

The Connected Angler: Improving the Customer Experience

December 11, 2013

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OVERVIEW

Online Assessment (Background/Resources)

Six Recommendations

Survey Details & Results

Next Steps

Case Studies

BACKGROUND



ASSESSMENT METHODOLOGY

- Visited every state agency homepage
- Purchased a one-day non-resident fishing license
- Recorded the customer experience throughout the process and beyond



ASSESSMENT RESOURCES

- **National summary report**
- **Marketing white paper**
- **Individual state reports**

TakeMeFishing.org/Corporate - Research



SIX RECOMMENDATIONS

1. **Go mobile**
2. **Require an email address**
3. **Say 'thank-you'**
4. **Follow-up and educate**
5. **Focus on families**
6. **Offer Spanish**

ASSESSMENT TIMELINE

- **August 2012 – Data collection**
- **December 2012 – Initial findings**
- **March 2013 – Resources/reports available**
- **July/August 2013 – Follow-up survey**
- **September 2013 – Survey results**
- **December 2013 – Case studies**



SURVEY DETAILS & RESULTS



OVERALL SURVEY DETAILS

Distributed **July 2013**

Goal: track progress

42 states fully completed

OVERALL SURVEY RESULTS

97%



thought the white paper, national survey and state-specific reports useful/informative or very useful/informative

94%



shared assessment findings with colleagues

89%



indicated the results have been well to very well received internally with colleagues

