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Florida Fish and Wildlife Conservation Commission: **Auto-Renewal Case Study**



Overview

The mission of the Florida Fish and Wildlife Conservation Commission (FWC) is to manage fish and wildlife resources for their long-term well-being and the benefit of people.

The automatic renewal program, or auto-renew, is a feature that the FWC introduced in the GoOutdoorsFlorida.com recreational licensing system in partnership with Brandt Information Services. Autorenew allows customers to opt-in to have their fishing licenses and permits renewed without lapsing.



The average time a customer went without a license (time between license purchases) was an average of 285 days prior to their enrollment in auto-renew. Since implementation, over 200,000 total licenses and permits having been auto-renewed, and an estimated 70,000 of these were new renewals because of the auto-renew feature.

The retention tool currently includes customers from all 50 states and 5 territories of the U.S., as well as 37 countries across the globe.

Timeline of efforts to enhance customer engagement and experience through licensing:

October 2012: GoOutdoorsFlorida System Went Live

July 2013: Español Site Introduced

January 2014: License Packages Available

November 2014: Mobile App Introduced

October 2015: Auto-Renew Tool Implemented

July 2016: Digital Ad Campaign Started

August 2016 – April 2017: Series of GoOutdoorsFlorida User Enhancements

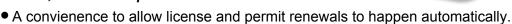


Benefits

For the FWC, auto-renew provides:

- Higher angler retention and less churn;
- Reduction in lapse-time between renewals;
- Consistent renewals; and
- Consistent license sales.

For customers, auto-renew provides:



- An easier payment process: the payment transaction is secure and tokenized, so credit card information does not have to be entered manually during the sales process.
- Access and control to update licenses, permits and add-ons through switches.
- Automated email communications that ensure up-to-date information is known about the account.







By providing an opportunity to be continuously licensed, outdoors enthusiasts can always be ready for their next fishing adventure.



How was Auto-Renew set up?

Customers were provided with a "speedbump" during the online purchase process inquiring if they would like to have their licenses automatically renewed. This speedbump lists all eligible licenses, permits and extras that a customer can opt to auto-renew. An attestation statement is included to ensure the customers understood and were making a commitment to the choice indicated.

Customers are provided with an on-screen confirmation that they had chosen to opt-in for auto-renew and receive an email confirmation with this information as well. 33 items (15 annual licenses and 18 annual permits) are available for auto-renew.

Timeframe

2013: Discussions first began about an automatic license renewal option, and the FWC began documenting needs and details by the end of the calendar year.

March 2014: Full-force ahead with planning auto-renew as a tool, followed by development time.

July 2015: Internal agency testing of the auto-renew functionality began.

October 2015: The auto-renew program was released into production.

Customer Experience

Automated emails are received at various stages of the process: Upon enrollment in auto-renew, 15 days before the auto-renew transaction is going to occur, and when the auto-renew transaction occurs. Customers will also receive an email confirming a successful license purchase or a notification that the auto-renewal could not be completed, and that attention is needed to their account and/or payment details.

Flexible features

Customers can access and manage settings for auto-renew online, including through a mobile device. Enrollment can also be turned on/off for eligible licenses and permits with switches, and add-ons such as donations and hard cards can also be included or excluded. Payment methods can be accessed and updated by the customer at any time.

A Methodology

The FWC wanted to create a reliable retention tool that would provide a customer-convenience option to automatically remain licensed. The program would need to be sophisticated enough to recognize multiple variables on a customer's account. For the program to be secure, reliable and customer-friendly, the FWC relied on Brandt Information Services, Inc. as a partner on details, development of all technical aspects, accessibility of settings and switches for customers, and proactive communications that were different than the normal renewal email reminders.



Top 5 Lessons Learned

- 1. Have agency support: go slow and start small
- 2. Keep instructions and verbiage simple and resources accessible
- 3. Develop and maintain detailed reporting to monitor results
- 4. Utilize partnerships and expertise; ensure ability to make changes as needed
- 5. Maintain continued engagement with customers.



Contact Info

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