

Boat Registration

Interactive Voice Response (IVR)

Georgia DNR Wildlife Resources Division

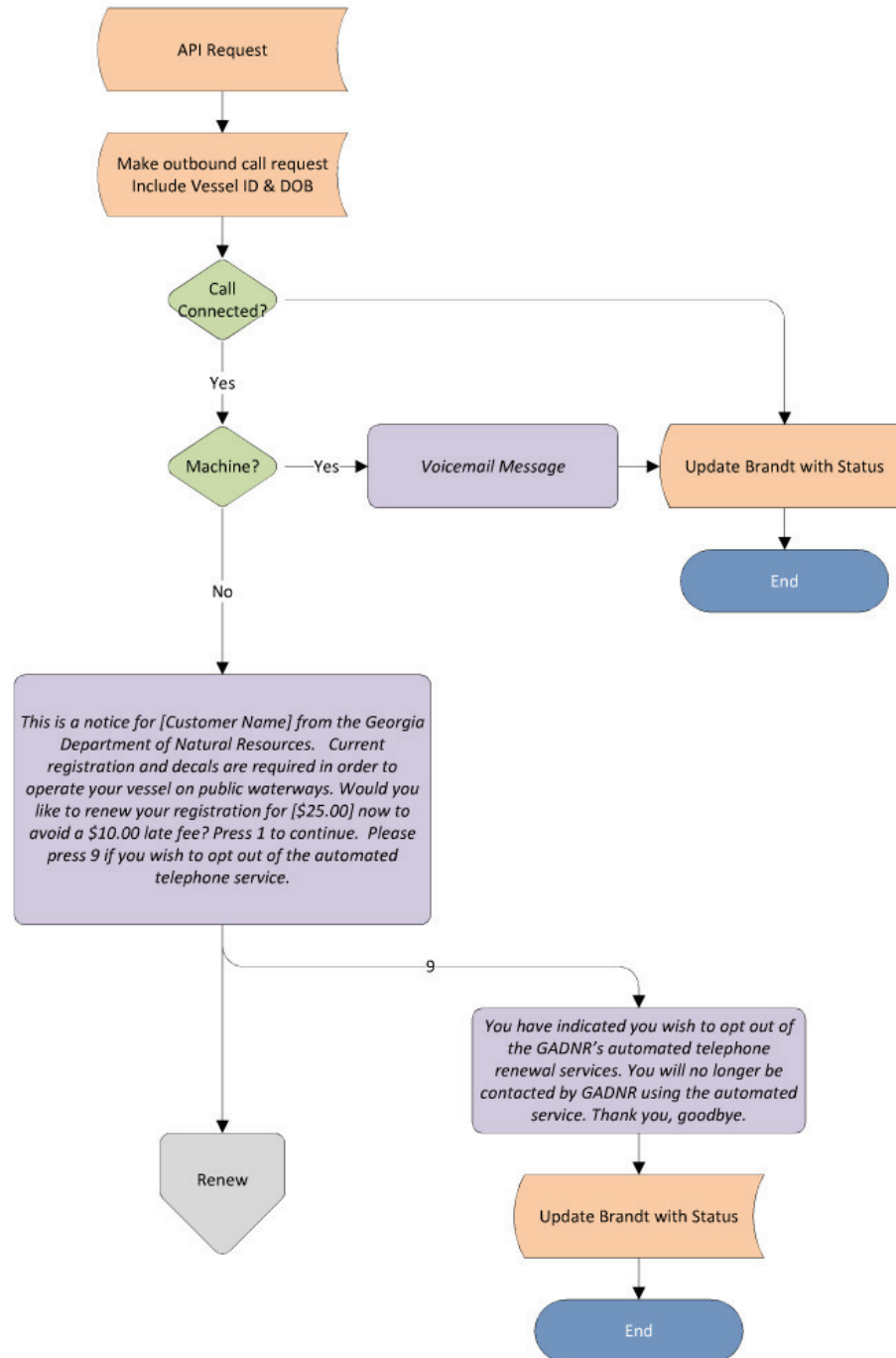
The Goal

To **increase vessel renewals** and **shorten lapse period** by giving vessel owners an easy and convenient telephone IVR option for registration renewal. This also serves as a phone call reminder that your boat registration is expiring to go along with the mailed reminder and email reminders.

