



# A constant evolution

You've finished all the weekend shopping and there's 10 minutes or so spare before you're due to meet your friends, so you dive into a nearby coffee shop and slip out your mobile phone or PDA. First you check your messages and see that there's one alerting you to a big Mark Six jackpot next Tuesday. Then you take advantage of the coffee shop's wi-fi hotspot to log into The Hong Kong Jockey Club's website, where you can watch live video streaming of Race 4 at Sha Tin, then consult the on-line form guide to help you choose bets for the next race.



Ensuring the delivery of customer-friendly and responsive betting services is the goal of (from right) Executive Director of Betting Henry Chan, Head of Betting Services (Off-Course) Peter Tsang and Head of Teletbet Services Peter Ng.

(由右至左)投注事務執行總監陳承楷、場外投注事務部主管曾永康及電話投注事務部主管伍上果致力為客戶提供簡單易用及快捷的投注服務。

**O**K, that's the bets placed on-line, now what's next? Oh yes, there's a few important football matches tonight – mustn't forget to put a few dollars on those! No problem, though, it's just as simple as before to check the team's league positions and form guides, select a range of bets, review them and then click to get instant confirmation they've been placed.

Fifteen years ago, when the mobile revolution was only just taking off, this scenario would have sounded so fanciful that it might have been the script for a sci-fi movie. Yet it all seems so natural and commonplace now, given the swiftness with which

Hong Kong people have embraced every new development in technology – and their long-standing penchant for making a bet.

Whereas the customer of the 1980s relied on having a newspaper, a TV or radio and a telephone close at hand, today's racing and football fans can effectively carry them all together on a single, pocket-sized device – and even perform electronic funds transfers to and from their bank.

For The Hong Kong Jockey Club, the rapid emergence of new technologies has made it a never-ending challenge to stay one step ahead of its customers and be ready to meet their demand. The roll-out of new betting channels and services has been a constant evolution.

### Setting new standards

Since the Club first moved into the interactive era with the launch of the first generation Customer Input Terminal (CIT) nearly 20 years ago, it has not only fulfilled its mission of addressing customer demand, it has also set new industry standards in the process. “At that time, there was nothing like the CIT anywhere in the world,” recalls Betting Division's Manager, Interactive Services, Abel Chan. “Our IT team developed the software from scratch, adopting a key-based security scheme which was quite revolutionary at that time, and we found a manufacturer to produce the hardware.”

The original CIT was designed to mimic teletbetting services, so its practicability was fairly limited – it was only of real use on Wednesdays and Saturdays or Sundays in the racing season. Today, though, the Club truly lives up to its mission of “service anytime, anywhere at your own pace” with a wide and versatile range of different interactive services on offer, accounting for nearly a quarter of all racing, football and Mark Six turnover.

CITs have now progressed to the eighth generation model, no more than about one-third the size of the original terminals, and although they still require the use of a telephone socket, they retain a dedicated following – especially among seasoned horse racing fans who tend to be traditional in their betting habits. But as mobile phones started to take off in the early 1990s, so customer demand grew for betting services to go wireless.

At this point, Abel says, it became clear that huge further advances were going to be made in mobile communications over the next few years and the Club decided to extend its strategy from simply meeting this growing demand for wireless services into making the mobile phone a true multi-purpose, open systems device.

Today, a comprehensive suite of mobile services offering “something for everyone” is available, including MangoCombo (a compact two-way paging device that also provides financial and lifestyle information), the Mobile Betting Service (for standard 2G phones), the Mobile Online Betting Service (for 3G phones) and the PDA Betting Service. Both the latter two allow customers to bet through specially-customised channels on the

Club's website – “mini-Internets offering real-time information”.

Each of the services has its own appeal to different customer segments: MangoCombo, for instance, is popular with those who do a lot of stock market trading, Mobile Online is a favourite with the younger generation who like to sport the latest 3G phones and browse WAP sites, while PDA betting tends to attract business professionals as the PDA is also a versatile office tool. Market research always turns up some surprises, though. “In Hong Kong, it's very common now for people to have wireless routers at home, and we've found that a lot of customers like to use their PDA to bet while they're sitting in at home watching live racing or football on TV,” Abel notes. “It's a very convenient way of betting.”

The mobile services also offer the Club a valuable new opportunity for two-way communications with its customers, who appreciate receiving reminders about major races, big Mark Six jackpots or other news items of interest.

