

# IMPROVING THE ONLINE CUSTOMER EXPERIENCE

## RBFF STATE MARKETING WORKSHOP

*December 10, 2014*

*Atlanta, GA*



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# 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



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# 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

# 5. FOCUS ON FAMILIES



Only 3 states offered a family fishing license



# 6. OFFER SPANISH



Only 1 state offered information in Spanish

# FOLLOW-UP SURVEY



# SURVEY RESULTS

46

state agencies  
responded

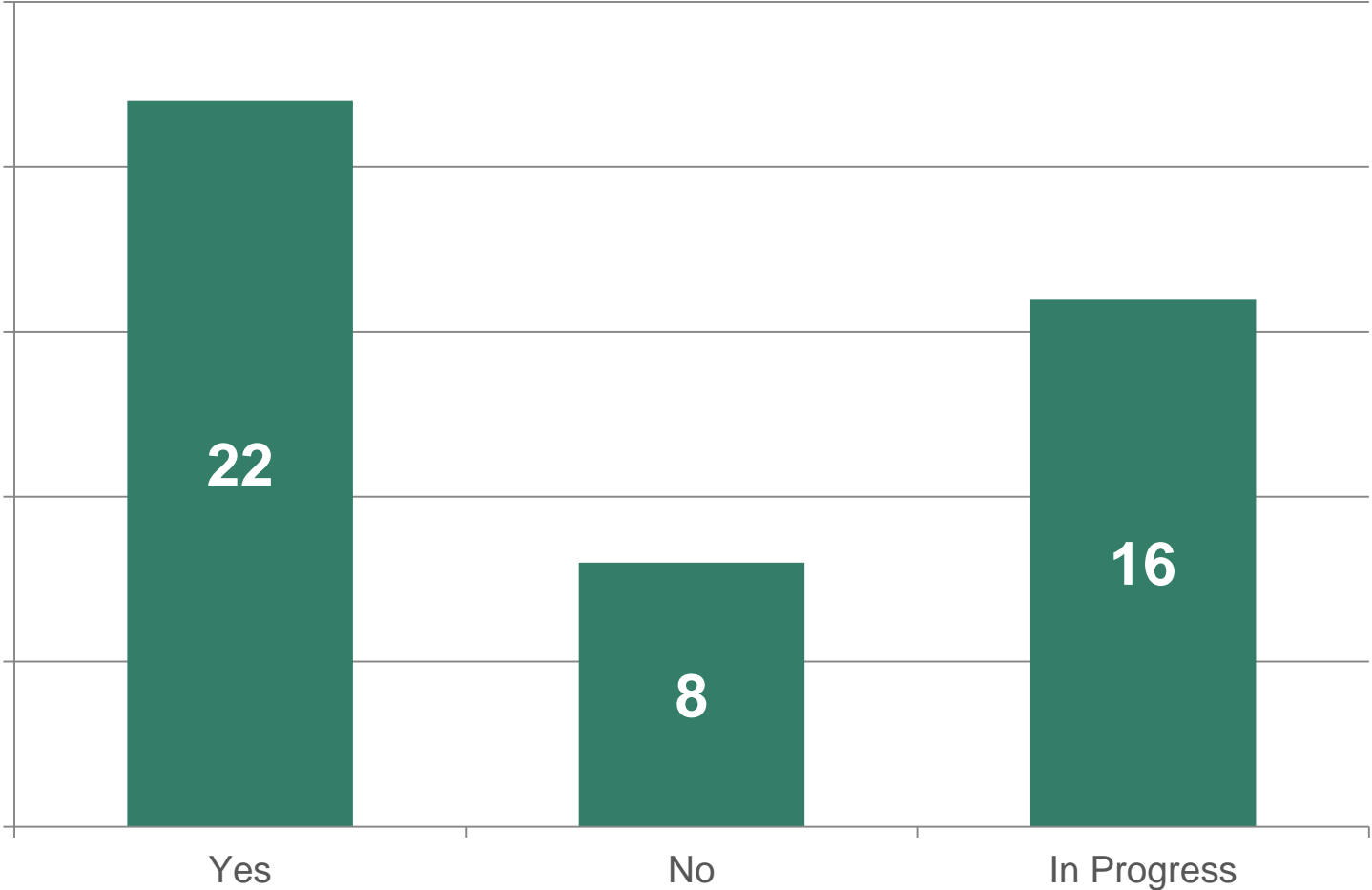


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# MOBILE-FRIENDLY

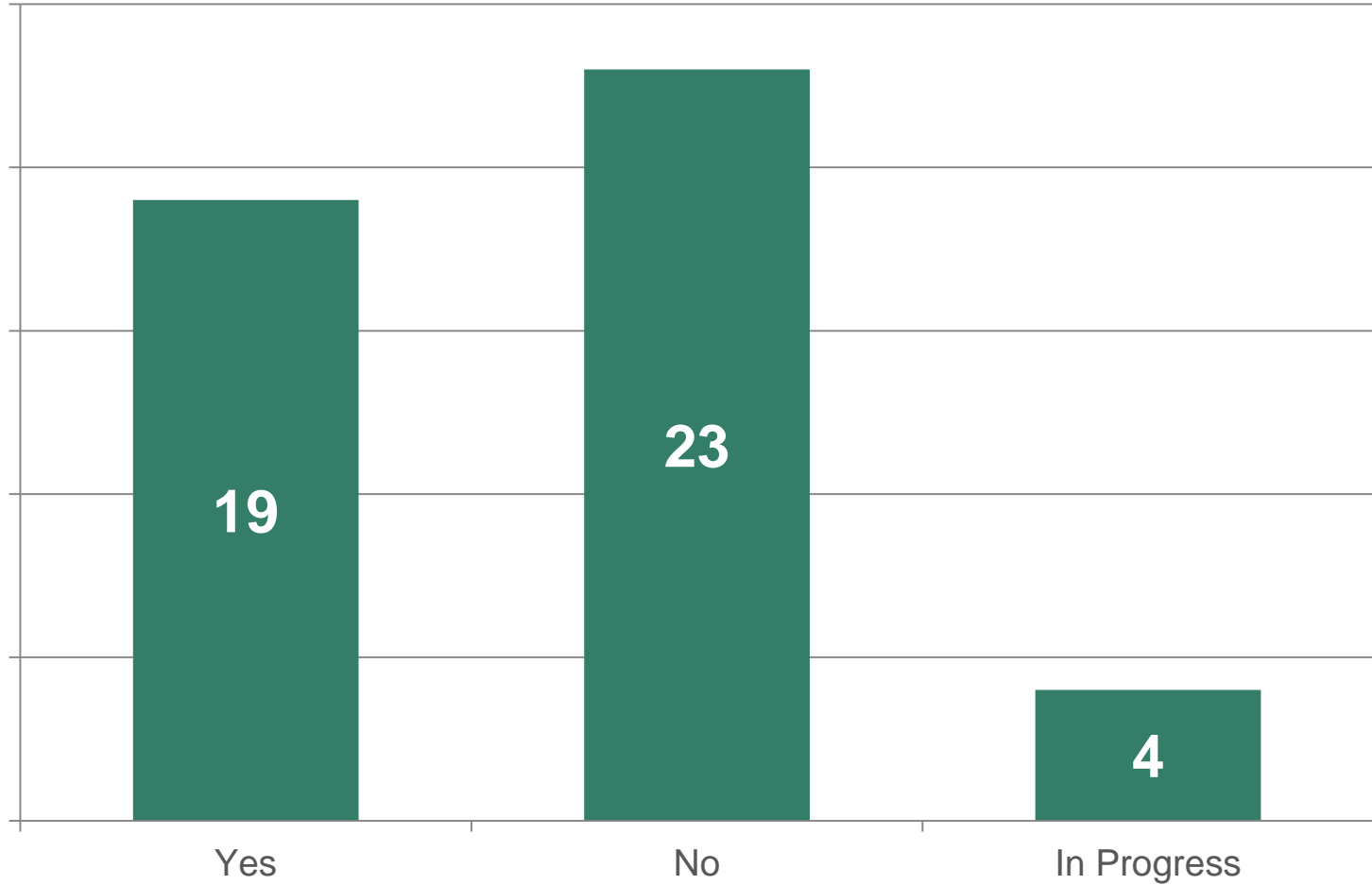


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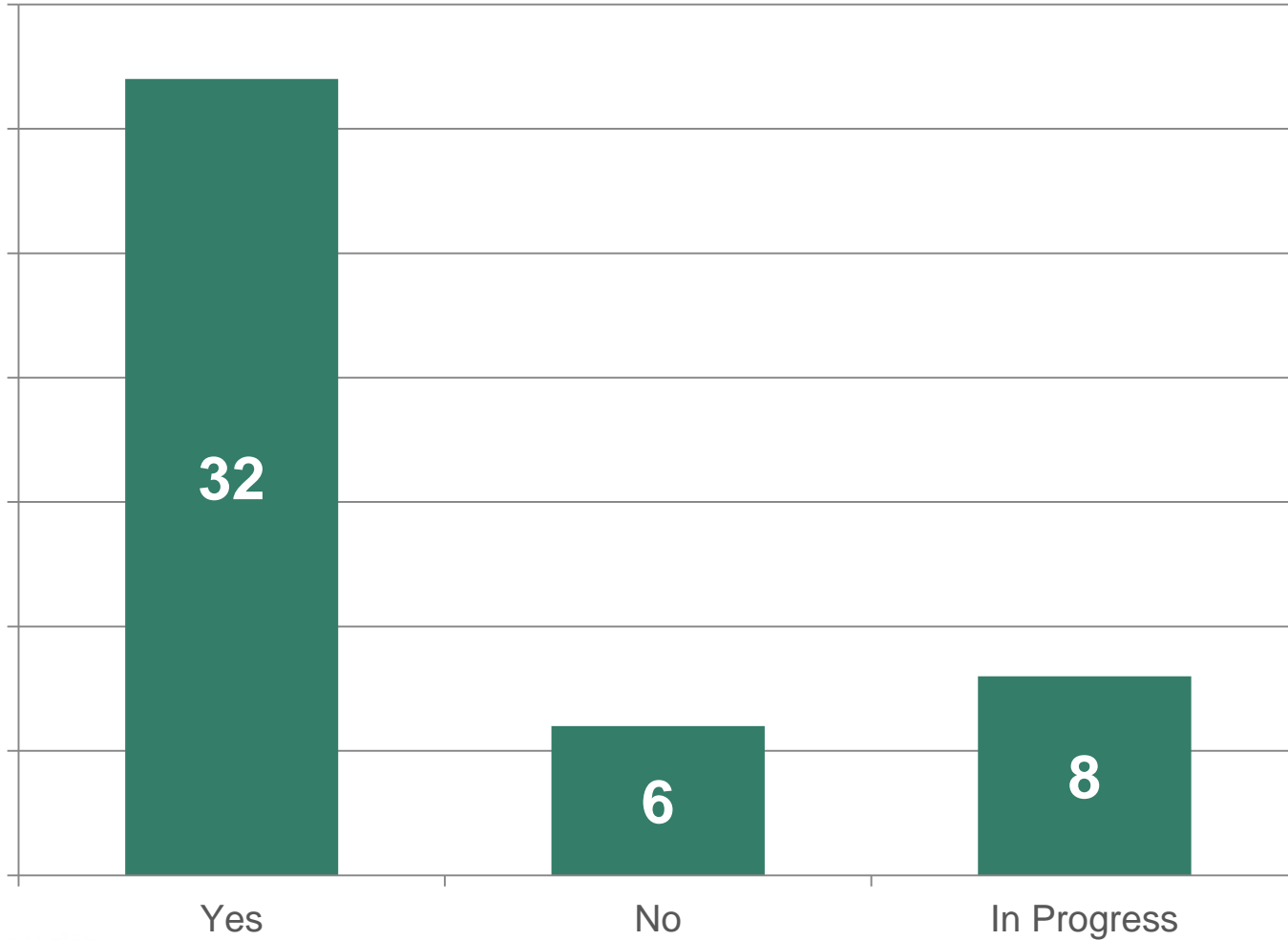


