



STAKEHOLDER: EMPLOYEE

## “Everyone should be able to play with us and feel good about it”

**Therese Lindström is sales manager at svenskaspel.se and manages a team of eleven responsible for everything on the site in terms of activities and the customer interface. Their joint ambition is to offer gaming enjoyment in a responsible manner.**

*What does gaming enjoyment mean to you?*

“We always try to view gaming enjoyment from the customer’s perspective. It’s not a matter of what is fun to produce but rather what is fun for our customers to experience. In many cases, gaming enjoyment involves accessibility and simplicity, that everything functions smoothly and that the customer feels safe and taken care of. Everybody should be able to play and fully enjoy it. We also focus on developing social contact, such as chatting while gaming, and offering a forum through which customers can express their opinions.”

*How do you assume responsibility in your everyday work?*

“Responsibility regarding online gaming, such as poker, is a key issue. Games are moving increasingly fast and the risks are a little higher compared with buying a lottery ticket in a store, for example. Customers

appreciate the responsible gaming tools we offer on svenskaspel.se. They have, for example, good control of their stakes and the time they devote to the game.

Working with a campaign or activity involves specific considerations, and the question must be asked whether Svenska Spel should or should not launch a certain message. Responsibility is to us a matter of differentiation – it distinguishes us from our competitors. We who work in this department must understand the brand and what it represents. Our customers shall feel safe with Svenska Spel.”

*And the challenges?*

“The challenges relate to responsibility and gaming pleasure. We must keep the responsibility alive and focus keenly on it. The challenge is that there is no clear template regarding what it is to take responsibility; it varies according to customer and situation. One challenge relating to gaming enjoyment is the rapid technological development, which means that we must be at the forefront in order to offer gaming pleasure in future games and technologies.”

Read more about our stakeholder dialogues on page 101.