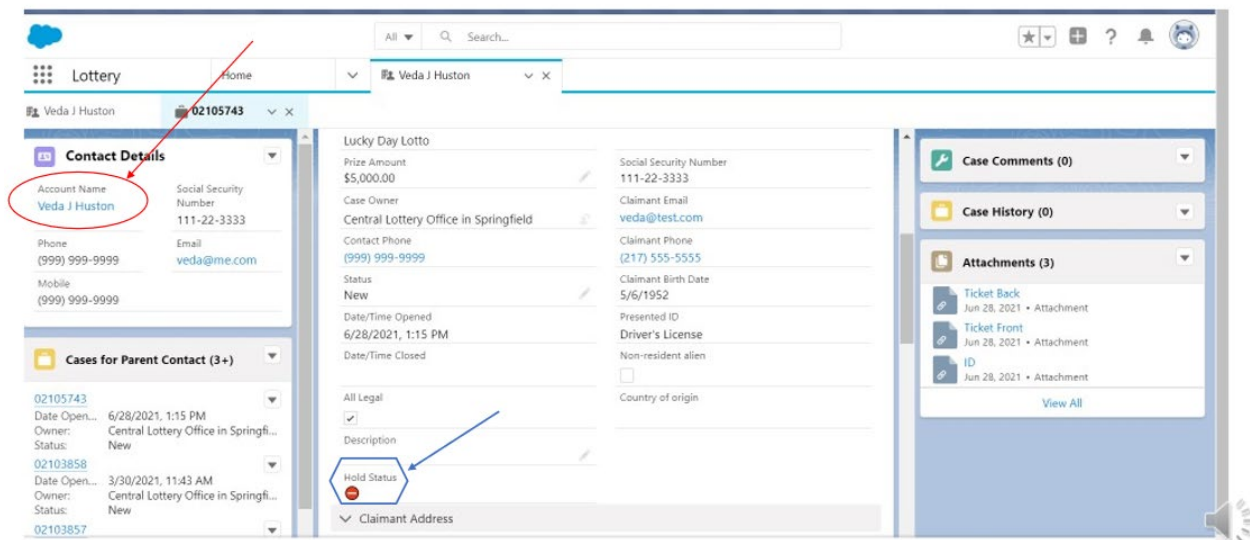
The screenshot shows the Illinois Lottery E-Claims interface. At the top is the Illinois Lottery logo and the slogan "ILLINOIS IS FULL OF WINNERS™". Below this is a navigation bar with a "Home" link. The main heading is "Illinois Lottery E-Claims". A "WARNING" section follows, with the same instruction as above. A progress bar shows five steps: "Step 1 – Personal Info", "Step 2 – Employer Info", "Step 3 – Game Info / ID Upload", "Step 4 – Ticket Upload (if required)", and "Confirmation". The "Confirmation" step is highlighted in yellow. Below the progress bar, a message states: "Submission successful! You will receive a confirmation e-mail soon. Please retain your case number(s) for future reference." It then lists the registered case details: "Your registered Case: Case #02105743, Game Type: Retail, Game Name: Lucky Day Lotto, Prize Amount: \$5,000". There is a checkbox labeled "Submit another ticket" with the instruction: "If you'd like to submit another ticket, click the checkbox below and click the Next button." A "Next" button is located at the bottom right. At the bottom of the page, there is a footer with the text: "If you have questions please reference our [FAQ](#) page, or you can contact the Player Hotline at 1-800-252-1775" and the "18+ Be Smart, Play Smart® Must be 18 or older to play." logo.

If claimants have questions at any time, they can easily click on the FAQ link at the bottom of each page of the website.

When a Lottery claims processor logs into the system, the home page lists the new claims that have been submitted, which are queued up in First-In First-Out (FIFO) order. The claims processor simply clicks on the next case and can start processing the claim. After a claim is selected and opened, all information entered by the claimant is shown on the screen, along with other tickets the claimant has submitted. The uploaded ID and lottery ticket pictures are shown as attachments on the screen, which can be opened and viewed. The claims processor can also add comments about any issues that arise.

In addition, there is a field labeled “Hold Status.” To determine the cause of a claims hold, the processor must open the Person account record for the claim and look at the hold status field. One of five reasons will be shown in that field: Employee, Self-Exclusion, Legal Exclusion, Fraud, or Vendor. If a case is on hold for any reason, the claims processor can escalate the case to a supervisor for a determination as to whether the claim should be paid.