Besides the pure wireless services, the Internet has become a favourite betting and information channel for many customers, especially football bettors as many of the big European games are held late into the night. When the Online Betting Service (eWin) was introduced in 2000, it was the first consumer service in Hong Kong to adopt the public security key system. The latest enhancement to eWin is the convenient Bet Slip service, which again reflects customer demand by adopting the “shopping cart” approach of many popular on-line retail services. It also offers a similar facility for on-line funds transfer. Bet Slip was introduced for football betting and Mark Six in January this year and extended to horse racing in May.

## Innovations

Even customers betting through the Off-Course Betting Branches (OCBBs) have been able to take advantage of the technology revolution through innovations like the Electronic Shroff Card – one of Hong Kong's first smart cards when it was introduced in 1995.

In line with the Club's drive to meet the changing needs of its customers, the OCBBs have also seen numerous other enhancements in the past few years, all designed to make them more welcoming, convenient and customer-friendly than ever.

“Despite the migration to telet Betting, mobile services and the Internet over the years, the OCBBs remain our single largest betting channel,” says Head of Betting Services (Off-Course) Peter Tsang. “They are highly accessible with good geographical coverage and some of them have now been open for 30 years or more, so they are very much a part of life in those areas.

“Even more importantly, though, they play a crucial role in the Club's branding and image. They're our first point of

interaction with our customers as even if you only plan to do mobile or telet Betting, you still have to come into an OCBB first to open your betting account.”

Until 2003, the OCBBs only handled racing and Mark Six bets, so their design and opening hours catered to those markets – but the addition of football betting changed all that. Not only did it mean longer hours and seven-day-a-week operation, but also football

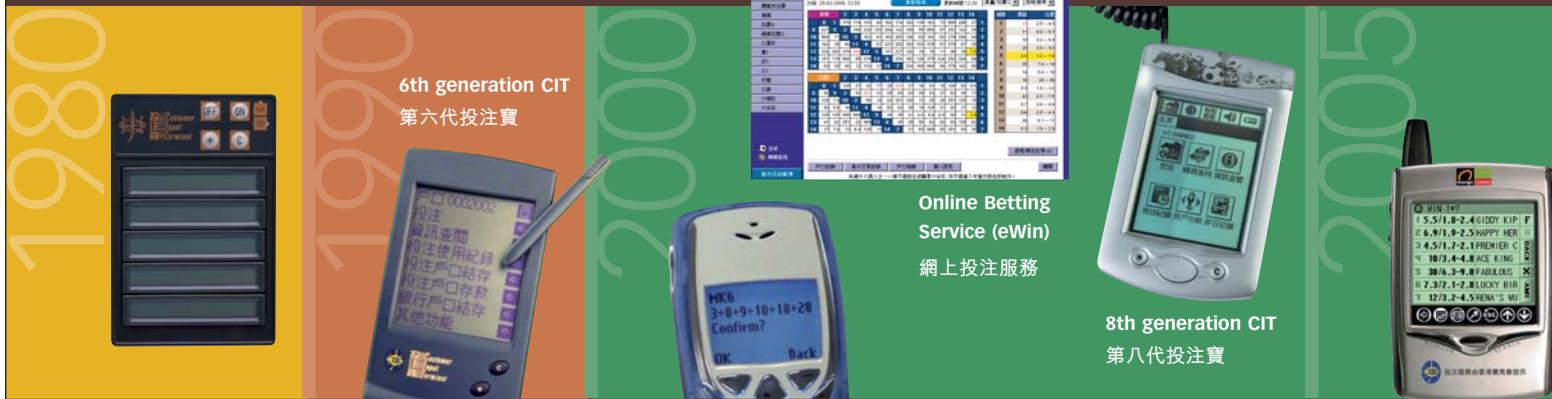


Electronic Shroff Card  
智財咭

**For The Hong Kong Jockey Club, it has meant that the development of new betting products and services is a challenge without an ending. To stay one step ahead of customers and their ever-increasing expectations, it has to be a process of constant evolution.**

## The interactive era

互動的年代



First generation of Customer Input Terminal (CIT)  
第一代投注寶

6th generation CIT  
第六代投注寶

Online Betting Service (eWin)  
網上投注服務

Mobile Betting Service  
手機短訊投注服務

8th generation CIT  
第八代投注寶

MangoCombo  
電訊運財寶綜合版

# World-class IT systems the key to super-fast services

It goes without saying that none of the Club's new interactive betting and customer services would be possible without the support of a highly experienced and dedicated Information Technology Division. Many of the Club's world-leading services have been developed largely in-house simply because they are world-leading; there are few existing software products that can meet the sophisticated needs of Hong Kong bettors or, in many cases, the huge volume and capacities involved.

