Retaining Consumers with Auto-Renewal

Recreational Boating and Fishing Foundation Marketing Workshop

*December 15, 2017*

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Florida Fish and Wildlife Conservation Commission
Florida at a Glance

- 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

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.
Assessing Florida’s R3 Licensing Efforts

Recruitment

Retention

Reactivation
Recreational Licensing Issuance Services System (GoOutdoorsFlorida) Live October 2, 2012

Español Site Introduced July 2013
License Packages Available
January 2014

- **$81.50**
  - Water
  - Freshwater and Saltwater Fishing Licenses with Waterfowl Permit
  - Get Started

- **$54.00**
  - Avid Angler
  - Saltwater Fishing License with Snook and Lobster Permits
  - Get Started

- **$58.50**
  - Turkey Hunter
  - Hunting License with Management Area and Turkey Permits
  - Get Started

- **$37.00**
  - Saltwater Angler
  - Saltwater Fishing License with Snook and Lobster Permits
  - Get Started

- **L1**
  - Saltwater Fishing License

Images: People swimming and fishing.
Fish|Hunt FL Mobile App Introduced
November 2014
Digital Ad Campaign Kicked Off

July 2016
GoOutdoorsFlorida Enhancements August 2016 – April 2017
Auto Renew Tool Implemented

October 2015
Auto-Renew Considerations

- 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
Immediate Results
Impacts

- Enrollments
- Customer feedback
Evaluating Results

- Internal reports and monitoring
- Southwick Associates analysis
### Auto-Renew Analysis Report

**Data begins: 10/16/2015 at 10:00am**

<table>
<thead>
<tr>
<th>Customer Information</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Customers to be auto renewed within 5 days</td>
<td>223</td>
</tr>
<tr>
<td># of Customers who received notices (All of them)</td>
<td>104,272</td>
</tr>
<tr>
<td># of Customers who had failures</td>
<td>34,398</td>
</tr>
<tr>
<td># of Customers signed up for auto-renew</td>
<td>158,925</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item &amp; Add Ons Auto-Renewed</th>
<th>Total</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Licenses auto-renewed (including Hard card Donation)</td>
<td>127,273</td>
<td>$5,566,546.01</td>
</tr>
<tr>
<td># of Hard card licenses auto-renewed</td>
<td>42,718</td>
<td>$2,12,932.00</td>
</tr>
<tr>
<td>Total of all Items that auto-renewed</td>
<td>170,191</td>
<td>$7,689,478.01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Items Auto-Renewed Today</th>
<th>Total</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Licenses auto-renewed today</td>
<td>151</td>
<td>$11,762.23</td>
</tr>
<tr>
<td># of Hard Card auto-renewed today</td>
<td>84</td>
<td>$420.00</td>
</tr>
<tr>
<td># of Donation auto-renewed today</td>
<td>9</td>
<td>$191.00</td>
</tr>
<tr>
<td># of Auto-Renewal Failures today</td>
<td>239</td>
<td></td>
</tr>
<tr>
<td>Total Items auto-renewed last night</td>
<td>352</td>
<td>$12,377.23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># of failures by customer over past 7 days where they are on today's failure list</th>
<th>1 Fail</th>
<th>2 Fails</th>
<th>3 Fails</th>
<th>4 Fails</th>
<th>5 Fails</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>51</td>
<td>37</td>
<td>47</td>
<td>58</td>
<td>51</td>
<td>32</td>
<td>32</td>
</tr>
</tbody>
</table>

**Failures That Renewed**

- Failed then Auto Renewed: 6714
- Failed then Manually Renewed: 5471
Partnered Analysis – Gender

Auto-Renew Analysis
- 21.45%
- 78.55%

Annual Fishing License Holders
- 23.60%
- 76.13%
- 0.27%
## Partnered Analysis – Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Auto-Renewed</th>
<th>Average Fishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>0.70%</td>
<td>1.51%</td>
</tr>
<tr>
<td>Black</td>
<td>1.20%</td>
<td>4.73%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8.50%</td>
<td>8.97%</td>
</tr>
<tr>
<td>Native American</td>
<td>0.10%</td>
<td>0.09%</td>
</tr>
<tr>
<td>Other</td>
<td>1.10%</td>
<td>1.90%</td>
</tr>
<tr>
<td>Undisclosed</td>
<td>0.10%</td>
<td>0.56%</td>
</tr>
<tr>
<td>White</td>
<td>88.40%</td>
<td>82.23%</td>
</tr>
</tbody>
</table>
Partnered Analysis – Age

Average Annual Fishing License Holders

Auto-Renewed
Partnered Analysis – Overall Impact

5.8%
Partnered Analysis – Estimated Lift

- Resident Fishing: 10.69% without auto-renew, 5.95% additional renewals
- Resident Combination: 3.64%
**Improvements**

Revised system messages and resources throughout process

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**Sign-up to Auto-Renew your license!**

**NEVER MISS A MEMORY**
ALWAYS STAY LICENSED AND BE READY FOR THE NEXT OUTDOOR ADVENTURE!

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

*Auto Renew Help Documentation*

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**Would you like to auto renew the licenses listed below?**

**Items Available For Auto-Renewal**

<table>
<thead>
<tr>
<th>License</th>
<th>Renew Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sportsman</td>
<td>12/01/2018</td>
</tr>
<tr>
<td>$2 Donation to Youth Programs</td>
<td>12/01/2018</td>
</tr>
</tbody>
</table>

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**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]
Ongoing Improvements

Review email communications
Maintain customer engagement

[Image of email communication]
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