

# STAR RETAILER

## The New Interactive Portal & Mobile App For Retailers

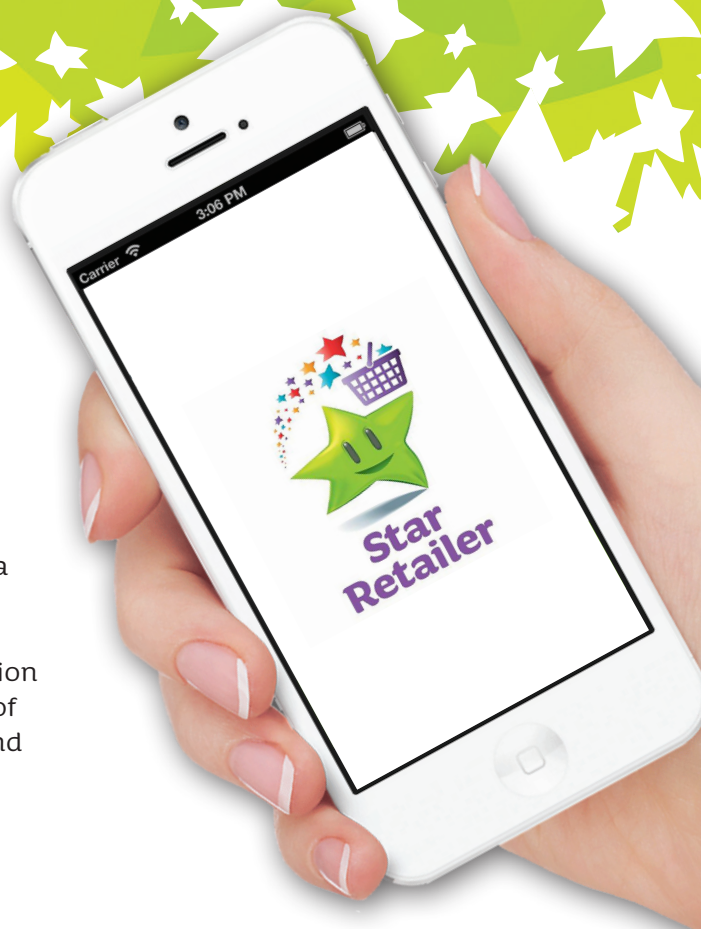
**The National Lottery is delighted to announce the launch of its Retailer Portal and Mobile App supporting the retail channel.**

The Portal contains everything a Retailer needs to act as an agent for the National Lottery and optimise that agency in a socially responsible way.

The Portal will become the primary channel of communication between the Lottery and its retail network, a direct source of performance information and a repository for all training and compliance material required under regulation.

### **Key features of the Portal & App include:**

- **Virtual Training Academy** – an area where all training materials including video clips can be accessed and viewed
- **Regulatory & Compliance** – central repository for required compliance materials including codes of practice, game rules & responsible play guidelines and training programmes
- **Sales Information** – Full suite of sales reports including performance dashboards and trend analysis
- **Excellence Programme** – Star Rewards & Star Mark ranking with analysis by scoring criteria
- **Retailer Toolkit** – library of printable material including marketing & POS materials
- National Lottery's **Facebook** link and **Twitter** feeds
- **Mobile App** – iPhone & Android devices
- **Push alerts** module to alert users of changes/updates on the portal



**All retail agents are required to register by 10th December 2017 and acknowledge that they have read and shared all training and compliance material with management and staff and are fully compliant in terms of the Lottery retailer's obligations under regulation.**

# Getting Started


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## Registration

To register as a Lottery Retailer simply log onto the Portal website using the following URL: <https://retailer.lottery.ie> and select **Login/Registration** Tab.



REGISTRATION FORM



Title  Retailer Name\*

Mr  Retailer ID\*

Mobile Number

Email Address\*  Confirm Email Address\*

Choose a Password\*  Confirm Password\*

\* denotes mandatory fields

[Home](#)

Please contact the Retailer helpdesk at 1800 22 44 55 with any questions you have about registering.

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## Complete Registration Form

Once you have completed and submitted the registration form you will receive an email confirming receipt of your details.

Within 5 working days of your submission a member of our Retail Support Team will contact you directly to authenticate the details provided and activate the account.

You will immediately receive a further email confirming your successful registration along with pass codes to securely access the Portal.

**Having difficulty registering?** Please contact the Retail Help Desk on Freephone 1800 22 44 55

Simply input the required information as set out in the registration form ensuring that all information is correct and accurate.

To this end you will be asked to input your email address and chosen password twice.

Remember your email address will become your 'user name' so we encourage Retail Owners to use a personal email address where possible.

When choosing your password you must use a minimum of 8 alphanumeric characters, 2 of which should be either capital or symbol or 1 capital and 1 symbol.