Top-quality IT support is also critical if the Club is to meet its customers' expectations for super-fast response and round-the-clock reliability, especially as a large proportion of bets are placed in the final few minutes before the start of a race or the kick-off of a football match.

Over the past year service uptime on the Club's core betting systems has averaged a remarkable 99.997%, or to put it another way, the services are unavailable for less than three seconds a day. The response times of the betting systems are just one-fifth of a second for horse racing and Mark Six and a quarter of a second for football, while the average time to complete a betting transaction varies from only two seconds at the Cashbet terminals to five seconds through eWin and about 27 seconds through the mobile betting service. At peak times, the combined back-end services are capable of processing about 3,600 transactions every second – a performance that Head of Systems Development

S L Wong, believes is unmatched by any other betting operator worldwide.

Mr Wong considers there have been two major "breakthroughs" in service delivery since the Club launched its first interactive service with the introduction of Customer Input Terminals 18 years ago. The first is the growth and development of the Internet, "which from a business view is a natural partner for us as betting is a very impulsive and time-critical activity".

What is most important, he notes, is the rapidity with which the Internet has progressed from being a relatively unstable and insecure channel to one that is now highly safe and reliable. "In the early days it was still a jungle – delivery could never be guaranteed," he notes. "Now it has 30 or 40 times the capacity and there are very sophisticated security systems available." The Club has always adopted a pragmatic approach to implementing new channels to support the betting business, Mr Wong says, and the carefully managed roll-out of different Internet-based services is a classic successful example.

The second major breakthrough he cites is the partnerships with third party mobile operators, which benefit all parties concerned.

"We normally work with these partners under a joint development arrangement, with the Club providing its proven logic and security systems while the mobile operators deliver the appropriate user interfaces for different hand held devices," he explains. "This mode of development has proved very successful as each party can benefit from the core skills and business knowledge of the other. It would be too costly for either of us to develop these new services entirely on our own."

While the IT and Betting teams have many new ideas for future development – "we try to look at least five years ahead" – Mr Wong points out that it's difficult for the Club to take the lead as it relies on the carriers having reliable systems in place. "We always tend to take a conservative approach and start with a pilot service to make sure we can deliver the service levels our customers have come to expect," he notes. However, he doesn't expect new channels such as interactive TV and IP phones to be far down the line.

"Technically we can support all these already," Mr Wong says. "It's all just a question of timing."



The Club's core betting systems provide 99.997% availability. 馬會的核心投注系統提供高達百分之九十九點九九七的平均運作時間。

主管黃小齡相信，全球沒有一個其他博彩經營者能與馬會比較。

黃小齡認為，馬會自從十八年前推出首個互動系統「投注寶」以來，其後經歷了兩個主要的突破。第一個是互聯網的擴展和發展，「從商業角度而言，互聯網很自然地成為了我們的夥伴，因為博彩本身是一個心血來潮、分秒必爭的活動。」

他認為，最重要的是互聯網的迅速發展，由最初一個不太穩定和不甚安全的媒體，發展到現在非常安全可靠的系統。他說：「互聯網起初是一個森林，誰都無法確保訊息是否傳遞了。現在互聯網的容量已增加了三十至四十倍，並設有非常精密的保安系統。馬會對新的投注渠道一向採取小心謹慎的態度，而逐步推出不同的互聯網服務，可說是一個典型的成功例子。」

他說，第二個突破是與流動通訊經營商合作，令雙方均有裨益。「通常合作形式是以共同發展的模式進行，馬會方面提供一個安全可靠的系統，而流動電話經營商則為不同的設備提供合適的使用介面。這個合作形式，證明非常成功，因為每個合作夥伴都受惠於其他夥伴的技術及商業專長。相反，新服務如果由各夥伴獨自發展，將令發展成本變得十分高昂。」

