Sell and Print Lottery Tickets Instantly Via the Till

For many charities a fundraising lottery is a vital revenue stream. Many supporters also embrace charity lotteries as they are incentivised to donate to their chosen cause and they also have a chance of winning.

Cybertill as a real time cloud solution can deliver functionality that no other charity system can offer and we have developed the first lottery EPoS module that sells and prints lottery tickets at the till yet links with a charity's existing lottery and its provider, this importantly automates the whole process of selling tickets in-store allowing you to simply sell more lottery tickets and raise more revenue.

£25   £30   £150   £50   £150   £5

The Issues of Selling Pre-Printed Lottery Tickets in-store?

Pre-printed tickets are expensive.

The process of selling tickets in-store is lengthy as entrants have to write name and details on ticket and stub, in a busy shop this can slow down transactions.

Illegible ticket stubs are a real issue so player data is often inaccurate.

There is a lot of administration involved, such as sending completed tickets back to head office so the draw can be made.

It's difficult to sell tickets up to the last minute, as tickets need to be sent back to be included in the draw potentially losing ticket sales.

Someone has to manually input the data from ticket stubs at head office taking up valuable head office time.

Benefits of Automated Lottery

A good way of collecting supporter data so that you can keep in touch and sell more tickets (or direct debit regular play)

Seamless till transactions

Head office can monitor lottery sales in real time across all stores

Charities can now sell tickets up to the last minute with our automatic cut off time

Much easier sell at the till just press a button

Can sell tickets even when shop is busy

Sell tickets for multiple & future draws like roll over and super draws

Cross sell tickets for 'special' lottery draws and local raffles

Report on past lottery sales

Know who bought tickets and when

CSV exports that can be imported into Lottery Providers' Systems (Code or CSV Icon)

How it Works

Collect Player's Details?

When setting up the lottery the charity can decide if they want to make collecting the player's details at the till point optional or mandatory. Taking supporter details at the till could not be easier with post code look up, it is quick and accurate. Head office can then easily extract the supporter detail and feed into their supporter CRM system. You can see who plays regularly in-store and convert them to DD play.

Age Check

With Cybertill you can also add an alert to the till that will prompt the volunteer to ask if the person buying the ticket is over 16.

Easy Set Up

Configuring the lottery in Cybertill is really easy. Charities choose the frequency, when the draw takes place, the cut off time for selling lottery tickets, the allowed number range for in-store sale, what text to put on the receipt and tickets.

Mobile Lottery

With Cybertill charities can sell tickets at fundraising events and not just in-store. As Cybertill is cloud based it works on an iPad and it also works with wireless receipt printers so charities can sell lottery tickets at all their fundraising events, again also collecting supporter details.

Prompt to Play

With Cybertill you can also prompt at each transaction to ask if they would like to buy a lottery ticket.

Types of Lottery

Cybertill allows charities to set up multiple lotteries such as weekly draws, Big Christmas lottery draw, roll overs and local raffles.

Sell Tickets for Future Draws

Charities are able to sell tickets for all the lotteries they offer as well as future draws so they can upsell to players at the till. Offer future tickets as Gifts or Wedding Favours.

Back Office, Reporting and Linking

Lottery comes with its own reporting module as well as assimilating into other reports, such as Sales Analysis. Lottery reporting will help charities identify the number range of tickets sold for each draw and this data can also be exported to CSV; The exported document can then be imported into external lottery systems, quickly and easily.

Return on Investment

If each store simply sells 10 tickets a week that generates £500 per year at £1 a ticket and at £2 its £1,000. This makes the ROI very quick and brings revenue into your charity quickly, easily and regularly.