



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



## Florida Fish and Wildlife Conservation Commission

### Case Study: A Closer Look at Spanish-Language and Online Engagement Strategies

The Florida Fish and Wildlife Conservation Commission (FWC) has implemented or is in the process of implementing many efforts to improve the overall customer experience within the next year. Below are a couple noteworthy examples:

#### Spanish-Language Translation

##### **Purpose**

- Appeal to the increasing Hispanic population in Florida (4.2M people, approximately 23% of the population of Florida but less than 10% of licensed anglers); including the population that fishes

##### **Methodology**

- Brandt, FWC's recreational license vendor, works with third party translation provider

##### **Benefits**

- Universal Spanish translation (as opposed to Cuban-Spanish, Mexican-Spanish, etc.)
- FWC page will trigger Spanish if the user arrives from a Spanish page
- Prioritization of additional pages to translate to Spanish is underway

#### New Online Licensing System/Experience

FWC recently implemented a new license system, to improve customer's online experience.

##### **Purpose**

- To improve online sales via a more proactive marketing approach, while simplifying the web interface and ensuring fiscal accountability.

##### **Methodology**

- With Florida's new Recreational Licensing Issuance Services (RLIS) contract, they moved from a computer system and hosting mindset to a full-services concept (i.e. "how do we sell more licenses?")
- Florida contracted with Brandt, after an extensive invitation-to-negotiate process was completed, to include online, toll-free, point-of-sale and special tax collector transactions and marketing support services

## Benefits

- Increased efficiency; customers are able to view all current and past purchases and can immediately:
  - Click a 'RENEW' button to extend the current license type
  - View past license purchase 'HISTORY' (see Exhibit 1)
- License document lists all current licenses with start and end dates for each license (see Exhibit 2)
- Ability to acquire email address for all online and phone purchases
  - 34% purchase online; so an estimated acquisition of 1.4M email addresses
- Implemented additional customer interactions via automated emails for confirming transactions, thanking buyers, providing them with regulation links and social media options, as well as a sign-up to their GovDelivery system and reminders when their license is about due for renewal or has expired

## Additional Efforts in Progress

- Developing "activity" packages to facilitate selecting all necessary licenses/permits such as for all recreational fishing (e.g., freshwater, saltwater, snook permit, lobster permit), all hunting (e.g., hunting, wildlife management area stamps, deer permit, turkey permit, waterfowl permit) or conservation (e.g., wildlife management area stamp and duck stamp).
- Plan to implement an auto-renewal using tokens with credit card companies to allow immediate automatic renewal of expiring licenses by customers that approve this feature, they get a notice it is about to happen and confirmation once it has occurred.
- Developing a "gift card" system to allow someone to provide payment for another person to go in and buy a license. Due to personal information required the gift buyer cannot directly make the purchase.
- Once the "gift card" system is in place, additional plans to buy a deserving youth or veteran a license are proposed. When someone agrees to make this contribution, the Department of Children and Families or Department of Veterans Affairs would then be able to provide the "gift card" to an appropriate individual to purchase a license.
- Working to integrate the angler recognition programs with Brandt into a single registry effort. Leveraging Big Catch and TrophyCatch initially and perhaps adding other (IGFA Grand Slam, Buck and Turkey Registries, Wings Over Florida) programs in the future. TrophyCatch in particular has very valuable industry-provided rewards to encourage anglers to release bass over 8 pounds, provide valuable data to the state and hopefully to stimulate them to fish more and renew their licenses more frequently.
- Working to cross-sell freshwater and saltwater licenses, especially by pointing out the convenience and low cost of freshwater fishing to saltwater anglers, when weather, time or distance preclude a saltwater trip.
- Also working to implement additional features including:
  - Fishing Regulations Geo-Location
  - License Purchase App
  - Responsive Web Page Design (adapts the layout for optimal viewing on various devices)