雖然資訊科技事務處和投注事務處為未來提出了很多新主意——「我們最少前瞻五年」——但黃小齡指出，由於馬會仍需依賴網絡商提供一個可靠的網絡系統，因此很難由馬會在這方面採取主導角色。他說：「我們的方針是以謹慎為重，首先推出試辦服務，確保能夠達到客戶所期待的水平。」不過，對於在互動電視和網路電話等新媒體發展博彩服務，他認為是指日可待的事情。

他說：「技術上，我們已可支援上述所有的媒體，剩下的只是時間問題而已。」

## 世界級資訊科技系統及極速服務竅門

倘若沒有資訊科技事務處的豐富經驗和全情投入的精神，馬會嶄新的互動博彩和客戶服務根本無法實現。事實上，市面上的軟件，既能切合香港精益求精的博彩人士的需要，又能處理大量數據，兼備龐大的容量，實在少之又少。馬會多項領導全球的服務，大部分都是由馬會內部研發。

客戶要求的是一個極速和可靠的系統，尤其在賽馬或足球比賽開始之前，大量投注湧進系統的最後幾分鐘。馬會能否滿足這個要求，關鍵在於一個完善的資訊科技支援系統。

過去一年，馬會核心博彩服務的平均運作時間高達百分之九十九點九九七。換句話說，馬會不能提供服務的時間僅為每日少於三秒。博彩系統的反應時間，在賽馬和六合彩服務方面是五分之一秒，而足球博彩服務則是四分之一秒，對於要完成一次博彩投注，經由現金投注機平均需時僅兩秒，經由「投注區」下注則約五秒，而用手機博彩服務亦只需二十七秒。在繁忙時間，系統支援服務每秒可處理約三千六百個投注——就這個速度而言，系統發展部



PDA Betting Service  
PDA 投注服務



Mobile Online Betting Service  
手機網上投注服務

bettors tend to be younger and more sophisticated with higher expectations. “They look for the same level of comfort and service they’d expect to find in a bank,” Peter explains.

Hence the transformation of more than half the 109 OCBBs in the past two years with a stylish and colourful new design and a more welcoming atmosphere, which makes customers want to stay and look around rather than just dashing in, placing their bet, and hurrying out again. “In these branches our staff now serve customers face-to-face in the betting hall rather than from behind glass windows,” Peter says. “We’ve also made it much easier for new customers to find their way around and do business with us. It’s really just the same as a retail store with lots of different products on offer.”

### Less waiting time

It’s a similar story on the telebetting side, where considerable strides have been made in the past few years towards making the Club’s services not only more efficient, but also much more customer friendly and responsive. The four satellite call centres have been integrated into a single linked system and an Interactive Voice Response System introduced so that customers can enter their betting account number, PIN and bet details on their own. Not only does this save waiting time, but also the operator can have a full profile of the customer up on screen before taking the call.

“Prior to about 1997, our main focus was meeting demand,” notes Head of Customer Management Joanna Yang. “Now we are much more focused on meeting individual customers’ requirements and expectations, especially since the launch of football betting as we now have more different types of customer, each with their own different needs and different product preferences.”

Joanna says that the Club is now moving more and more in the direction of one-stop services, whereby betting, enquiries and other customer needs can all be handled through a single channel. “For example, if you want to make a racecourse reservation, at present you have to call each facility individually,” she explains. “By next season, we aim to offer a co-ordinated, on-line service. Customers will be able to take a virtual tour of each venue before deciding which one to choose and making an on-line reservation.”

A customer portal is also being set up for on-line enquiries, whereby customers can actually track the progress of their enquiries at any stage.

Besides working hand-in-hand with the Club’s own Information Technology Division to plan and develop new products, the Betting Services team works closely with third-party business partners, especially in the mobile communications area. “Mobile is a very competitive business, and betting is one of

the value-added services most sought-after by their customers,” Abel Chan points out. “The mobile operators are therefore very keen to work with us on pioneering new products or services that can help them get an edge over their competitors.”

