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# Retaining Consumers with Auto-Renewal

Recreational Boating and Fishing Foundation Marketing Workshop

*December 15, 2017*

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Katie Young, Office of Licensing and Permitting  
Florida Fish and Wildlife Conservation Commission

# Florida at a Glance

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- 53,927 square miles of land
- 12,133 square miles of water
- 956,000 freshwater anglers
- 2,397,000 saltwater anglers
- Nearly 800 license agent locations



# Florida at a Glance

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*Managing fish and wildlife resources  
for their long-term well-being  
and the benefit of people.*



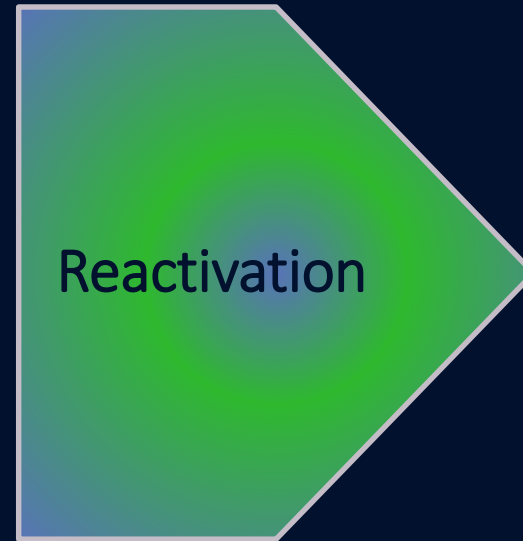
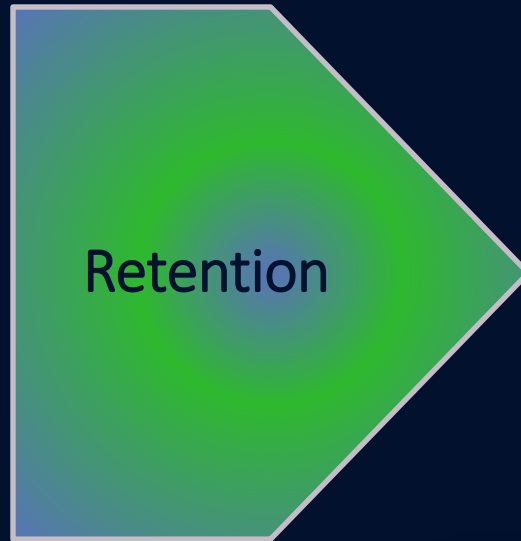


*Connecting people with opportunities to  
experience Florida's fish and wildlife.*

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# Assessing Florida's R3 Licensing Efforts

