Auto-Trigger Customer Care Emails for Anglers

RBFF State Innovative R3 Program Grant
Project Objective

- Create the ability to send auto-trigger email messages to anglers purchasing any type of fishing permit.
- Customized messages to:
  - Thank anglers for their purchase
  - Increase angler engagement by providing useful information
  - Encourage license renewals through reminder emails.
- And including:
  - A conservation message
  - A reminder to ‘take someone with you’
Auto-Trigger Messages

- 1-and 3-day permit buyers
  - Thank you/basic information
  - Upsell to an Annual permit

- Annual permit buyers
  - Thank you/basic information
  - Customer care/engagement messages
  - Renewal reminders

- 3-and 5-year permit buyers
  - Thank you message
  - Customer care/engagement messages
  - Renewal reminders
Partners

- **External**
  - Recreational Boating and Fishing Foundation (RBFF)
  - Our permit vendor (State of Nebraska OCIO)
  - Our email vendor (GovDelivery)

- **Internal**
  - Communications Division
  - IT Division
  - Fisheries Division
Three Parts of the Project

- The Data
  - Programming on the back-end of the permit system to pull out the eligible permit holders

- The Message
  - Creating the templates / the API to merge the data into the templates

- The Send
  - Deployment of the messages
Thank you for your Nebraska fishing permit purchase.

ENJOY GREAT FISHING WITH FRIENDS AND FAMILY

HERE ARE SOME TIPS TO GET YOU OUT ON THE WATER

[FIRST NAME], thank you for purchasing a [PERMIT TYPE] permit! Get ready to have a great time outdoors with friends and family.

Make sure you get the most out of your experience and click the links below to get caught up on state rules and regulations, check out fishing forecasts, get information on boat licensing and find some great new spots.

And remember, your permit purchase goes to supporting conservation efforts, such as enhancing public waters and fish habitats across the state of Nebraska—making your time spent fishing, time well spent.
Thank You
Message
(Annual)
1-day and 3-day Upsell Message

EXPLORE ALL OF NEBRASKA’S INCREDIBLE FISHING OPPORTUNITIES

Always be ready to get on the water with an annual permit.

We appreciate your recent 1-day permit purchase and encourage you to get an annual permit so you can continue to experience the outdoors, spend quality time with friends and family and have more adventures out on the water.

And remember, your permit purchase helps support conservation efforts, such as water quality enhancement and angler access, across the state of Nebraska—making your time spent fishing, time well spent.

BUY ANNUAL PERMIT
1-day and 3-day Upsell Message

EXPLORE ALL OF NEBRASKA’S INCREDIBLE FISHING OPPORTUNITIES

We appreciate your recent 1-day permit purchase and encourage you to get an annual permit so you can continue to experience the outdoors, spend quality time with friends and family and have more adventures out on the water.

And remember, your permit purchase helps support conservation efforts, such as water quality enhancement and angler access, across the state of Nebraska—making your time spent fishing, well spent.

BUY ANNUAL PERMIT

To learn more about fishing in Nebraska—including rules and regulations, a fishing report, and even location suggestions—head over to the fishing section of our website. Learn More »

If you’re new to fishing, we have some great resources for you to explore. See below to find great places to fish and learn more about our Family Fishing Nights.

FAMILY FISHING NIGHT  PLACES TO FISH
Permit Renewal
(Your permit is expiring soon)
Permit Renewal
(Your permit has expired)
Permit Renewal
(Your permit has expired)
Who is in Your Boat?

- Who you have in the boat is important
- RBFF provided the leverage to get this project done.
- Both our permit vendor and GovDelivery thought “outside the box”
- Fisheries research expertise
- Branded messages
Cast a Wide Net

- Have objectives – embrace opportunities
- Easy-to-use interface to view and update messages
  - (Less relying on IT staff)
- Mobile optimized message format
- Message templates reflect our brand look and feel
  - Or, we can change them to do A/B split testing
- Ability to send personalized blanket renewal messages
- Dashboard for reporting
- The Holy Grail: We can track purchases!
### User-friendly Interface