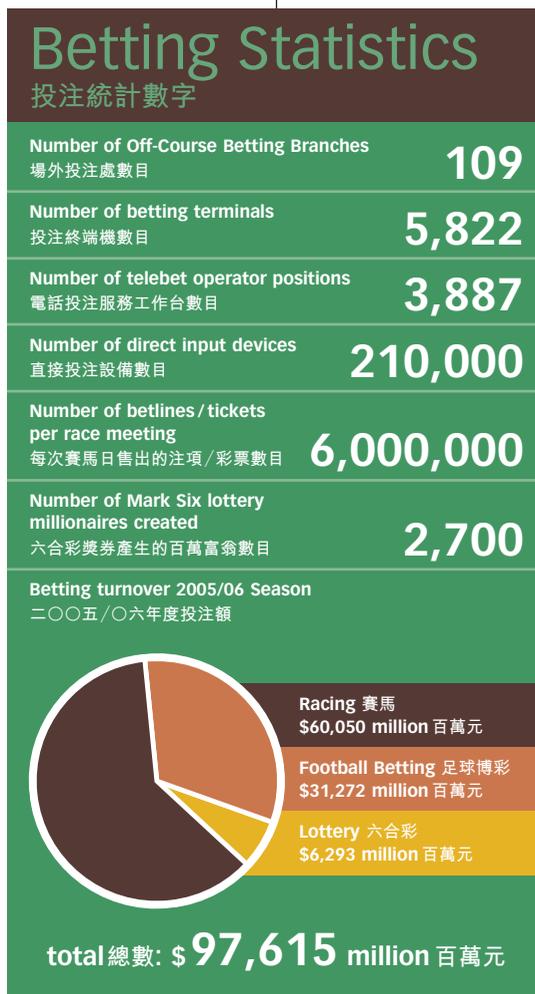
So what is the betting scene going to look like 10 years hence, if so much has already changed in the past decade? “Well firstly, we’re going to see further convergence of infotainment and communications as 3G technology develops – it’s still only in its relative infancy, compared with what will be possible in the future,” Abel says. “We want to be ready to meet our customers’ demand as these new services emerge. We’re also keeping a close eye on the rapid convergence between PDAs and smartphones. There’s a growing customer expectation for both facilities to be available in a single device.”

Further opportunities are expected to arise from digital interactive TV, a development that’s now evolving very fast in Hong Kong after a comparatively slow start. Interactive

wagering is already quite common in Australia and parts of Europe, and is a rapidly growing business.

On the other hand, Abel notes, Hong Kong is ahead of many other parts of the world in terms of Internet bandwidth speed, coverage and affordability, which is hastening the adoption of IP telephony – home telephones directly connected to broadband multimedia services. “A number of local operators are being very aggressive in this area, so we need to be ready to meet this demand. Before too long we can expect to see a single home screen functioning as a TV, a PC and a telephone.

“I wouldn’t like to make a guess as to exactly where we’ll be in 10 years’ time but I’m certain the journey is going to be a very exciting one.”



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務，登入香港賽馬會網站，觀看沙田馬場第四場的賽事直播，然後查看網上賽事分析，幫助

# 契與時並進 機無盡

週末，剛閒逛購物後，看看手錶，發覺還有十多分鐘才到約會朋友的时间，於是便溜入附近一間咖啡店，掏出流動電話或電子手帳，檢視留言。其中一個訊息提醒你，下週二的六合彩有多寶獎金。之後，利用咖啡店的無線上網服

## 好

了，網上投注之後又如何？對了，今晚有幾場重要的足球賽事，記得花十元八塊下注！沒有問題，就如剛才一樣輕易簡單，只須查看心水隊伍的聯賽位置和賽事分析，選出要下注的項目、覆查注項清單，然後擊點確認就成功下注了。

十五年前，流動通訊剛起步，上述的情景看似科幻電影的片段，妙想天開。現在看來，卻是最平凡不過的事，原因是在於

香港人迅速接受新科技的應用，以及向來對博彩的熱愛。

回想八十年代，客戶要投注的話，需要有報紙、電視或收音機，並身處電話旁邊。現在的馬迷和足球迷只需一個手提電子手賬，便齊備上述所有物品的功能，方便輕鬆地，更可利用手賬過戶，從銀行戶口提存款項。

對馬會而言，日新月異的科技，令走在最前的客戶服務、迎合客戶需求的使命，成為一個永無止境的挑戰。事實擺在眼

前，投注的渠道和服務必須與時並進，不斷演變和改進。

### 建立新標準

馬會在差不多二十年前推出第一代「投注寶」，踏入了互動投注的年代。在這個範疇，馬會一方面照顧客戶的需求，另一方面更為業界訂下了不少新的標準。互動投注事務經理陳偉明憶述：「當時全球只有香港設有投注寶，我們的資訊科技部由零開始編寫軟件程式，採用了在當時來說，可