A blue background with several yellow fish of various sizes swimming in different directions. The fish are scattered across the top and middle sections of the slide.

Friendly Telephone Reminder

The telephone IVR application determines which boat registrations in the GO system will expire at the end of each month, determines if a phone number is available, retrieves basic boat information to use with the customer, and calls customers to offer quick and convenient telephone renewal.



API Request



Make outbound call request
Include Vessel ID & DOB



Call
Connected?



Yes



Machine?

Yes



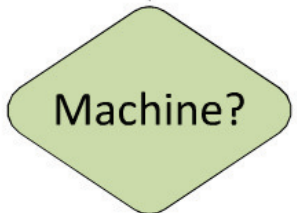
Voicemail Message



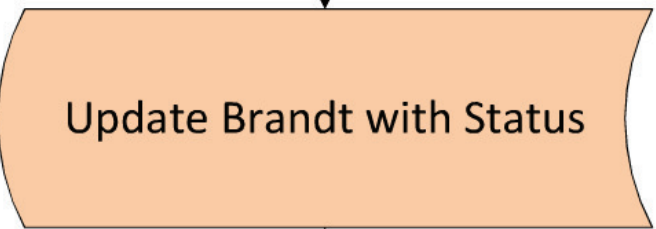
Make outbound call request
include Vessel ID & DOB



Yes

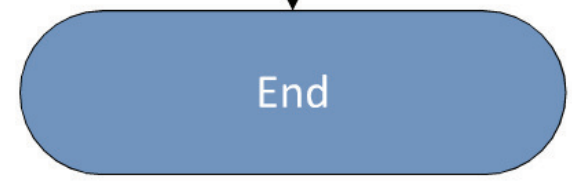


Yes



No

...or [Customer Name] from the Georgia
Department of Natural Resources. Current



API Request



Make outbound call request
Include Vessel ID & DOB



Call
Connected?



Yes



Machine?

Yes



Voicemail Message



This is a notice for [Customer Name] from the Georgia Department of Natural Resources. Current registration and decals are required in order to operate your vessel on public waterways. Would you like to renew your registration for [\$25.00] now to avoid a \$10.00 late fee? Press 1 to continue. Please press 9 if you wish to opt out of the automated telephone service.

