

# 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 Message (Annual)

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.



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RULES & REGULATIONS

[LEARN MORE](#)



FISHING FORECASTS

[LEARN MORE](#)



BOAT LICENSING

[LEARN MORE](#)



PLACES TO FISH

[LEARN MORE](#)

NEBRASKA  
— GAME & PARKS —

No longer wish to receive updates regarding your permits? [Click here](#) to unsubscribe.  
Nebraska Game and Parks Commission 2200 N. 33rd St. Lincoln, NE 68503 402-471-0641

# 1-day and 3-day Upsell Message

Get an annual permit and explore all of Nebraska's incredible fishing opportunities



## 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](#)



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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](#)

**NEBRASKA**  
— GAME & PARKS —

# Permit Renewal (Your permit is expiring soon)

Get ready for a new year of fishing and renew your permit now.



## A NEW YEAR OF FISHING IS JUST AROUND THE CORNER

— GET YOUR 2016 PERMIT NOW! —

[First Name], your [Previous Permit Term 1, 3, 5-year] is expiring soon. Make sure you're prepared for 2016 and get your new permit now. We make it easy to purchase online, just click the link below and follow the steps. And remember, your permit purchase goes to supporting conservation efforts across the state of Nebraska – making your time fishing, time well spent.

[GET YOUR NEW PERMIT](#)

# Permit Renewal (Your permit has expired)

Renew your Nebraska fishing permit now.



## DON'T LET THE SEASON GET AWAY FROM YOU

— GET YOUR 2018 PERMIT NOW! —

[First Name],

Your [Permit Type] has expired, it's time to renew your permit for 2018. You won't want to miss out on any of the incredible fishing opportunities Nebraska has to offer, this year. We make it easy to purchase online, just click the link below and follow the steps.

And remember, your permit purchase goes to supporting conservation efforts, such as water quality enhancement and fish stocking, across the state of Nebraska—making your time spent fishing, time well spent.

[GET YOUR NEW PERMIT](#)



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[GET YOUR NEW PERMIT](#)



Also, head over to the fishing section of our website to get tons of helpful fishing information. Read the fishing report, brush up on rules and regulations and research some great, new spots. [Learn more »](#)

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# 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

### Trigger

Trigger Type  Daily  One Time

\*Enabled  Yes  No

\*Permit Issued From Date:

\*Permit Issued To Date:

\*Send Time:

\*Select Template:  ▼

\*Chose Customer:  Owner  Buyer  Buyer but use Owner if Buyer is NULL

\*Name:

Desc:

### Customer Purchased

Search

#### Permits

3YR 2013-15 Resident Fish [remove](#)

3YR 2013-15 Non-Resident Fish [remove](#)

### Customer Does Not Own

Search

#### Permits

2012 Non-Resident Lifetime (age 0-16) Fish [remove](#)

2012 Non-Resident Lifetime (age 17+) Fish [remove](#)

2012 Resident Lifetime (age 0-5) Fish [remove](#)

# User-friendly Interface



## Targeted Messaging Engine

### Triggers

Trigger Id	Trigger Name	Trigger Type	Status	Next Send Time	Description	History
<a href="#">Edit</a> 6	FISH MSG 4 - Renewal - 3 year (2013 p. exp 2016)	Daily	Disabled	2016-01-20 06:00:00.0	Renewal message sent to 2013 3 year fish permits that expired in 2016.	<a href="#">History</a>
<a href="#">Edit</a> 5	FISH MSG 4 - Renewal - 1 year (2015 p. exp 2016)	Daily	Disabled	2016-01-20 00:00:00.0	Renewal message sent to 2015 1 year fish permits that have expired for 2016.	<a href="#">History</a>
<a href="#">Edit</a> 4	FISH MSG 2 - Daily Upsell - 1 and 3 day (2016)	Daily	Disabled	2016-01-07 00:00:00.0	Daily upsell sent to 1 and 3 day fish permits sold in 2016.	<a href="#">History</a>
<a href="#">Edit</a> 3	FISH MSG 1 - Thank You - 1, 3 and 5 year (2016)	Daily	Disabled	2016-01-07 00:00:00.0	Thank you message sent to 1, 3 and 5 year fish permits sold in 2016. Sent 7 days after.	<a href="#">History</a>
<a href="#">Edit</a> 2	FISH MSG 1 - Thank You - 1 and 3 Day (2016)	Daily	Disabled	2016-01-02 00:00:00.0	Thank you message sent to 1 and 3 day fish permits in 2016. Sent 1 day after.	<a href="#">History</a>
<a href="#">Edit</a> 1	FISH MSG 3 - Expiration Notice - 3 Year (2013)	One Time	Disabled		Exp notice to be sent to 3 year fish permit holders in 2013.	<a href="#">History</a>



Add New Trigger

### Templates

Template Id	Template Name	Subject Line	
<a href="#">Edit</a> 5	FISH MSG 3 - Expiration Notice (11/24/15)	Your fishing permit is expiring. Get your 2016 permit now.	
<a href="#">Edit</a> 4	Test temp	Test temp	



# Dashboard/Reporting Function

Execution id	Execution Date	Status	Number of Recipients	Number of Failures	Total Open Impressions
1	<a href="#">2015-11-24 18:30:17.417</a>	Completed	<a href="#">494</a>	<a href="#">44</a>	<a href="#">411</a>

Navigation: << << 1 >> >>

Unique Open Impressions	Total Click Impressions	Unique Click Impressions	Total Purchases	Unique Purchases
<a href="#">180</a>	<a href="#">48</a>	<a href="#">42</a>	<a href="#">4</a>	<a href="#">4</a>

Navigation: >>

# 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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