ONLINE ASSESSMENT

OBJECTIVES:
• Assess online purchase process
• Provide recommendations & best practices

METHODOLOGY:
• Visit every state agency homepage
• Purchase one-day non-resident license
• Record the customer experience
RECOMMENDATIONS
1. GO MOBILE

Only 5 states offered mobile-friendly websites
2. REQUIRE EMAIL ADDRESS

Only 25 states required email address
3. SAY “THANK YOU”

32 states did not offer a ‘thank you’ message
4. FOLLOW-UP & EDUCATE

Only 11 states offered ongoing communication
Only 3 states offered a family fishing license
Only 1 state offered information in Spanish
FOLLOW-UP SURVEY
SURVEY RESULTS

46 state agencies responded
MOBILE-FRIENDLY

- Yes: 22
- No: 8
- In Progress: 16
THANK YOU MESSAGE

- Yes: 32
- No: 6
- In Progress: 8
FOLLOW UP & EDUCATE

Yes: 30
No: 6
In Progress: 10
FOCUS ON FAMILIES

Yes: 18
No: 24
In Progress: 3
Yes  No  In Progress

6   35   5
LICENSE SALES
SALES BY CHANNEL

- Online: 27%
- Retailer: 70%
- Phone: 3%
- Other: 3%
RETAILER SALES

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency Office</td>
<td>7%</td>
</tr>
<tr>
<td>Big Box</td>
<td>36%</td>
</tr>
<tr>
<td>Family Owned</td>
<td>26%</td>
</tr>
<tr>
<td>Outdoor Specialty</td>
<td>11%</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>35%</td>
</tr>
</tbody>
</table>
RBFF NEXT STEPS
Thank You