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# GoOutdoorsFlorida

## Customer Engagement and Experience

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October  
2012

January  
2014

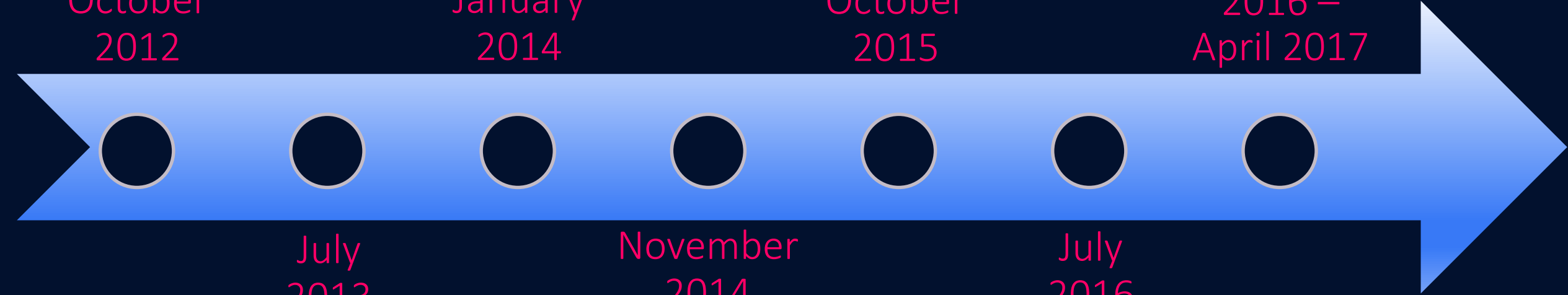
October  
2015

August  
2016 –  
April 2017

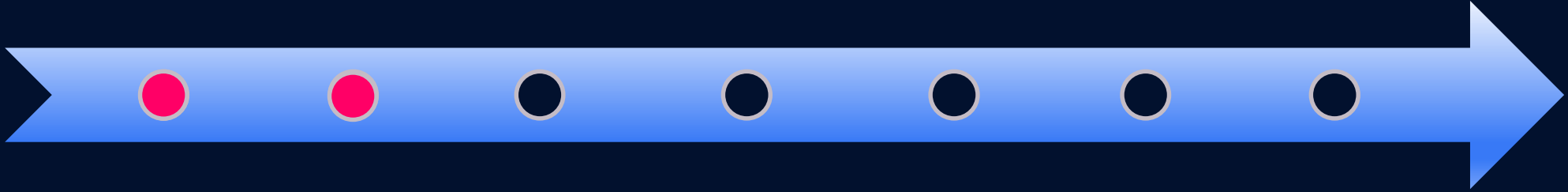
July  
2013

November  
2014

July  
2016

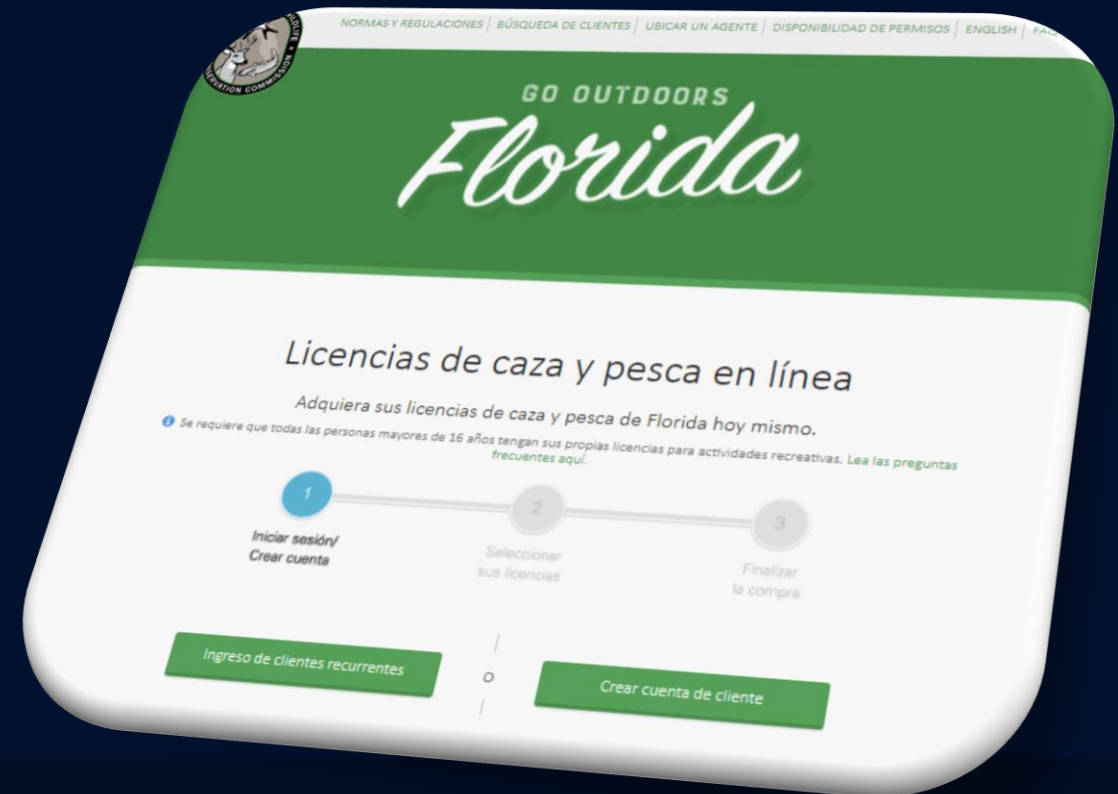


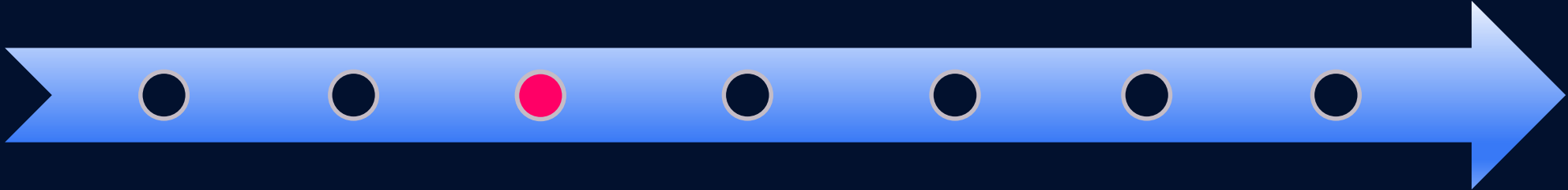









Recreational Licensing Issuance Services  
System ([GoOutdoorsFlorida](#)) Live  
*October 2, 2012*