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# MANDATORY EMAIL



# THANK YOU MESSAGE

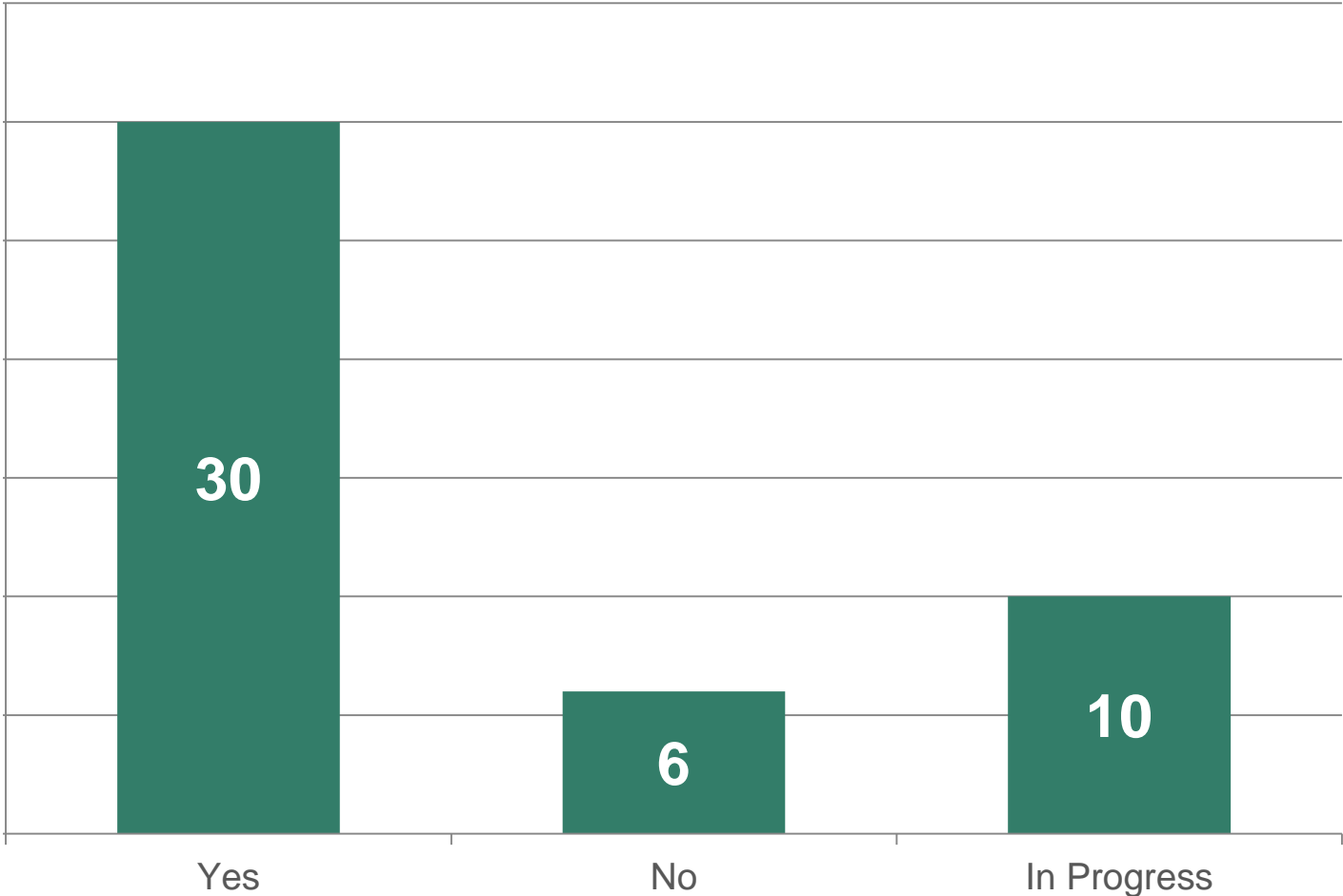


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