

● CASE STUDY

Digitizing the Lottery Prize Claim Process

How Self-Service Claims are modernizing the player journey.



Overview

Winning the lottery should feel like a celebration, not a chore. Yet, the traditional prize claim process often includes logistical hurdles that can diminish the player's experience and create operational burdens for lotteries. Brightstar's Self-Service Claims solution, an innovative addition to our Prize Payment portfolio, modernizes this critical touchpoint in the player journey. By digitizing the prize claim process, players can securely and conveniently initiate a prize claim directly from their mobile devices.

This case study explores the successful implementation of Brightstar's Self-Service Claims solution in Texas and South Dakota, where the solution has significantly enhanced player convenience, boosted operational efficiency, and delivered measurable results.

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From Obstacle to Opportunity: A New Vision for Prize Claims

Historically, claiming a mid-tier lottery prize meant a trip to a designated claim center, resulting in lost time, travel costs, and time-consuming paperwork. The process can be a hassle not only for players, but for lotteries, due to a resource-heavy, paper-based workflow that consumes valuable time and materials while increasing operational costs.

Brightstar's Self-Service Claims solution reimagines the entire claims process as a seamless, digital experience. Registered players simply scan their winning ticket, verify their identity, and receive their prize through trusted digital payment methods—all from the comfort of home. By eliminating the need for physical travel and paper forms, we're achieving more than speed and convenience: we're measurably reducing paper waste and cutting the carbon emissions associated with player travel to claim centers. The result is a truly modern lottery experience that is as sustainable as it is intuitive.



60%
of players in the U.S. live
two hours or more from
the nearest claim center.



Measurable Success: The Texas Lottery

The Texas Lottery leveraged Brightstar's Self-Service Claims solution to modernize its process for prize claims between \$600 and \$5,000. Since the launch in 2023, player adoption has climbed steadily, with Mobile Claims representing 20% of all claims in that price range, confirming strong player demand for digital solutions.

Importantly, the growth of the state's Mobile Claims program has been organic, with no investment in an advertising campaign to promote it.

RESULTS



Results based on December 2025



Norm Lingle,

Director, South Dakota Lottery

“We are excited to offer players a new way to efficiently and securely claim their prizes. South Dakota presents some unique geographic challenges for our players, and we want our players celebrating their big wins rather than worrying about the logistics of claiming their prizes. The South Dakota Lottery has enjoyed strong results in recent years, and we look forward to mobile cashing being a component in helping us continue our momentum. We thank the Brightstar team for their diligence in providing us with functionality that our players have enjoyed. We look forward to continuing to evolve our technology.”



Measurable Success: The South Dakota Lottery

In a state characterized by vast geography, South Dakota's low retail cashing limit of \$100 presented a significant challenge for players seeking to claim mid-tier prizes.

The Lottery's Mobile Cashing program, powered by Brightstar's Self-Service Claims solution, eliminates the need for players to travel to a claim center for prizes between \$101-\$5,000. Launched in February 2025, the program immediately demonstrated its value by delivering unprecedented convenience to players statewide. The platform's efficiency is a standout feature, highlighted by one player who submitted two separate claims in under two minutes.

RESULTS

15%
of all claims between
\$115-\$5,000 were
processed through
Mobile Cashing

Mobile Cashing have
been submitted from
players in

140+

cities statewide —
plus players located in
11 other states

55%

of all Mobile Cashing
are made by players
aged 30-50

**1,027
claims**

submitted by

**689
players**

since launch.

Results based on December 2025



Shaping the Future of the Prize Claim Process

Brightstar's Self-Service Claims Impact:

As demonstrated by the successes in Texas and South Dakota, Brightstar's Self-Service Claims solution is a transformative force in the lottery industry. By replacing outdated, inconvenient processes with an efficient, secure, and player-centric digital solution, our lottery partners are not just improving a system— they are elevating the entire winner experience.

Self-Service Claims also advances sustainability goals, significantly reducing paper usage and cutting travel emissions by enabling players to claim their prizes digitally.

Continued Momentum:

The expansion of our Self-Service Claims solution continues to validate its impact across the U.S. Following the successes in Texas and South Dakota, the **New Jersey Lottery** launched Brightstar's Self-Service Claims in November 2025, with **early results showing that players who use the digital channel receive their funds over 80% faster than those who submit claims by mail or in person.**

That momentum continued to build in February 2026, when the **Kentucky Lottery** went live with Brightstar's Self-Service Claims solution. Since launch, Kentucky has **processed approximately 2,000 mobile claims per day for eligible prizes under \$600**, underscoring strong player adoption and the operational scalability of digital prize claiming.

Looking ahead, two additional U.S. lotteries are slated to launch our Self-Service Claims solution in 2026, signaling growing nationwide adoption and further solidifying Self-Service Claims as the modern standard for prize processing.





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