[Español Site](#) Introduced  
*July 2013*



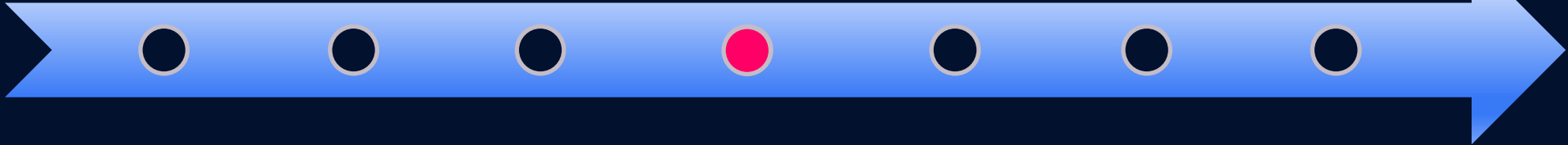


# License Packages Available *January 2014*

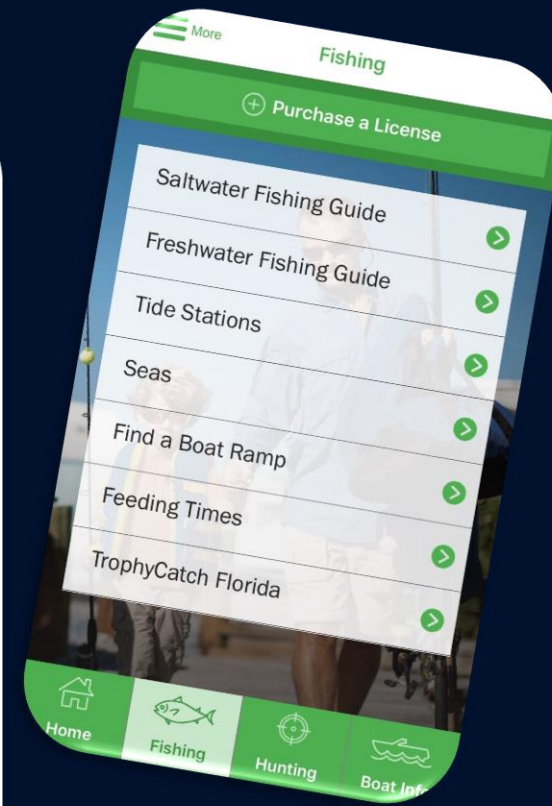
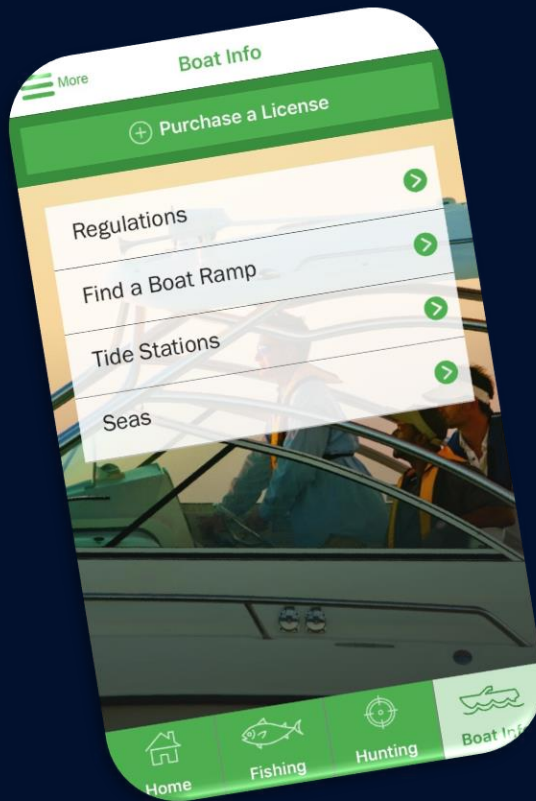
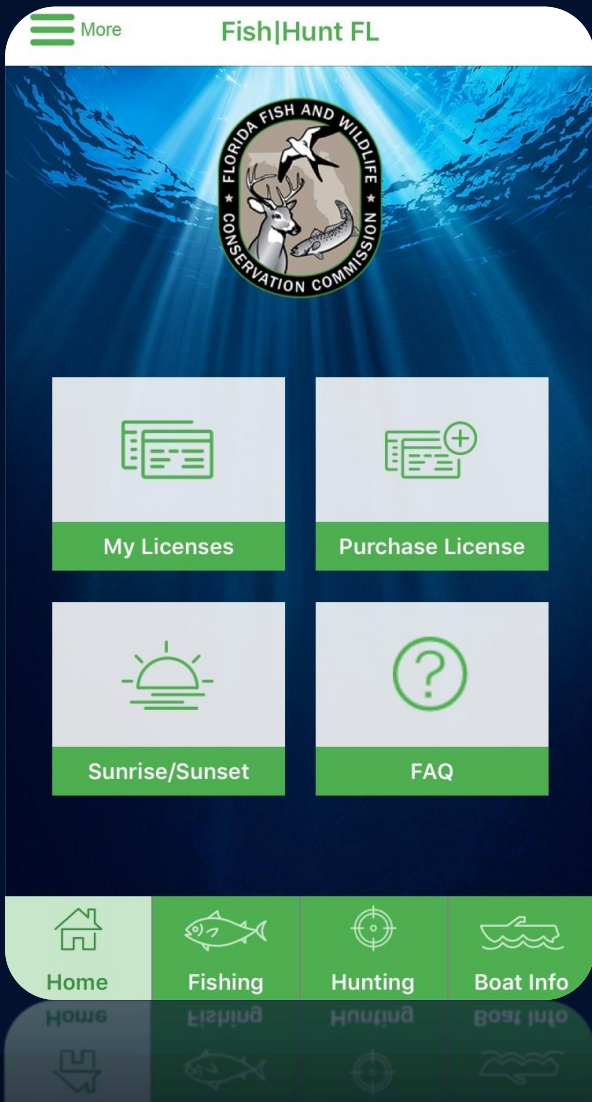
<p>\$81.50</p>  <p>ter ng License with Waterfowl,</p>	<p>\$54.00</p>  <p><b>Avid Angler</b> Freshwater and Saltwater Fishing Licenses with Snook and Lobster Permits <b>Get Started</b></p>	<p>\$58.50</p>  <p><b>Turkey Hunter</b> Hunting License with Management Area and Turkey Permits <b>Get Started</b></p>	<p>\$37.00</p>  <p><b>Saltwater Angler</b> Saltwater Fishing License with Snook and Lobster Permits <b>Get Started</b></p>	 <p>Lo Saltwater Fishing License</p>
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# Fish|Hunt FL Mobile App Introduced *November 2014*





A \$17  
FISHING  
LICENSE.  
Take the bait.

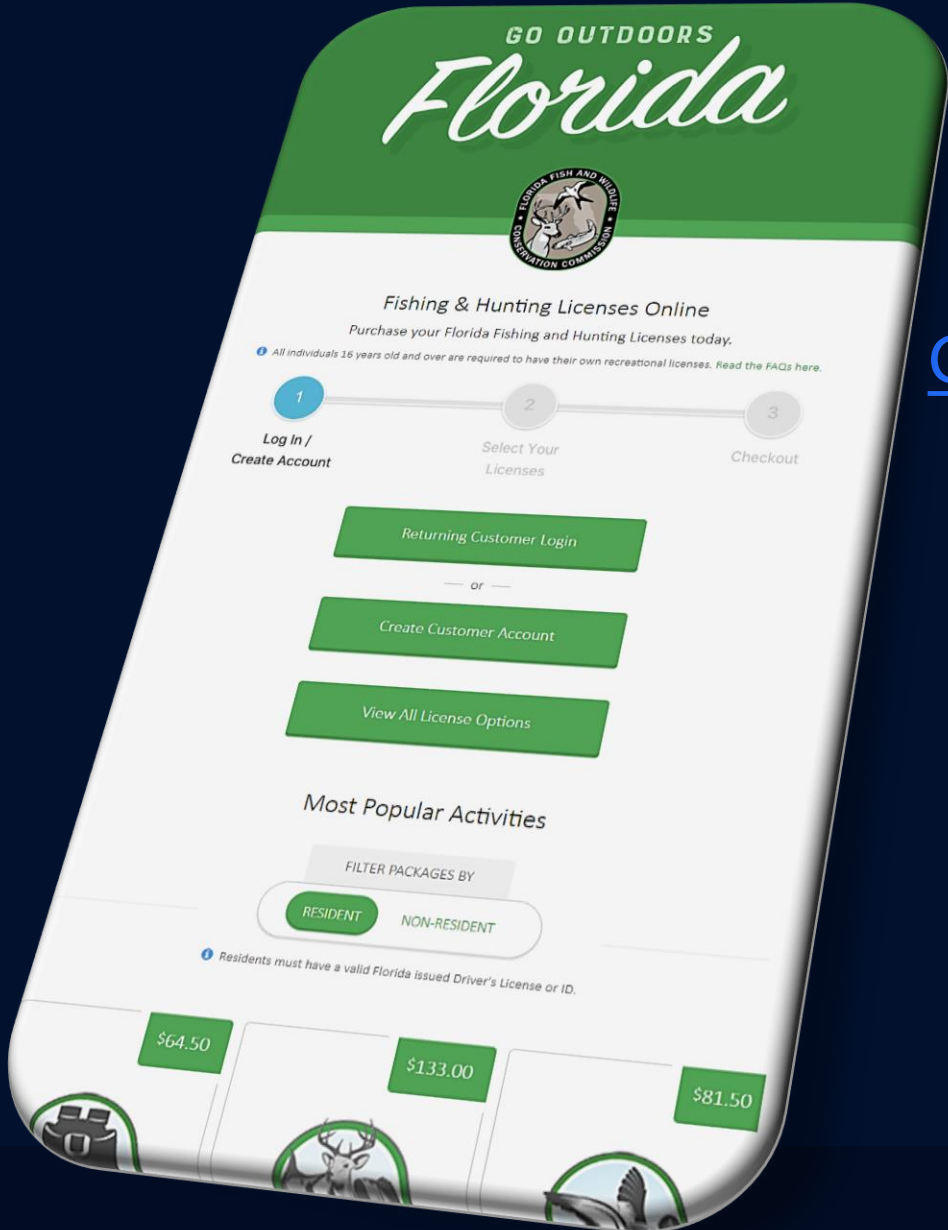
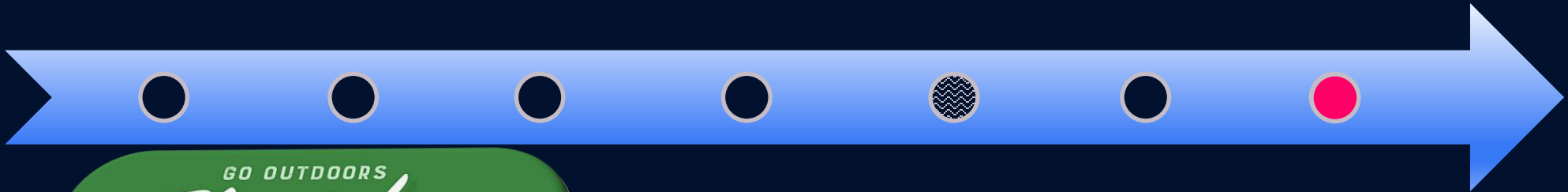
GET  
YOUR  
FLORIDA  
FISHING  
LICENSE  
TODAY.