74%



requested RBFF develop/share state case studies/best practices

TOP RECOMMENDATIONS

- **Mobile-friendly**
- **'Thank-you' message**

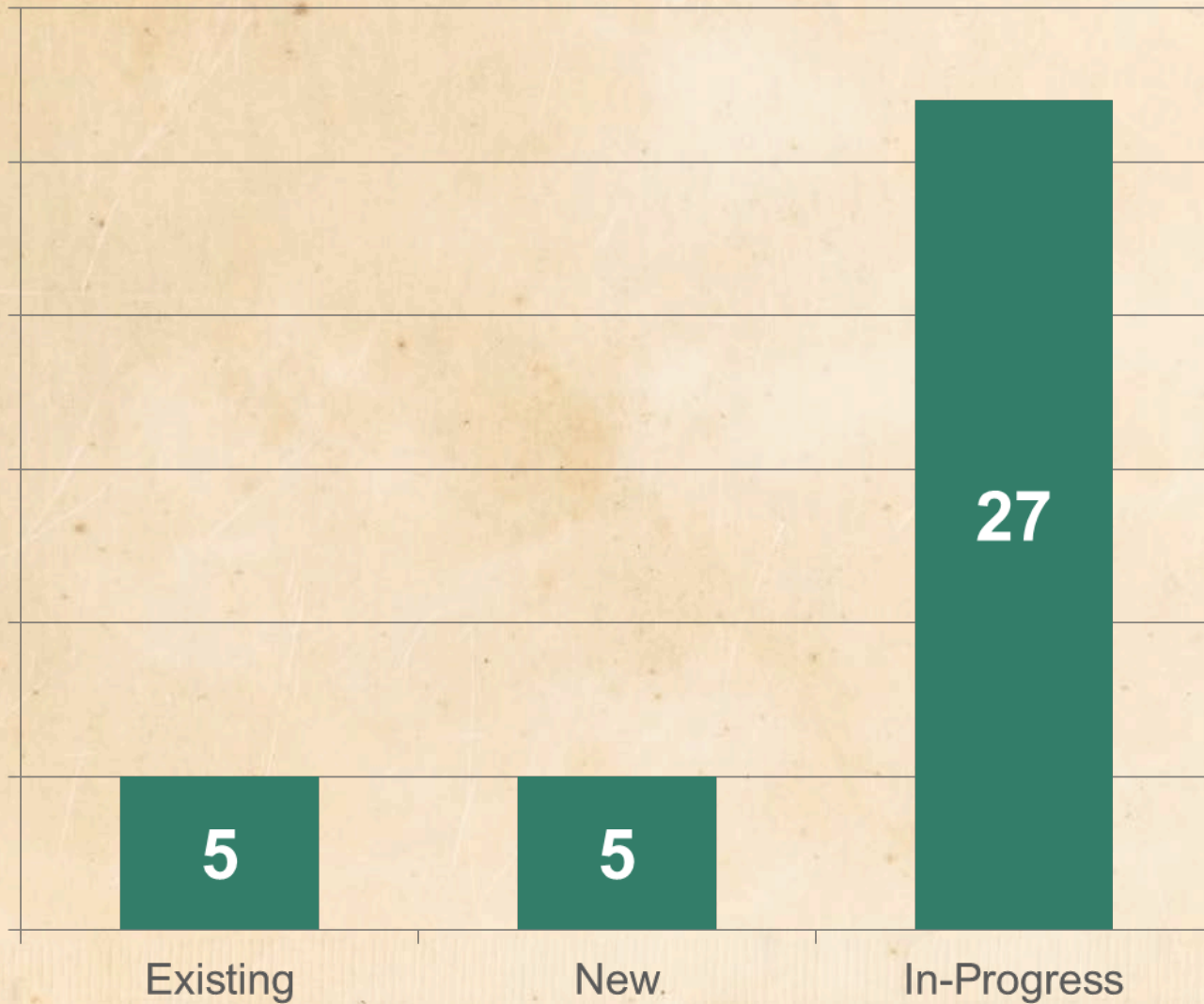
TOP BARRIERS TO IMPLEMENTATION

- **Existing agency priorities**
- **Administration buy-in**
- **Budget**

STATE PROGRESS - RECOMMENDATIONS



MOBILE-FRIENDLY



MOBILE-FRIENDLY

Insights from Indiana:

- **Mobile site traffic accounts for 30% of total traffic, and is climbing**
- **Fish & wildlife, and parks divisions lead in mobile traffic**
- **Website contractor provided responsive design coding and they are polishing and rearranging content for better display**

MOBILE-FRIENDLY

Insights from Indiana:

- **Not using Flash, avoiding iframes and revamping all GIS-based maps**
- **Editing text to the barest essentials using Web Style Guide Third Edition (good reference)**
- **Restricting use of large and small images**

MOBILE-FRIENDLY

Additional insights from Indiana:

- **Asking divisions to revisit information architecture to combine pages and eliminate those not needed**
- **Placing important content at the top of the page**
- **Using a consistent style for telephone numbers (clickable)**
- **Finger-friendly buttons**
- **Revised site debuted on Dec. 9**

MOBILE-FRIENDLY

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IN.gov MENU

Featured Topics

- 
Indiana Fishing Guide
- 
Where to Fish in Indiana
- 
Fishing Reports
- 
Bass Tagging Reward

- Free Fishing Days
- Get a License Online - Now!