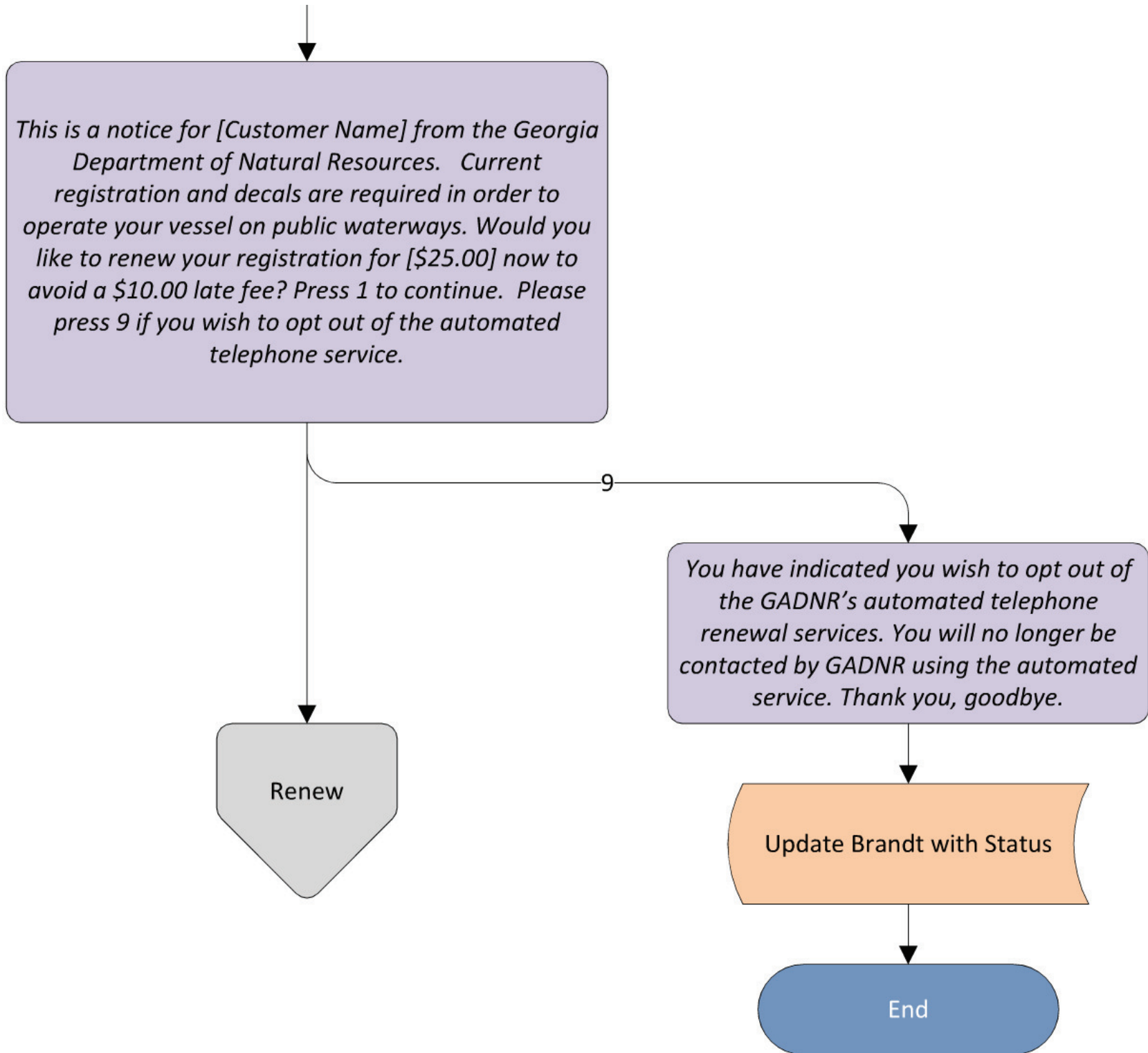
Renew

9

You have indicated you wish to opt out of the GADNR's automated telephone renewal services. You will no longer be contacted by GADNR using the automated service. Thank you, goodbye.

Update Brandt with Status

End



IVR Capabilities

Renew over the phone.



Customers can enter credit card
info over the phone.

Other options

They can also choose to renew at another time.

Alternatively, they can indicate that they no longer own the vessel, information which will be automatically updated in the system.

They can review information about any of their registered vessel(s), enabling us to ensure our records are up to date.

Incoming & Outgoing

The system can provide the service for inbound calls too allowing customers to return the call at their convenience.

They can review information about any of their registered vessel(s).