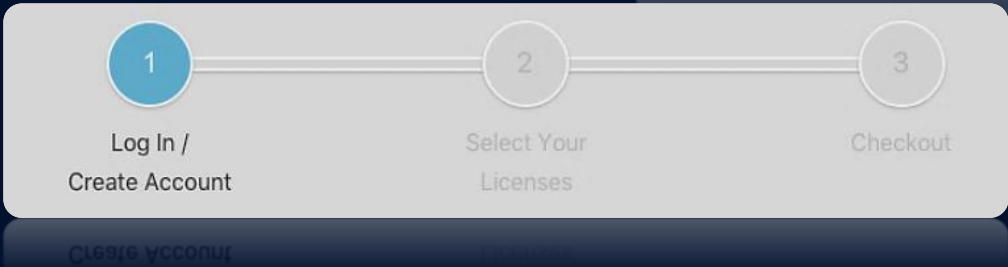
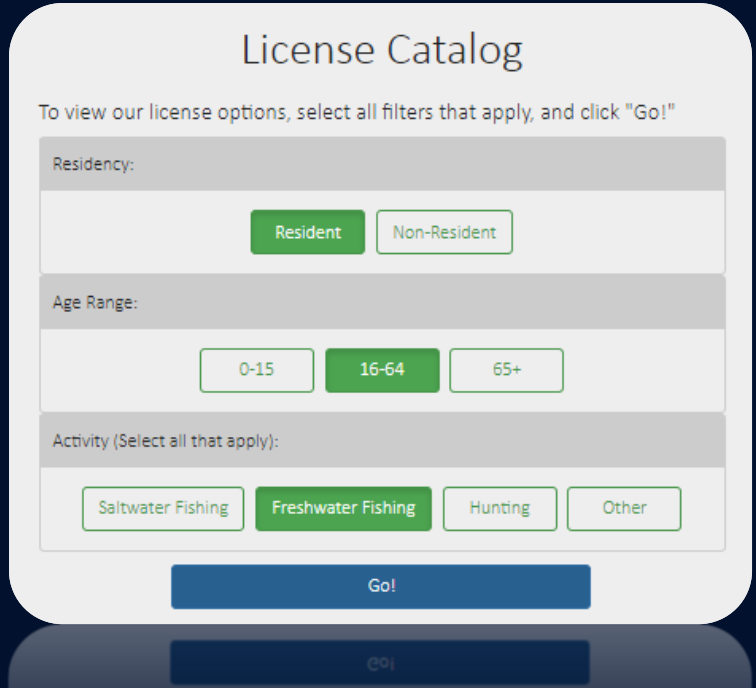
[CLICK HERE](#)

## Digital Ad Campaign Kicked Off *July 2016*

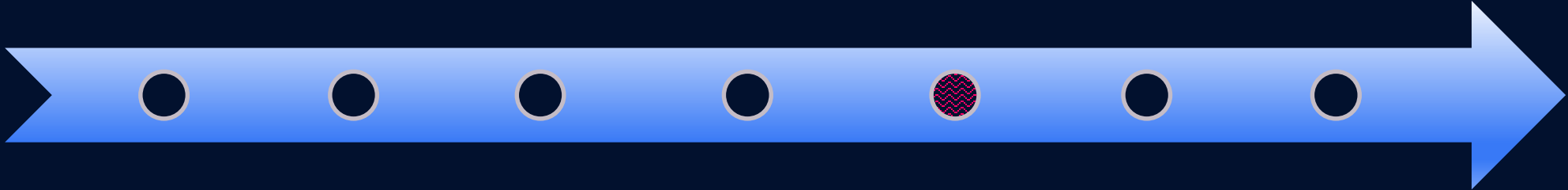




GoOutdoorsFlorida  
Enhancements  
August 2016 –  
April 2017







Auto Renew Tool Implemented  
*October 2015*



# Auto-Renew Considerations

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- Customer convenience
- Consistent renewals
- Higher retention | less churn
- Payment process
- Control for customers
- Proactive communications





# Auto-Renew

- Customers provided with speedbump during the purchase process
- Question asked after entry of payment details
- Confirmation provided



# Auto-Renew – Customer Control

Home Locate an Agent Permit Availability Return to FWC Español Help Log

Auto Renew Settings Show License History Reprint Licenses

License	Description	Type	Term	Effective Date	Expiration Date	Auto Renew	Extra Information
Alligator Trapping Agent	<a href="#">i</a>	All	1 year	08/22/2016	08/22/2017		
\$5 Donation to Youth Programs	<a href="#">i</a>	All	Other	08/22/2016		<input type="checkbox"/> OFF	
Freshwater/Saltwater Fishing	<a href="#">i</a>	Resident	1 year	05/25/2016	05/25/2017	<input checked="" type="checkbox"/> ON	
\$2 Donation to Youth Programs	<a href="#">i</a>	All	Other	05/21/2016		<input checked="" type="checkbox"/> ON	
Management Area Permit	<a href="#">i</a>	Resident	1 year	11/30/2015	11/30/2016	<input type="checkbox"/> OFF	
Muzzleloading Season Permit	<a href="#">i</a>	Resident	1 year	10/17/2015	10/17/2016	<input checked="" type="checkbox"/> ON	
Turkey Permit	<a href="#">i</a>	Resident	1 year	10/17/2015	10/17/2016	<input type="checkbox"/> OFF	
Deer Permit	<a href="#">i</a>	Resident	1 year	10/17/2015	10/17/2016	<input checked="" type="checkbox"/> ON	