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Quick Links: +

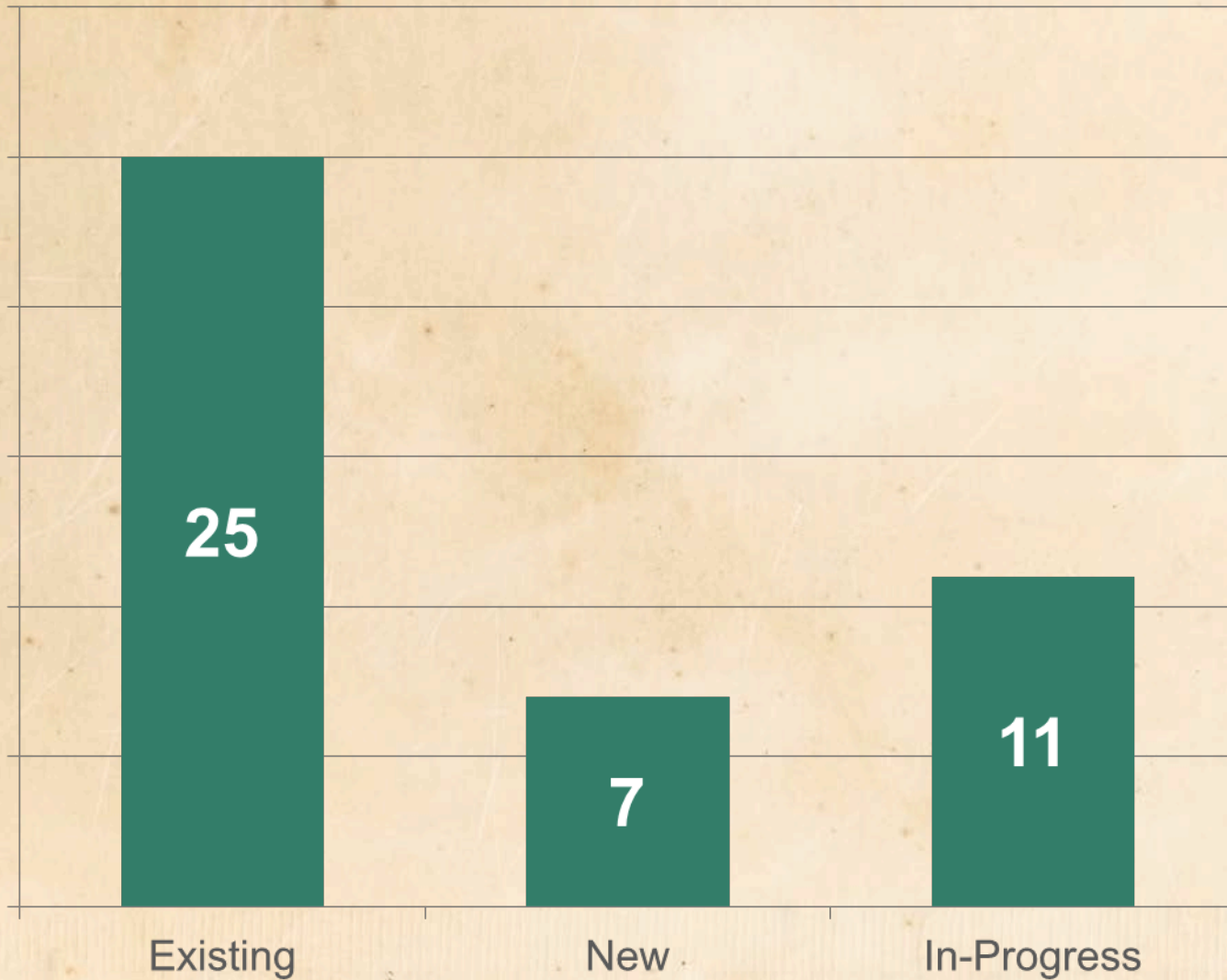
Information For: +

State Info: +

-  Online Services
-  Frequently Asked Questions
-  Calendar
-  Elected Officials
-  Legislative
-  Judicial

[View Desktop Site](#)

MANDATORY EMAIL



MANDATORY EMAIL

Insights from Tennessee:

- **REQUIRED** on mobile site; TN does not require an email address on desktop site, however most provide – looking to make it mandatory very soon
- **Mobile site developed by license vendor, Active Outdoors**