Call Times



We call from 5:30-8:30p M-F
and 10-7 on Saturday

We do not make calls on Sunday

Statistics! :D





44,330 calls made



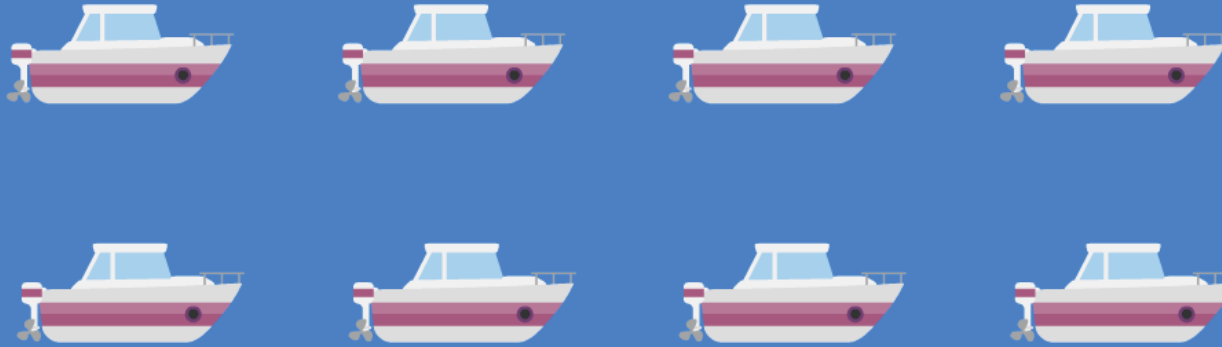
14,870 people answered



18,164 machine/voicemails left



685 direct purchases through IVR



1,734 Boats actioned directly through IVR

(many people had multiple boats
or actioned them as sold and
therefore it was not a purchase)



**3,314 actions made by customers
(renewals or owner change)
within 72 hours of receiving IVR call/message**

(19% of people reached via answering or voicemail)

**2,585 actions made between 3-6
days of receiving IVR call**

(15% of people reached via answering or voicemail)

Worth Noting

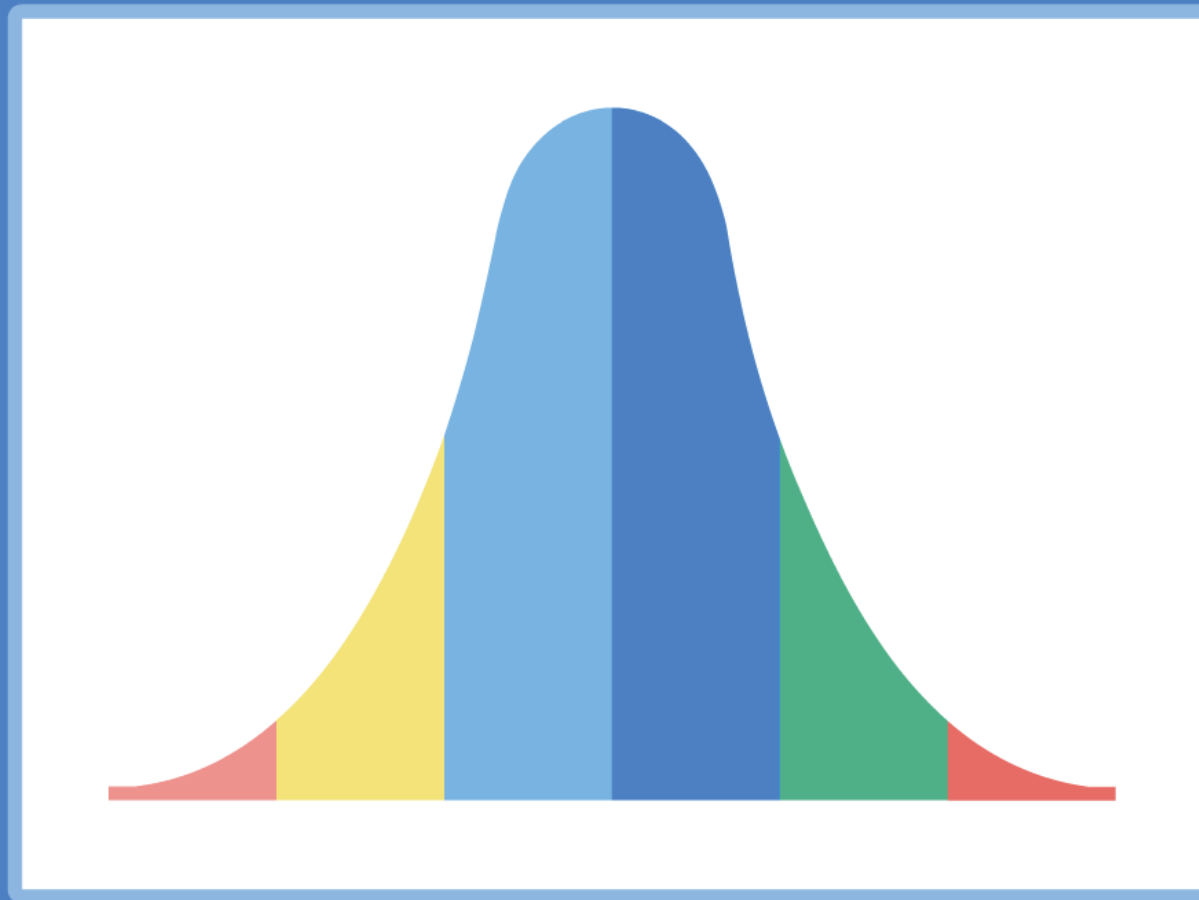
IVR Orders total revenue to WRD is a little over \$32,000*