## IL Lottery - Claim Information

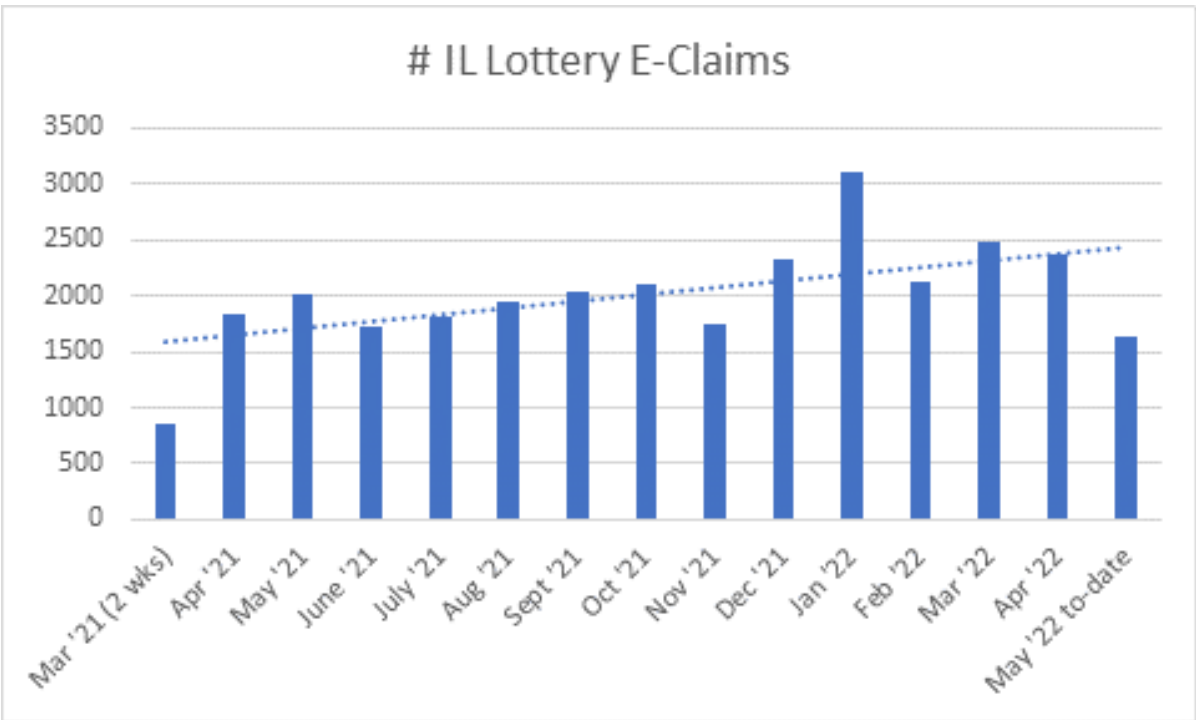


### IMPACT

The Illinois Lottery E-Claims system vastly improves the user experience for lottery winners and provides efficiencies for the Lottery staff fulfilling claims. A lottery winner can directly and simply submit lottery claims online, and the system allows the Lottery staff to seamlessly process the claims. Once a claim has been successfully submitted, an account is created for each claimant, which enables Lottery claims processors to associate all relevant claims with a single account. For example, if one claimant has several tickets, those claims will all be grouped together.

The new system tracks the status of each claim as Open, In Process (or assigned), or Closed. Previously, claims processors had no way to view claims or investigate individual claims. As a result, customers now receive much better assistance when they call the Lottery with questions since a claims processor can look up specific claim details for each caller and provide more accurate information.

The system also includes robust dashboard and reporting features. The dashboard provides a supervisor with information such as the number of “Open” and “Closed” claims by each claims processor and the average age of those claims. Other reports show data such as the overall number of claims that have been submitted via the E-Claims process and the total number of claims by game type and prize amount.



The new E-Claims system has moved the Illinois Lottery claims process to a user-friendly technology that has come to be expected by consumers when working with any business. This tool equips the Illinois Lottery with a new service delivery solution that provides much better service to their customers. As of May 2022, the E-Claims process has been used for 31,000 online claims for total prize money equaling approximately \$18 million. As shown in the graph above, adoption of the system is continually trending higher, even after Illinois Lottery brick-and-mortar facilities reopened.