**Targeted Messaging Engine**

<table>
<thead>
<tr>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trigger Type</strong></td>
</tr>
<tr>
<td><strong>Enabled</strong></td>
</tr>
<tr>
<td><strong>Permit Issued From Date:</strong></td>
</tr>
<tr>
<td><strong>Permit Issued To Date:</strong></td>
</tr>
<tr>
<td><strong>Send Time:</strong></td>
</tr>
<tr>
<td><strong>Selected Customer:</strong></td>
</tr>
<tr>
<td><strong>Name:</strong></td>
</tr>
<tr>
<td><strong>Description:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Purchased</th>
<th>Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td></td>
</tr>
<tr>
<td>3YR 2013-15 Resident Fish</td>
<td>remove</td>
</tr>
<tr>
<td>3YR 2013-15 Non-Resident Fish</td>
<td>remove</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Does Not Own</th>
<th>Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td></td>
</tr>
<tr>
<td>2012 Non-Resident Lifetime (age 0-16) Fish</td>
<td>remove</td>
</tr>
<tr>
<td>2012 Non-Resident Lifetime (age 17+) Fish</td>
<td>remove</td>
</tr>
<tr>
<td>2012 Resident Lifetime (age 0.5) Fish</td>
<td>remove</td>
</tr>
</tbody>
</table>
User-friendly Interface

### Targeted Messaging Engine

#### Triggers

<table>
<thead>
<tr>
<th>Trigger Id</th>
<th>Trigger Name</th>
<th>Trigger Type</th>
<th>Status</th>
<th>Next Send Time</th>
<th>Description</th>
<th>History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit 6</td>
<td>FISH MSG 4 - Renewal - 3 year (2013 p. exp 2016)</td>
<td>Daily</td>
<td>Disabled</td>
<td>2016-01-20 06:00:00</td>
<td>Renewal message sent to 2013 3 year fish permit holders that expired in 2016.</td>
<td>History</td>
</tr>
<tr>
<td>Edit 5</td>
<td>FISH MSG 4 - Renewal - 1 year (2015 p. exp 2016)</td>
<td>Daily</td>
<td>Disabled</td>
<td>2016-01-20 00:00:00</td>
<td>Renewal message sent to 2015 1 year fish permits that have expired for 2015.</td>
<td>History</td>
</tr>
<tr>
<td>Edit 4</td>
<td>FISH MSG 2 - Daily Upsell - 1 and 3 day (2016)</td>
<td>Daily</td>
<td>Disabled</td>
<td>2016-01-07 00:00:00</td>
<td>Daily upsell sent to 1 and 3 day fish permits sold in 2016.</td>
<td>History</td>
</tr>
<tr>
<td>Edit 3</td>
<td>FISH MSG 1 - Thank You - 1, 3 and 5 year (2016)</td>
<td>Daily</td>
<td>Disabled</td>
<td>2016-01-07 00:00:00</td>
<td>Thank you message sent to 1, 3 and 5 year fish permits sold in 2016. Sent 7 days after.</td>
<td>History</td>
</tr>
<tr>
<td>Edit 2</td>
<td>FISH MSG 1 - Thank You - 1 and 3 Day (2016)</td>
<td>Daily</td>
<td>Disabled</td>
<td>2016-01-02 00:00:00</td>
<td>Thank you message sent to 1 and 3 day fish permits in 2016. Sent 1 day after.</td>
<td>History</td>
</tr>
<tr>
<td>Edit 1</td>
<td>FISH MSG 3 - Expiration Notice - 3 Year (2013)</td>
<td>One Time</td>
<td>Disabled</td>
<td></td>
<td>Exp notice to be sent to 3 year fish permit holders in 2013</td>
<td>History</td>
</tr>
</tbody>
</table>

#### Templates

<table>
<thead>
<tr>
<th>Template Id</th>
<th>Template Name</th>
<th>Subject Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit 5</td>
<td>FISH MSG 3 - Expiration Notice (11/24/15)</td>
<td>Your fishing permit is expiring. Get your 2016 permit now.</td>
</tr>
<tr>
<td>Edit 4</td>
<td>Test temp</td>
<td>Test temp</td>
</tr>
</tbody>
</table>
## Dashboard/Reporting Function

<table>
<thead>
<tr>
<th>Execution id</th>
<th>Execution Date</th>
<th>Status</th>
<th>Number of Recipients</th>
<th>Number of Failures</th>
<th>Total Open Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2015-11-24 18:30:17.417</td>
<td>Completed</td>
<td>494</td>
<td>44</td>
<td>411</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Open Impressions</th>
<th>Total Click Impressions</th>
<th>Unique Click Impressions</th>
<th>Total Purchases</th>
<th>Unique Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>48</td>
<td>42</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
Watch for Hazards in the Water

- Think through the entire process
- “You ruined Christmas!” (Gift Permits: who gets the message?)
- Nice to have the ability to suspend messages as needed
- How to incorporate Lifetime Permit holders, Seniors and Veterans
- Keep on top of industry “Best Practices”
Get Yourself One of These

- Dylan McCaugherty, our Digital Media Manager.
Any Questions?

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