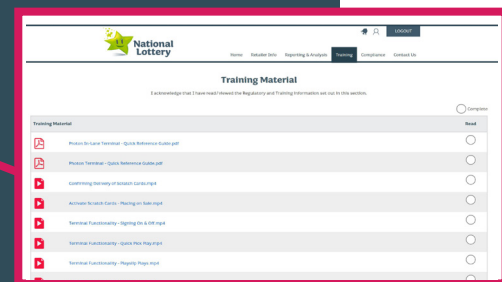
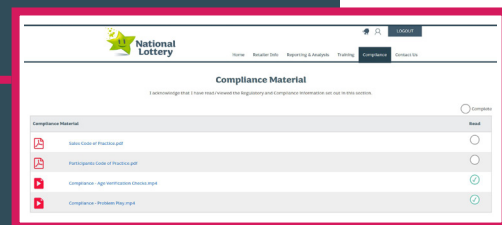
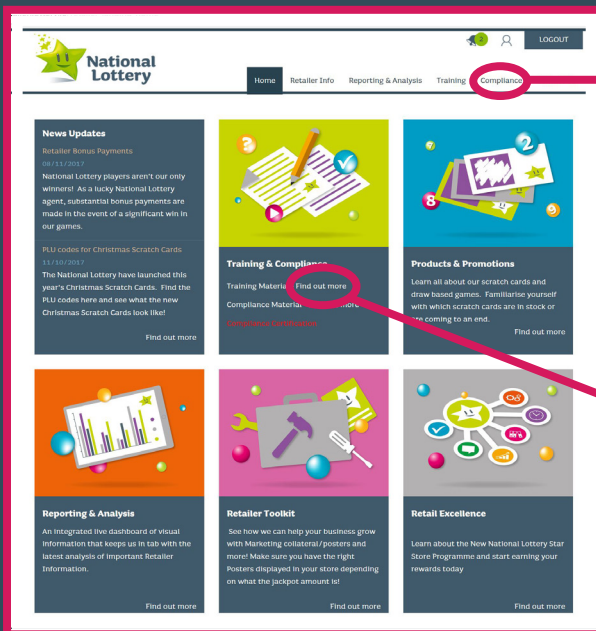


# Navigating the Portal

## Portal Menu

Use the tabs at the top of the page or select the 'find out more' link under the relevant subject icon to navigate the site and view product information, training & compliance guides including video tutorials & print material.

Once Read/Viewed the item should be 'ticked' as complete for your reference.

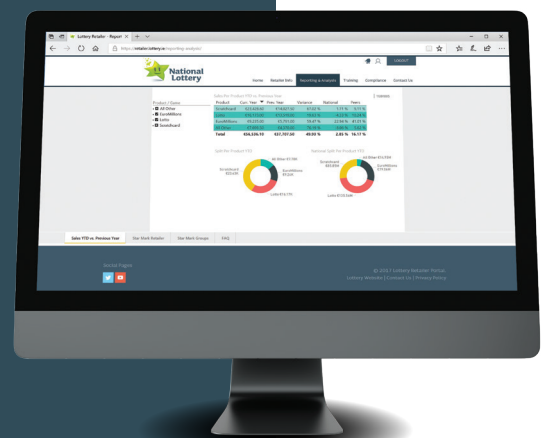


## Sales & Star Store Performance Metrics\*

A unique feature of the Portal is the extensive financial reporting functionality delivered through a comprehensive suite of reports, dashboards & trend analysis.

For security and confidentiality reasons Retail Owners will be prompted to log-in a 2nd time when accessing this section of the Portal.

\* Please note information presented in these reports is real time weekly sales information - it is not 'settlement' information. Scratch Card sales in these reports are posted at the time of activation & not settlement.

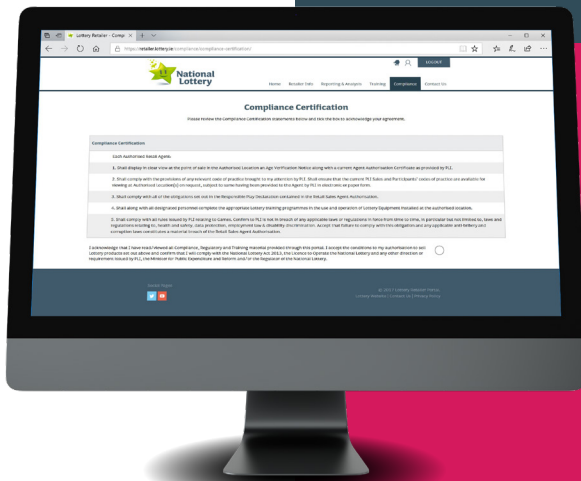


# Compliance Certification

## How to Certify Compliance

It is now a requirement that all National Lottery retailers certify their compliance with the conditions set out in the Retailer Authorisation and their obligations under regulation and the law.

**This must be completed by 10th December 2017. To complete the Compliance Certification follow the steps below:**



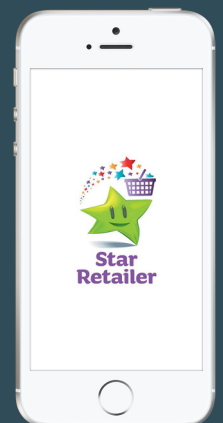
Simply click on the Compliance tab and select 'Compliance Certification' in the dropdown menu.

Carefully read the compliance statement before accepting the conditions associated with the running of your Lottery agency.

In doing so you acknowledge you have read/viewed all training & compliance material and acknowledge your obligations under regulation.

## Downloading the Mobile App

The Star Retailer App is available to download on iPhone & Android devices through the relevant App Stores.



## Agent Competition

Register Early to Win Tickets for the **3Arena & Bord Gais Energy Theatre!** All agents that register on or before 3rd December will be entered into a draw to win **1 of 10 pairs of tickets** to a concert or show of choice in the 3Arena or Bord Gais Energy Theatre\*

\*Subject to availability & valid for events up to 1 May 2018