The roll-out of new interactive services relies on close co-operation between the Betting and IT teams, including Head of Systems Development S L Wong (centre), Interactive Services Manager Abel Chan (left); and Betting Systems & Control Manager Jayson Tse (right). 系統發展部主管黃小齡(中)、互動投注事務經理陳偉明(左)及投注系統及管制經理謝錦源(右)，分別來自投注事務處及資訊科技事務處，他們緊密合作，共同為推出迎合客戶的互動服務而努力。

說是革新的密碼鑰匙保安技術，最後並找了一間生產商負責製造硬件。」

第一代的投注寶設計是模仿電話投注服務，所以用途甚少，只在每年馬季的星期三和六或日才有用。不過，現今的馬會已能做到「不論何時何地、為你同步服務」的使命，提供種類繁多、用途廣泛的互動投注服務，佔了賽馬、足球及六合彩近四分之一的投注收入。

投注寶現已發展到第八代，體積是原有的三分之一，目前仍須接駁電話線，用途依然不變——特別適合那些習慣使用電話投注的資深馬迷。到了九十年代初，流動電話開始普及，無線投注的需求亦隨之日增。

陳偉明說，當時馬會明顯地見到，流動通訊將會在未來幾年突飛猛進，於是馬會決定改變計劃，由單一提供無線服務，擴展至把流動電話變成一部多用途的儀器。

時至今日，無線的博彩服務包羅萬有，包括「電訊運財寶」（一個雙向的傳呼服務，同時提供財經等資訊）、「手機投注」服務（適用於標準的2G電話）、「手機網上投注」服務（適用於3G電話），以及PDA投注服務。後兩種服務可讓客戶經由馬會網站的特設渠道投注，客戶猶如在迷你互聯網上獲取即時資訊。

各式各色，各取所需。每種服務都各自吸引不同的用家。舉例說，經常買賣股票的人士喜歡使用「電訊運財寶」；「手機網上投注」深受年輕一輩的歡迎，他們喜歡追捧最新的3G電話和瀏覽WAP網頁；PDA投注服務則吸引商界的專業人士，因為PDA本身功能眾多，在辦公室裏大派用場。不過，市場調查卻令人出奇。陳偉明說：「現在香港的家庭通常都安裝了無線路由器。我們發現，現今許多客戶喜歡安坐家中，一面收看電視直播的賽馬或足球比

賽，一面用PDA下注，非常方便。」

流動科技也是一個雙向的溝通途徑，讓馬會主動向客戶發放訊息，提醒他們未來的主要賽事、六合彩的巨額多寶獎金，以及其他的重要資訊。

除了無線投注服務之外，互聯網亦成為了許多客戶喜愛的投注和資訊渠道，特別是足球迷，因為大部份的歐洲球賽都在深宵舉行。於二〇〇〇年推出時，馬會網上投注服務「投注區」是全港首創利用公共保安鑰匙提供的網上服務。「投注區」最新加設的「投注單」服務，方便簡單，參照時下流行的網上零售網站，設有「購物籃」，並附設網上轉賬服務。「投注單」於一月推出

在新裝修的場外投注處，我們的職員主動為客戶提供面對面的殷勤服務。投注處室內經過精心設計，新的客戶也可方便順利地找到所需的產品和服務。事實上，投注處好比一間零售店，備有林林總總的產品。



More than half the Off-Course Betting Branches (OCBBs) have been given a stylish and colourful new design in the past two years.

過去兩年，超過一半的場外投注處已大變身，改為時尚及色彩繽紛的設計。

時，是專為足球博彩和六合彩而設，到五月則擴展至賽馬投注。

## 領先科技

場外投注處的客戶也可受惠於新科技，於一九九五年面世的智能儲值卡「智財咭」，是全港最早採用智能卡服務的機構之一。

為貫徹馬會以客為尊的宗旨，場外投注處在過去幾年經過多番改善，務求令設施更方便齊全，以及客戶更賓至如歸。

場外投注事務部主管曾永康說：「這幾年來，雖然很多客戶已改用電話、手機及上網投注，但場外投注處依然是最多人使用的單一投注渠道。場外投注處佔盡地利，有的更開設了三十多年，成為了地區生活的一部分。」