Home Locate an Agent Permit Availability Return to FWC Español Help

## Manage Auto Renew Settings

[Return to Home](#)

This page is for managing the stored payment method that will get used for any licenses that are enabled for Auto-Renew. Click the link below for detailed instructions and information regarding all Auto-Renew features.  
[Auto Renew Help Documentation](#)

Existing Payment Details

Card Number: XXXX-XXXX-XXXX-3173  
Expiration Date: 4 / 2017

[Clear Payment Method](#) [Update Payment Method](#)

Licenses

License	Type	Term	Status
Muzzleloading Season Permit	Resident	1 year	<input checked="" type="checkbox"/> ON
Turkey Permit	Resident	1 year	<input type="checkbox"/> OFF
Deer Permit	Resident	1 year	<input checked="" type="checkbox"/> ON

# Immediate Results







## Impacts

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- Enrollments
- Customer feedback

# Evaluating Results

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- Internal reports and monitoring
- Southwick Associates analysis





# Internal Reports

## Go Outdoors Florida!

### Auto-Renew Analysis Report

Data date begins 10/14/2015 at 10:00pm

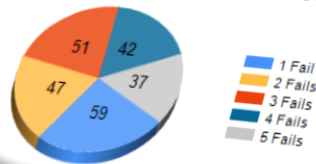
Customer Information	Total
# of Customers to be auto renewed within 6 days	223
# of Customers who received notices (All of them)	104,272
# of Customers who have had failures	34398
# of Customers signed up for auto-renew	158,925

Items set to be Auto-Renewed	Total
# of Licenses that signed up for auto-renew (excluding Hard card, Donation)	223,111
# Hard card licenses that signed up for auto-renew	87,982
# Donation licenses that signed up for auto-renew	17,784
<b>Total all items that signed up for auto-renew</b>	<b>328,877</b>

Item & Add Ons Auto-Renewed	Total	Revenue
# of Licenses auto-renewed (excluded Hard card, Donation)	127,273	\$5,566,546.01
# of Hard card licenses auto-renewed	42,718	\$212,832.00
# of Donation licenses auto-renewed	7,745	\$141,124.00
<b>Total of all items that auto-renewed</b>	<b>177,736</b>	<b>\$5,920,502.01</b>

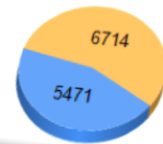
Items Auto-Renewed Today	Total	Revenue
# of Customer auto-renewed today	151	
# of License auto-renewed today	259	\$11,762.23
# of HardCard auto-renewed today	84	\$420.00
# of Donation auto-renewed today	9	\$191.00
# of Auto-Renewal Failures today	239	
<b>Total items auto-renewed last night</b>	<b>352</b>	<b>\$12,373.23</b>