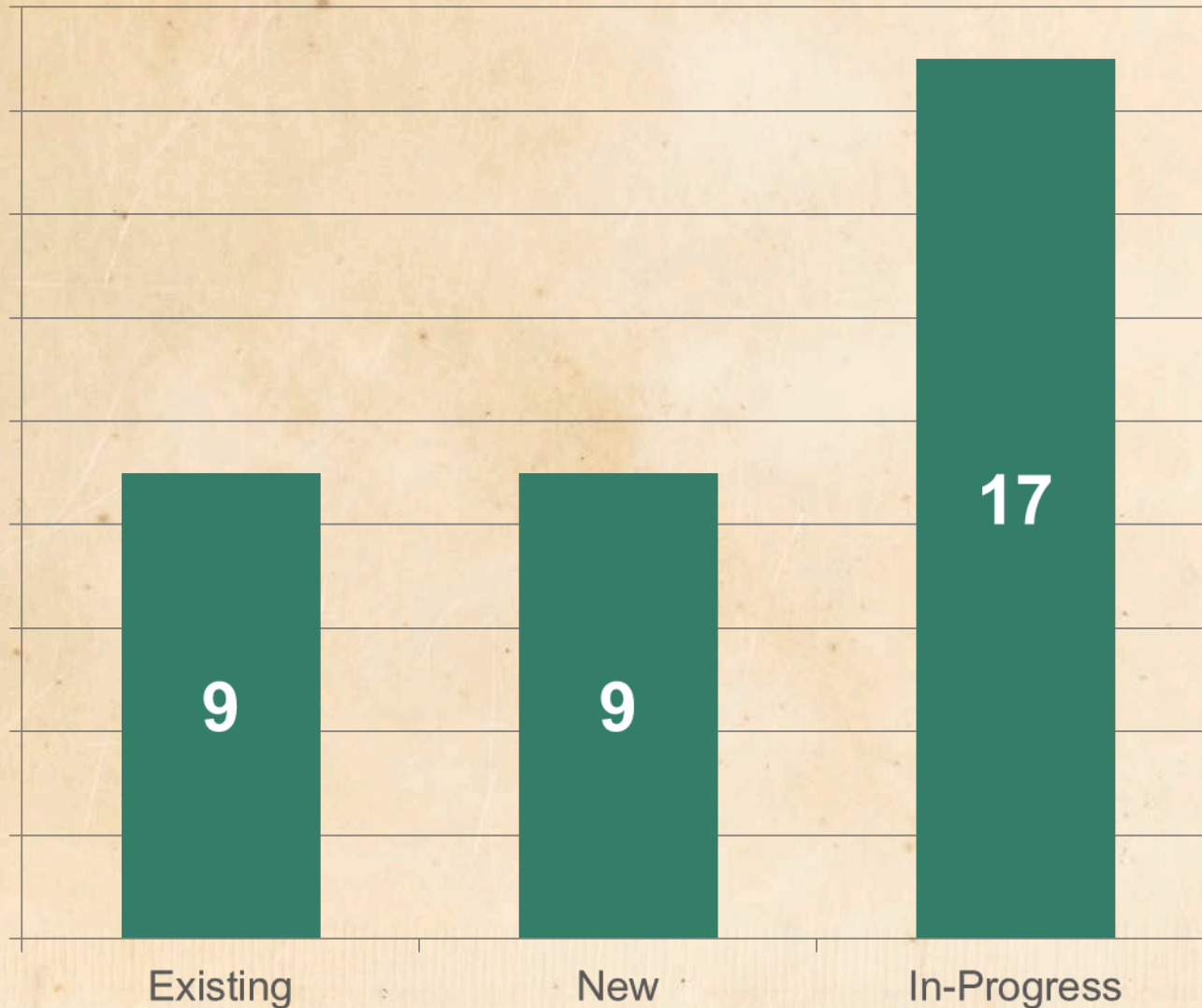
MANDATORY EMAIL

Insights from Tennessee:

- **During mobile site development, discussed securing email address to send confirmation to customer**
- **TN has had no opposition/issues with customers required to provide an email address; email database has doubled in the last year**



THANK YOU MESSAGE



THANK YOU MESSAGE

Insights from Idaho:

- **Following 2012 Workshop, asked Administrative section if a ‘thank-you’ message could be sent via email when license is purchased – said yes, and a simple process**
- **IT staff wrote basic program that pulls buyer information from license database daily and sends the message from their network**



THANK YOU MESSAGE

Insights from Idaho:

- **Once concept and message was approved, it took approx. 1 month for IT staff to write and debug the program**
- **Starting in April 2013, customers who purchase a license receive a thank-you message**





Dear <name>,

Thank you for buying a 2013 Fish and Game license. Your purchase is not only a passport to great hunting and fishing, it also helps ensure that Idaho's rich wildlife conservation legacy will continue into the future. Hunters and anglers, like you, pay for fish and wildlife management and conservation through the purchase of licenses and tags. I appreciate your support and commitment to help us ensure that Idaho's wildlife will be there for our kids and grandkids to enjoy tomorrow.