外投注處之中，超過一半已大變身，改為時尚的設計、繽紛的色彩、洋溢著「歡迎光臨」的氣氛，令客戶多留一會四處看看，而不再是匆匆進來、急急投注、匆匆離去。曾永康表示：「在新裝修的場外投注處，我們的職員主動為客戶提供面對面的殷勤服務。投注處室內經過精心設計，新的客戶也可方便順利地找到所需的產品和服務。事實上，投注處好比一間零售店，備有林林總總的產品。」

## 提高效率

電話投注的發展情況同樣十分成功，近幾年更大步向前，不但大大提高了效率，更以客為本，提供快捷的服務。電話投注系統把四個衛星傳呼中心統合成單一連繫的

楊翠苓說，馬會正朝著一站式服務的方向邁進，在同一渠道提供投注、查詢等客戶服務。她解釋：「舉例說，你要預訂馬場的多項設施，現時你需要逐項致電，但到了下一個馬季，我們的目標是提供一個統一的網上服務。客戶可在網上先瀏覽每個場地，然後才選定地方，並在網上預訂。」

此外，馬會正在建立一個客戶入門網站，讓客戶可以網上遞交查詢，並跟進查詢的進度。

投注事務處除了與馬會的資訊科技事務處攜手合作，共同計劃和發展新產品，亦與其他商業夥伴，特別是專注流動通訊科技的公司緊密合作。陳偉明說：「流動通訊競爭激烈，而博彩服務更是流動通訊客戶最殷切追求的增值服務之一。因此，流動通訊商很希望與我們合作，共同開發新產品和服務，以領先對手。」

在短短十年間，科技已令馬會改變了很多。十年後又會如何？陳偉明說：「首先，隨著3G技術日趨成熟，資訊娛樂與通訊服務將會進一步融合。3G技術目前尚在起步階段，未來將會有無限的發展，可讓我們更周全地照顧客戶的需要。另一方面，PDA與智能電話科技正在迅速融合，因此我們也正在發掘這方面的機會。越來越多客戶期望可於同一個設備上，同時擁有PDA與智能電話的功能。」

數碼互動電視在香港雖然起步較遲，但現正快速發展，所以我們也密切注視這個媒體的潛力。互動博彩其實在澳洲和歐洲一些地區中已十分普遍，而且正在迅速發展中。

事實上，香港的網路速度、覆蓋範圍及收費方面均較全球很多地方優勝，因此方便了網路電話的急促發展，即家居電話直接駁上寬頻多媒體服務。很多流動電話通訊商在這方面都顯得很積極，所以馬會必須準備就緒，迎接挑戰。在不久的將來，我們將可期望家中的視像屏幕，可同時作為電視、電腦及電話的用途。

陳偉明說：「我不想猜測十年後我們確實會如何，不過可以肯定的是，未來將會是一個刺激萬分的旅程。」



In the past, OCBs had shorter opening hours and interior design was less important.

過去的場外投注處並不注重室內設計，而且開放時間比今日短。

「更重要的是，場外投注處能夠建立馬會的品牌和形象，是客戶首個接觸馬會的地方。縱使你只打算使用流動電話或電話投注，也要先往這裡開設投注戶口。」

二〇〇三年前，場外投注處只處理賽馬和六合彩的投注，所以其設計和開放時間只為服務這兩個市場—but自從足球博彩推出以後，一切都改變了：開放時間延長、每周營業七天。此外，參與足球博彩的人士一般比較年輕、要求甚高。曾永康說：「客戶進入場外投注處時，便會預期享有一如銀行的服務水平。」

因此，在過去兩年，全港一百零九間場

系統，並新增一個互動語音回應系統，讓客戶可自行輸入自己的投注戶口號碼、戶口密碼及投注資料，新系統不但可節省客戶等候時間，還可讓客戶主任在接聽客戶的來電前，在屏幕上預先掌握了客戶資料。

顧客管理事務部主管楊翠苓說：「一九九七年前，我們的目標是回應整體客戶的需求。現在我們則集中回應個別客戶的要求和實現他們的期望。特別在足球博彩服務推出後，我們擁有很多不同類別的客戶，各有不同的需要及對產品的不同喜好。」