# of failures by customer over past 7 days where they are on todays failure list



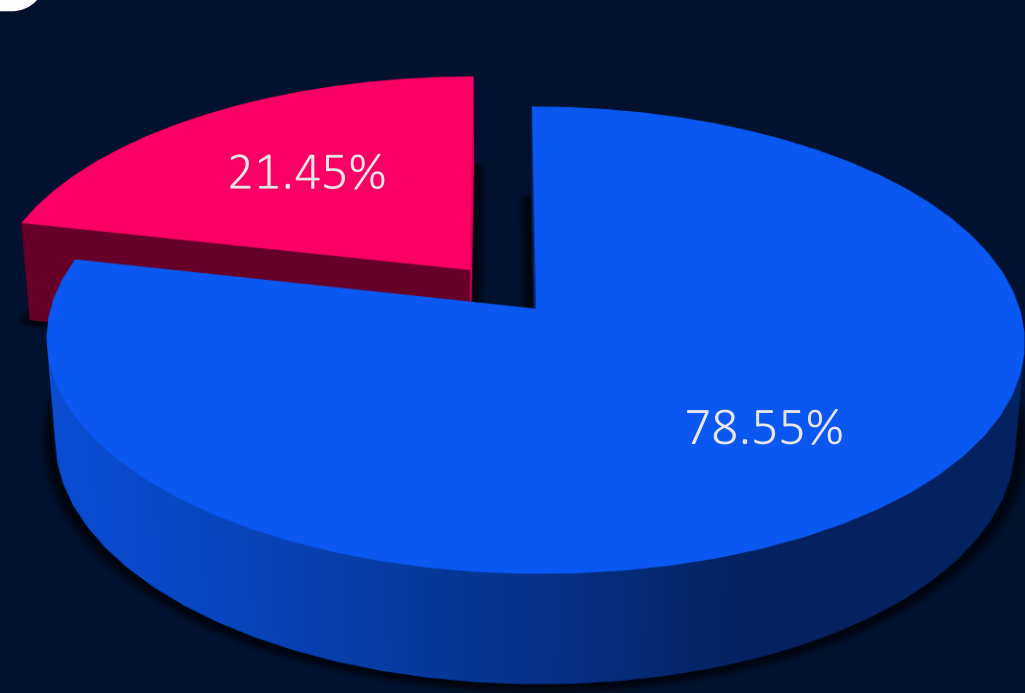
Failures That Renewed

- Failed then Auto Renewed
- Failed Then Manually Renewed

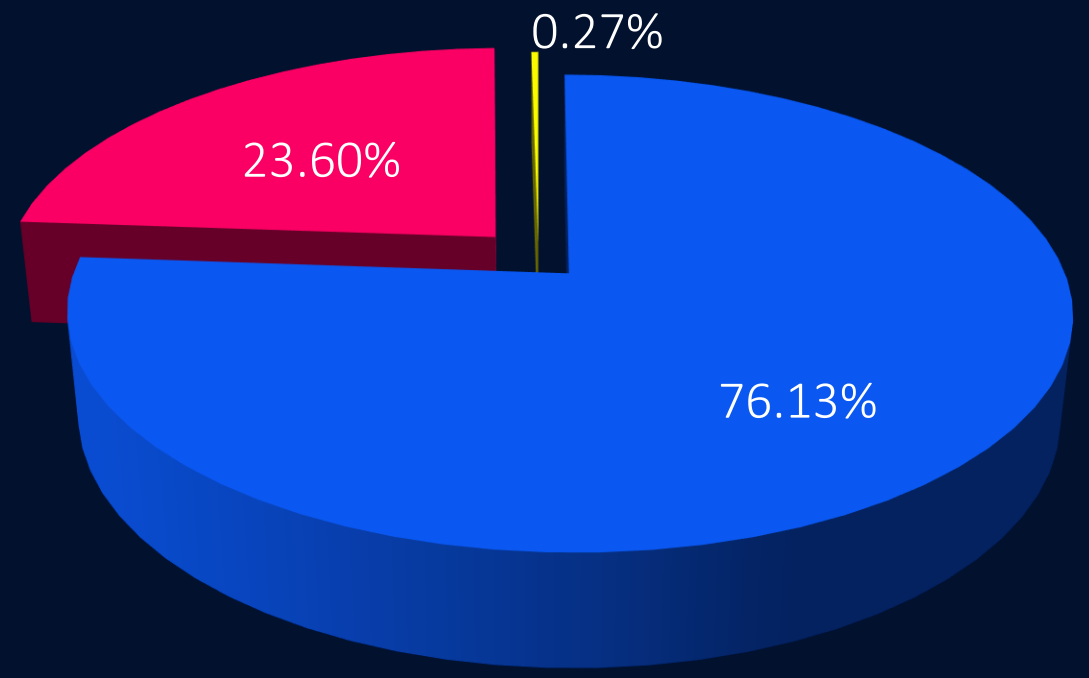




# Partnered Analysis – Gender



Auto-Renew Analysis



Annual Fishing License Holders

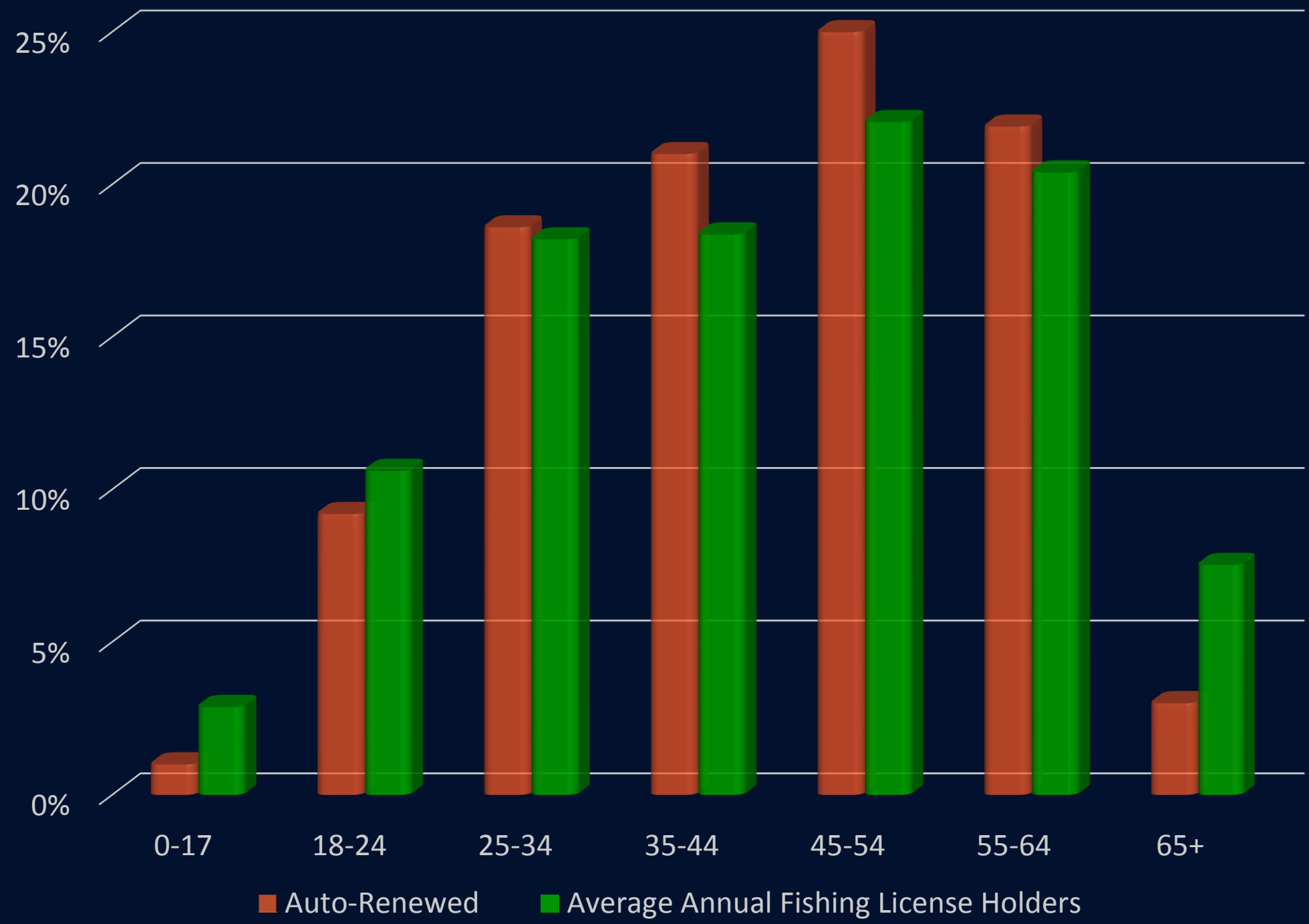


# Partnered Analysis – Ethnicity

Ethnicity	Auto-Renewed	Average Fishing
Asian	0.70%	1.51%
Black	1.20%	4.73%
Hispanic	8.50%	8.97%
Native American	0.10%	0.09%
Other	1.10%	1.90%
Undisclosed	0.10%	0.56%
White	88.40%	82.23%