Your license fees pay for habitat improvement, population management, Wildlife Management Areas, hundreds of fishing and boating access sites, millions of fish stocked into some of your favorite fishing spots, conservation enforcement and much more.

I invite you to visit the Idaho Fish and Game website www.fishandgame.idaho.gov for more information about hunting and fishing in Idaho. Don't hesitate to give us a call if you have questions, and we always want to know about your experience. You can find phone numbers and office locations on the website too.

Enjoy Idaho's outdoors and have a great time hunting and fishing!

Virgil Moore, Director
Idaho Department of Fish and Game
License holder since 1972

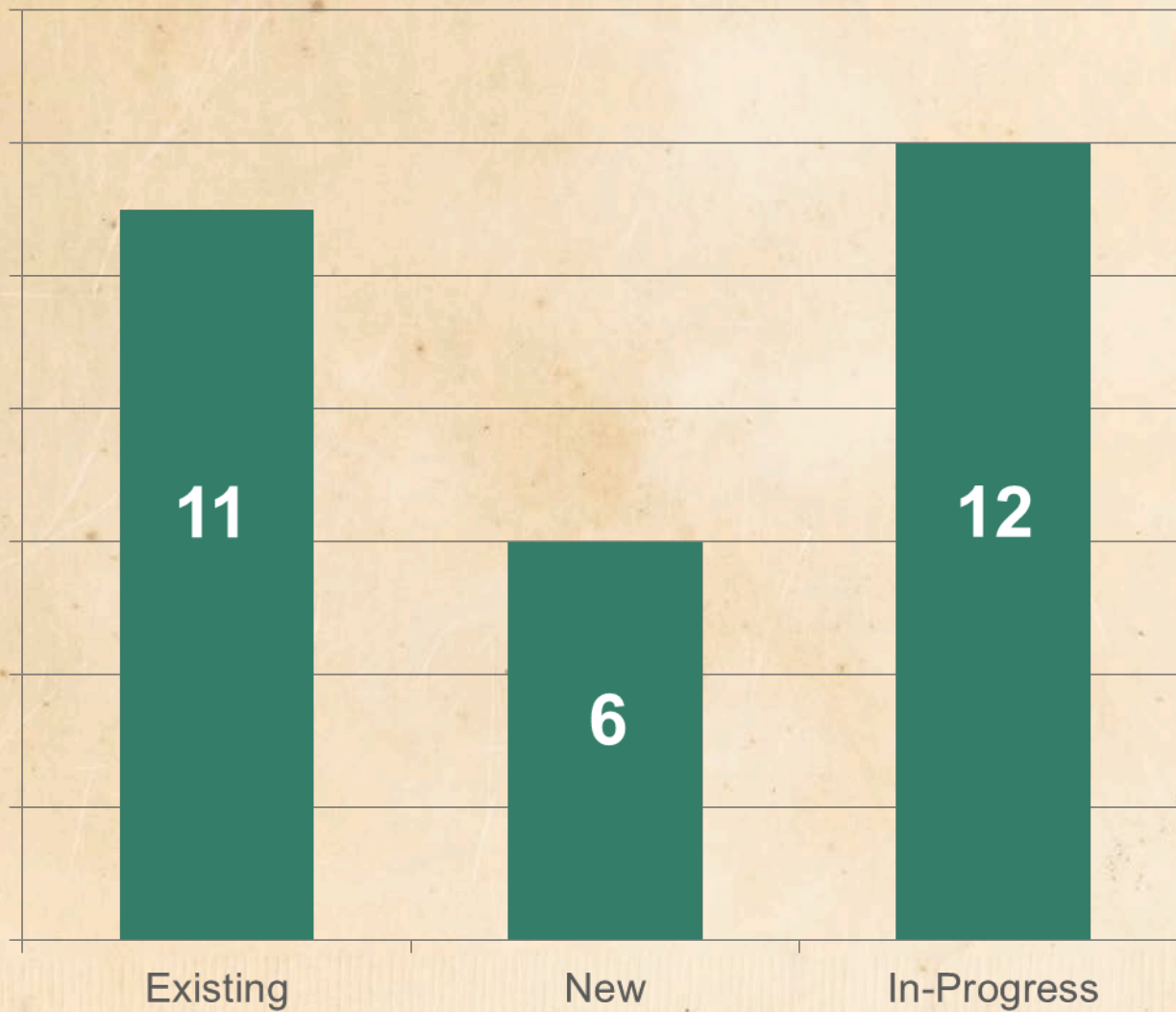
THANK YOU MESSAGE

Message components:

1. License purchase
2. Conservation legacy
3. License fees (population management, WMA, fishing and boating access sites, stocking)
4. Link to website



FOLLOW UP & EDUCATE



FOLLOW UP & EDUCATE

Insights from Maine:

- Utilize GovDelivery as email provider; provide variety of and relevant content to customers regularly
- Prior to GovDelivery, only had one large email list with communications a few times per year



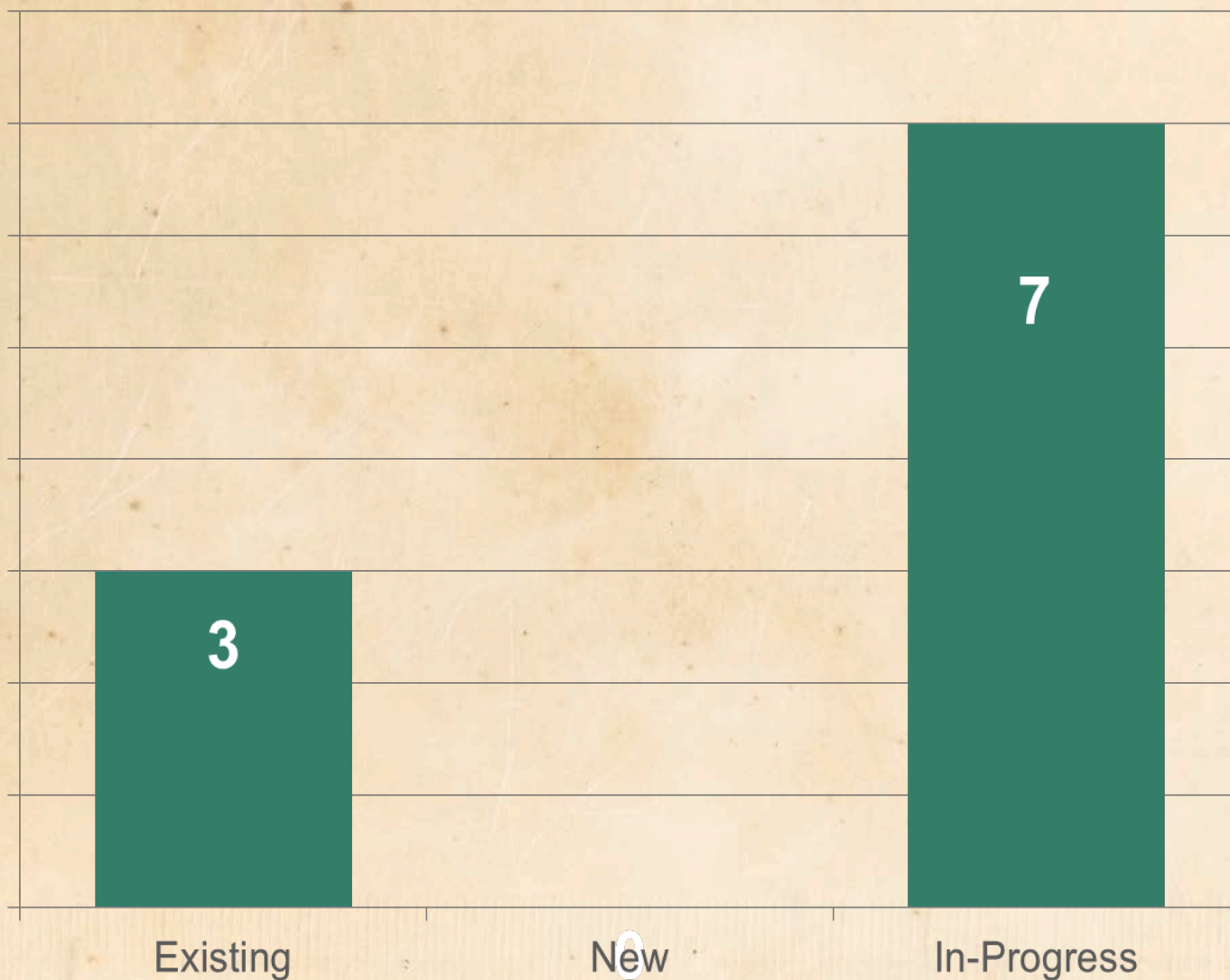
FOLLOW UP & EDUCATE

Insights from Maine:

- **Now have 44 different email lists varying in size and sent out 62 emails to over 2.4 million recipients in 2013**
- **GovDelivery tool offers improvement over the previous method of communicating with customers**



FOCUS ON FAMILIES



SPANISH TRANSLATION



SPANISH TRANSLATION

Insights from Michigan:

- **Translated various sections of their 2013 Fishing Guide into Spanish**
- **Worked with several folks to get the language fine-tuned**



SPANISH TRANSLATION

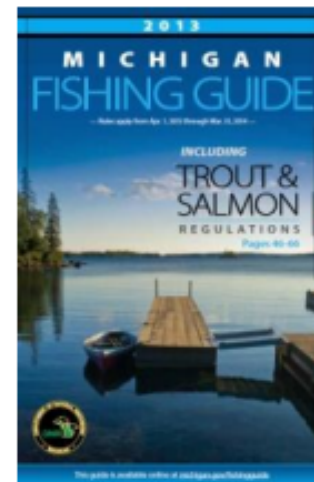
Insights from Michigan:

- Took some heat from people who didn't want to see 'tax dollars' going towards this effort – so had to do some post-education on how tax dollars are used
- Learned to include funding details on the Spanish version(s) moving forward and in the various communications (i.e. press releases, social media)





Extractos de la Guía de Pesca en Michigan



Requisitos para la licencia de pescar y disposiciones especiales:

- Si es mayor de 17 años, debe comprar una licencia de pescar.
- Si es menor de 17 años, puede pescar sin una licencia, pero está obligado a obedecer todas las reglas y reglamentos de pesca.