We have almost recovered the RBFF investment in vessel revenue via IVR orders in 92 days

Revenue through all channels on vessel orders within 3 days of IVR call is over \$102,000*

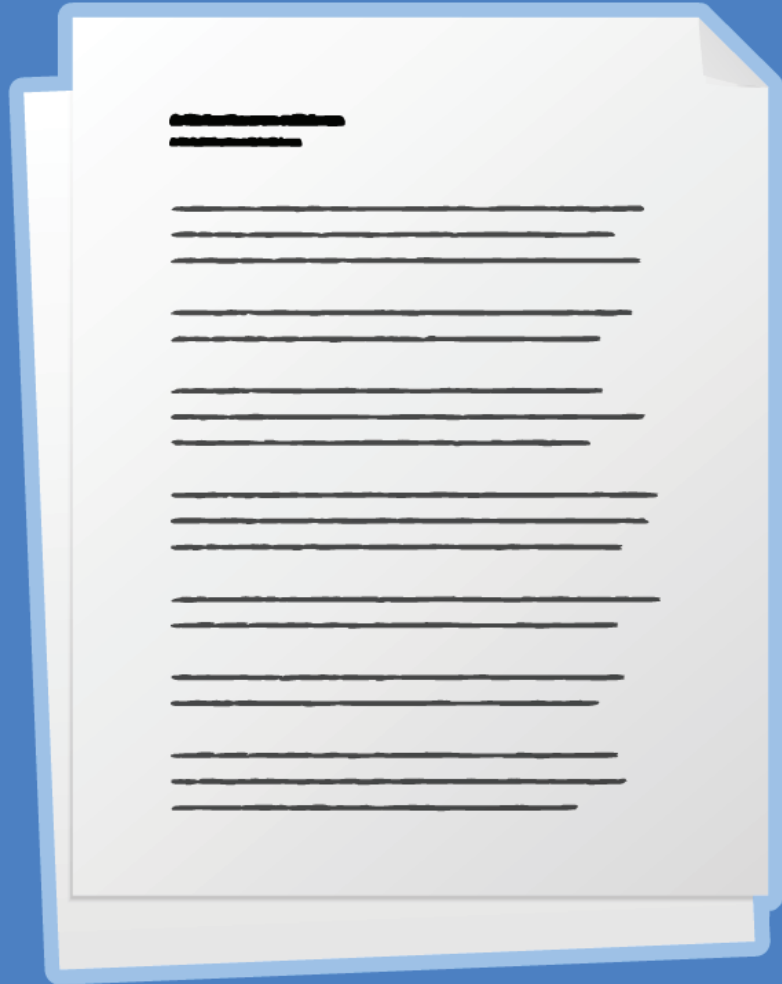
***Not including transaction fees**

Results





**8,060
People
only got
a letter
56% took
action**

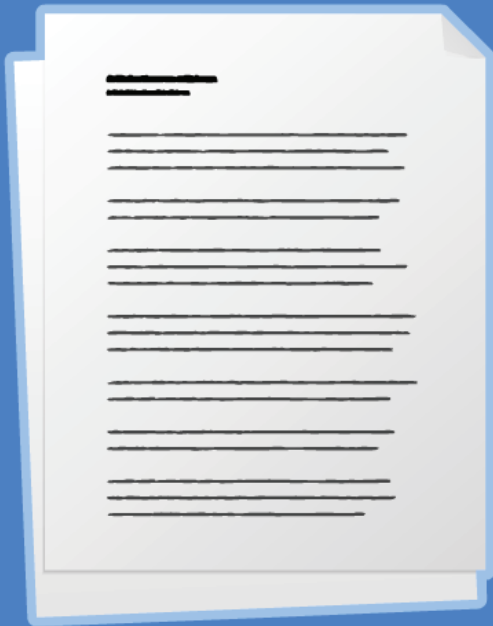


2

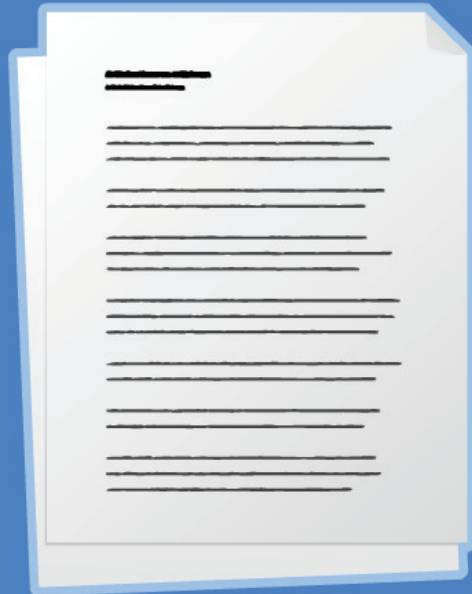
964 People got a
letter and email
66% took action



**11,102 People got a
letter and phone call
54% took action**



4



**14,937 People got a
letter, email and
phone call
65% took action**

Letter = 56%

Letter + Email = 66%

Letter + Phone = 54%

Letter + Email + Phone = 65%