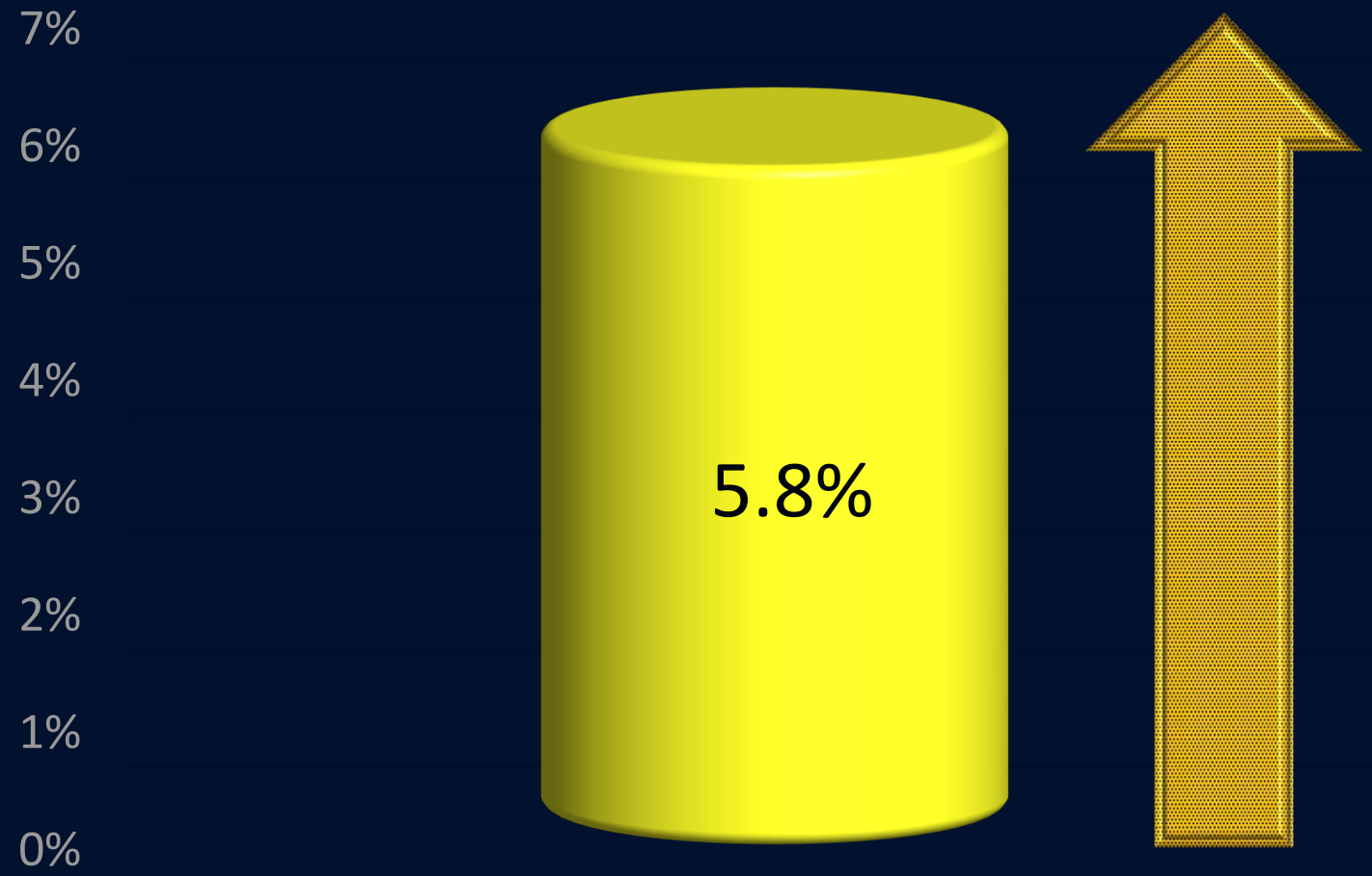


# Partnered Analysis – Age





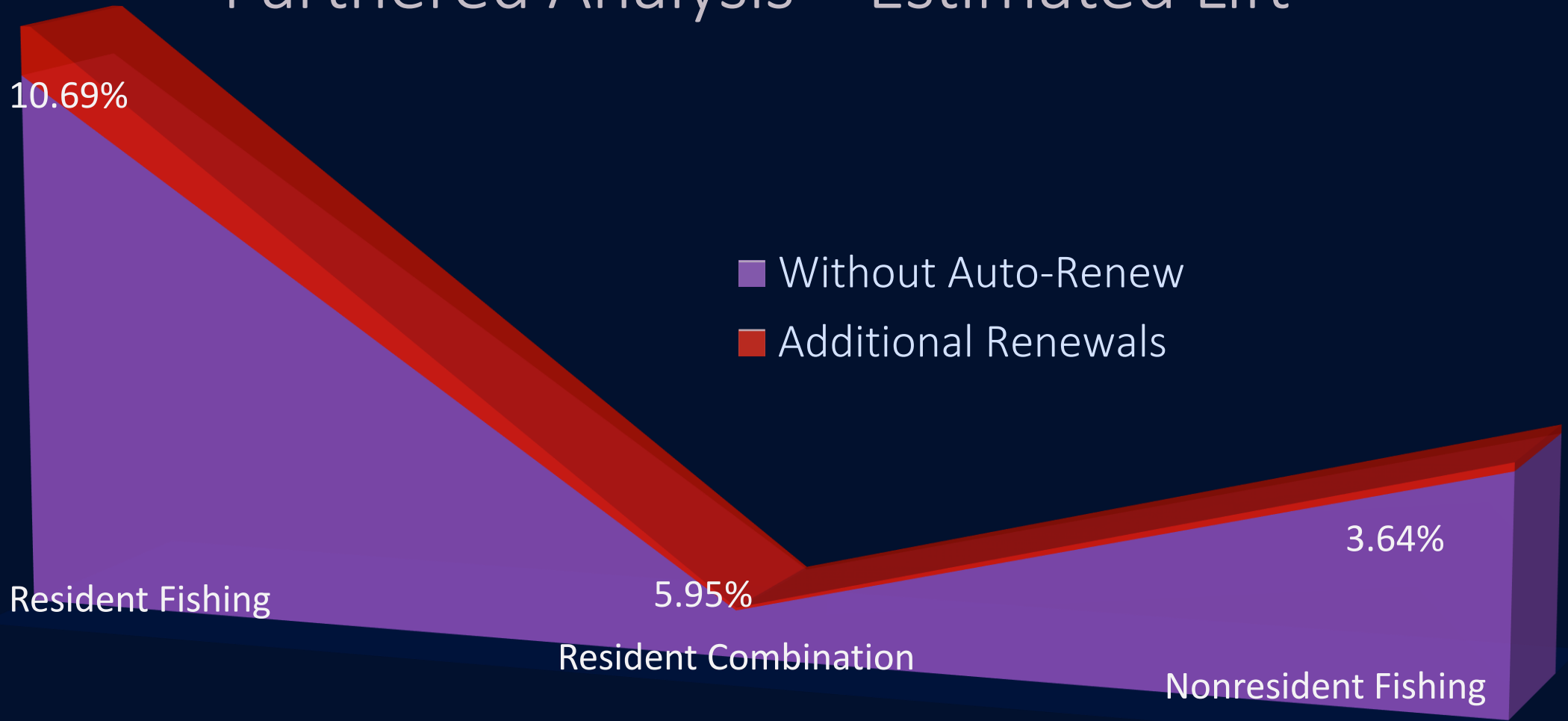
# Partnered Analysis – Overall Impact







# Partnered Analysis – Estimated Lift



Sign-up to Auto-Renew your license!