- Cuando vaya de pesca, debe llevar su licencia y la identificación que utilizo para comprar la licencia de pescar. Si un Oficial de Conservación de Michigan, un Oficial de Conservación Tribal, o cualquier oficial de la ley le solicita los documentos debe mostrar ambos.
- Su licencia de pescar es válida desde 1 de marzo al 31 de marzo del año siguiente.

Para comprar una licencia de pescar debe tener:

- Una licencia de conducir válida en Michigan, o
- Una tarjeta de identificación válida en Michigan (emitida por la Secretaría del Estado) con una prueba de residencia en Michigan, como una tarjeta de registro de votantes de Michigan, o
- Una DNR Sportcard (emitido por un distribuidor autorizado por \$1.00). Todos los no residentes de Michigan están obligados a utilizar una DNR Sportcard. Si la información en la DNR Sportcard de un año previo no ha cambiado, puede seguir utilizándolo.
- Puede comprar su licencia de pescar en una de los más de 1,500 distribuidores autorizados en el estado (por ejemplo, cualquier tienda de artículos deportivos).

Para que los residentes de Michigan puedan calificar para una licencia de pescar, es necesario:

- Ser una persona que reside en un hogar o domicilio permanente dentro de los límites de este estado con la intención de permanecer en este estado, o
- Ser estudiante de tiempo completo en un colegio o universidad de Michigan, o
- Ser miembro de las Fuerzas Armadas de los EE.UU. que está estacionado en Michigan o mantiene su residencia en Michigan.

NEXT STEPS



ONGOING

- **Continue to monitor progress made against six recommendations**
- **Encourage sharing of engagement ideas/successes**
- **Develop and share additional case studies**

CASE STUDIES



Arizona



Florida



Thank You



TAKE ME FISHING