We can start testing different combinations of communications and save \$\$\$!

1



2



3

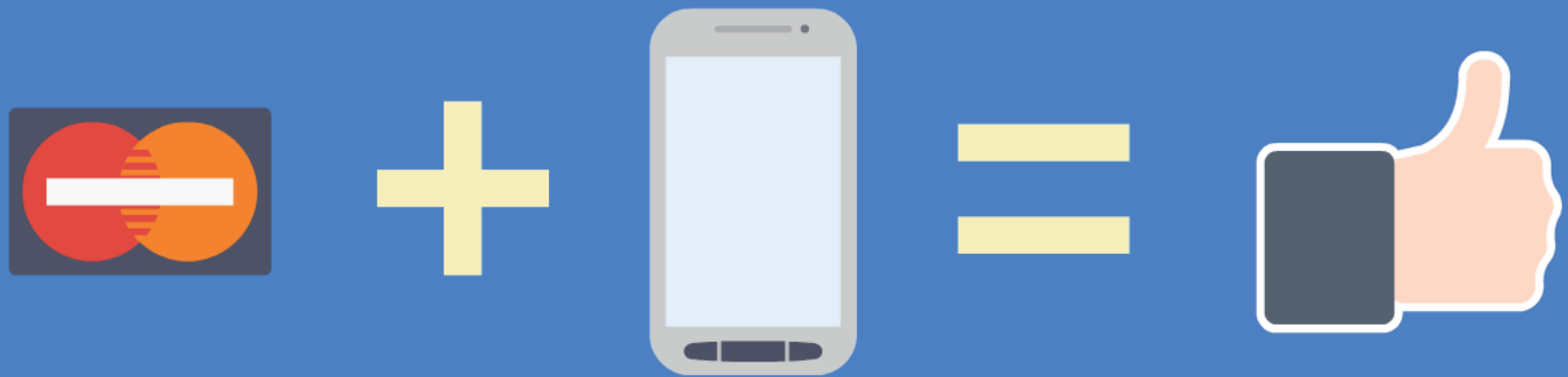


What We've Learned





While only a few people are using the IVR to purchase their boat registration, **the call is serving as a great reminder to spur people to renew their registration a short time after initial call or message.**



Received no negative feedback regarding request for credit card info by phone for those who did purchase through the IVR



This is also a great way to get people to action their boat as being sold. We had 1,429 **boats reported as sold** through this process.

The Road (River?) Ahead...

Leverage

Personalize

Test