Would you like to know more about auto renewing your licenses?

[Auto Renew Help Documentation](#)

Would you like to auto renew the licenses listed below?

Items Available For Auto-Renewal

License	Renew Date
Gold Sportsman	12/01/2018
\$2 Donation to Youth Programs	12/01/2018

### Auto-Renew Confirmation

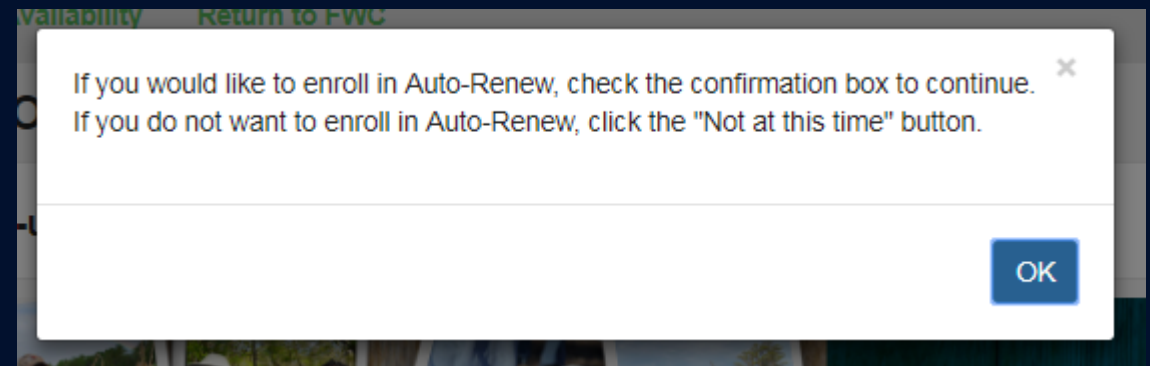
By checking this box, I acknowledge that my license will be Auto-Renewed when my current license expires, and all sales are final. Auto-Renew transactions will be billed to the payment method on file.

Yes, sign me up for Auto-Renew

Not At This Time

# Improvements

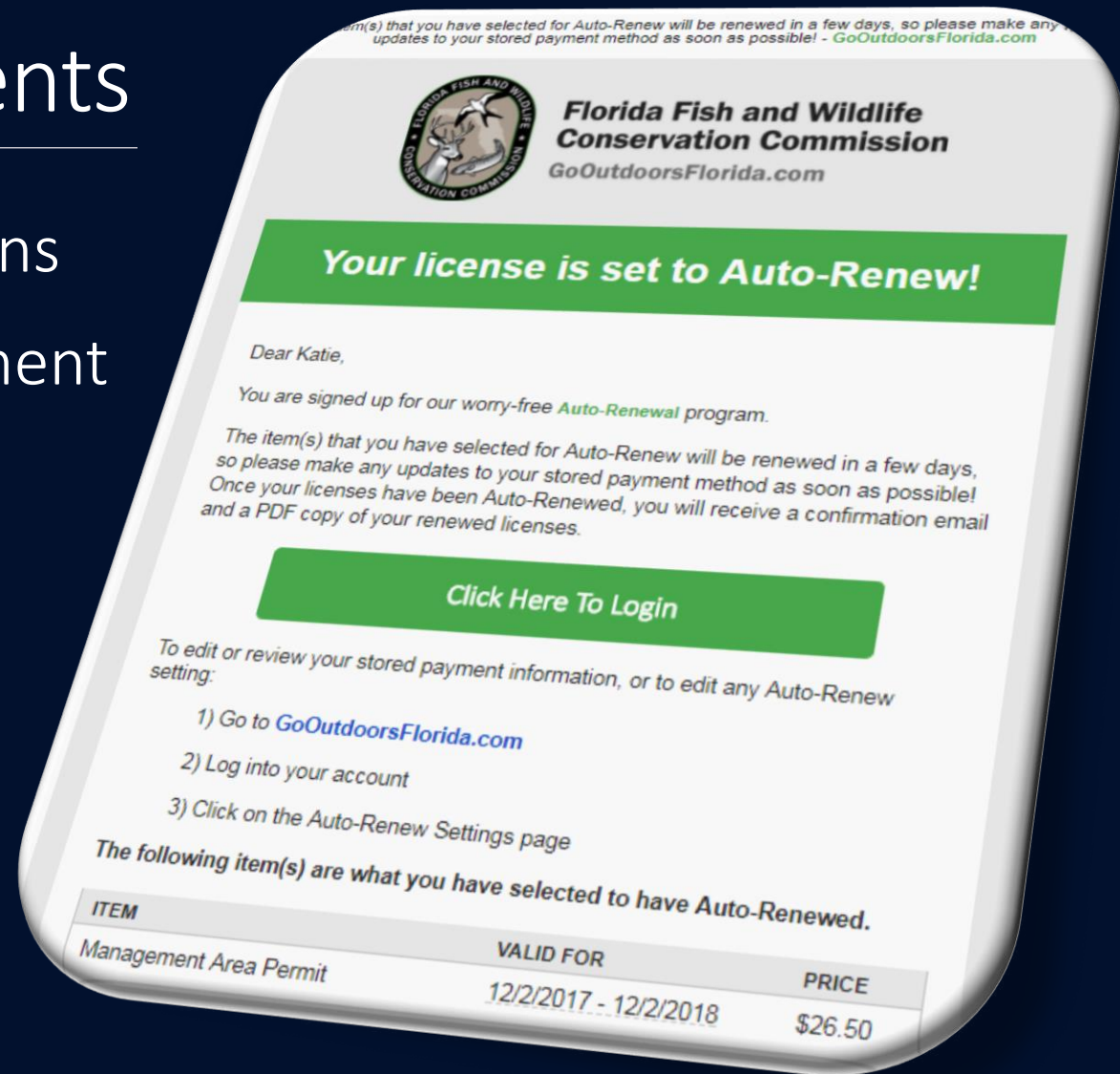
Revised system messages and resources throughout process



# Ongoing Improvements

Review email communications

Maintain customer engagement



# Insight and Advice

- Have support and provide support
- Go slow and start small
- Keep instructions and verbiage simple, and resources accessible
- Develop and maintain detailed reporting
- Utilize partnerships and expertise



- Maintain continued engagement with customers



# Questions & Discussion