# FOLLOW UP & EDUCATE

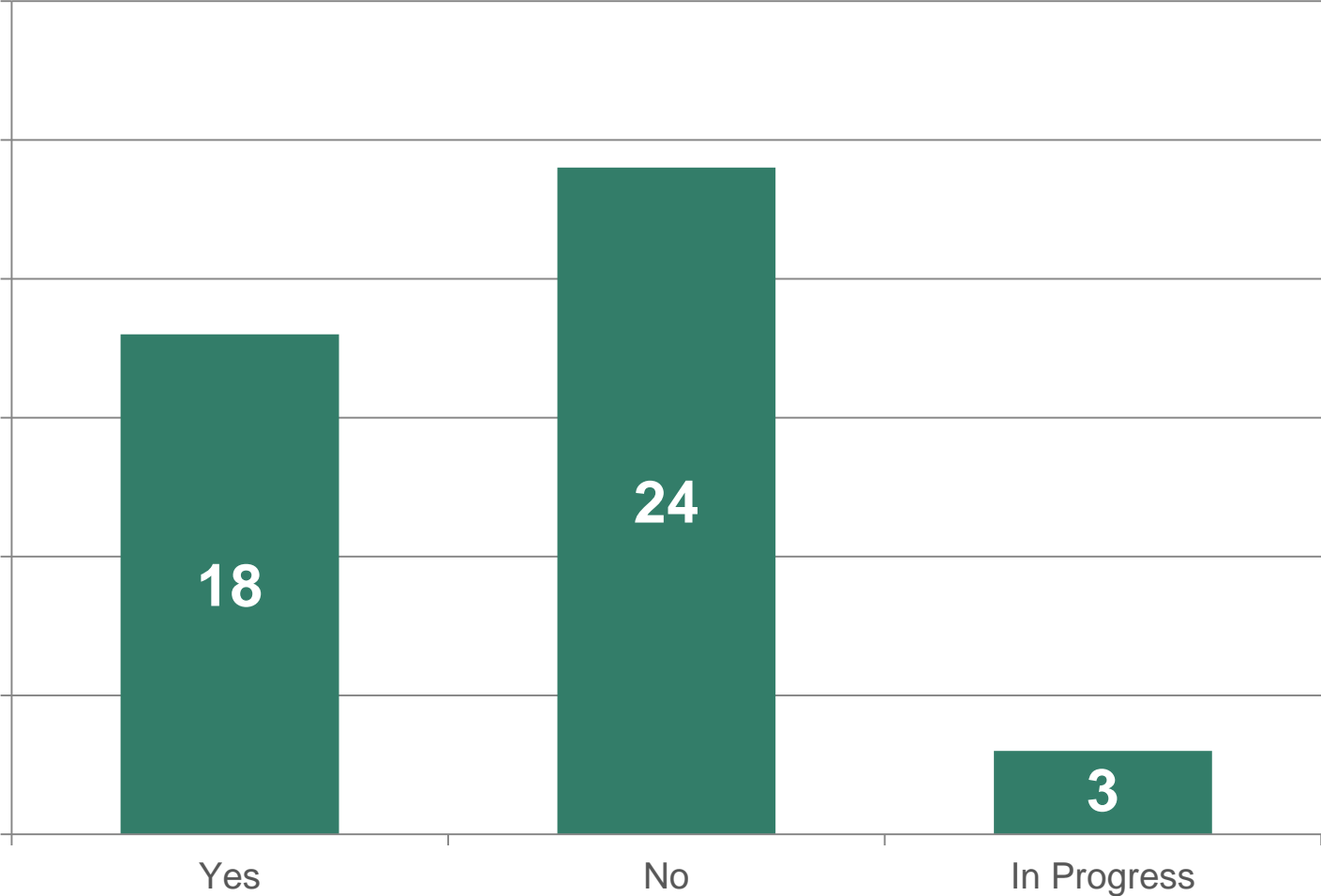


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# FOCUS ON FAMILIES



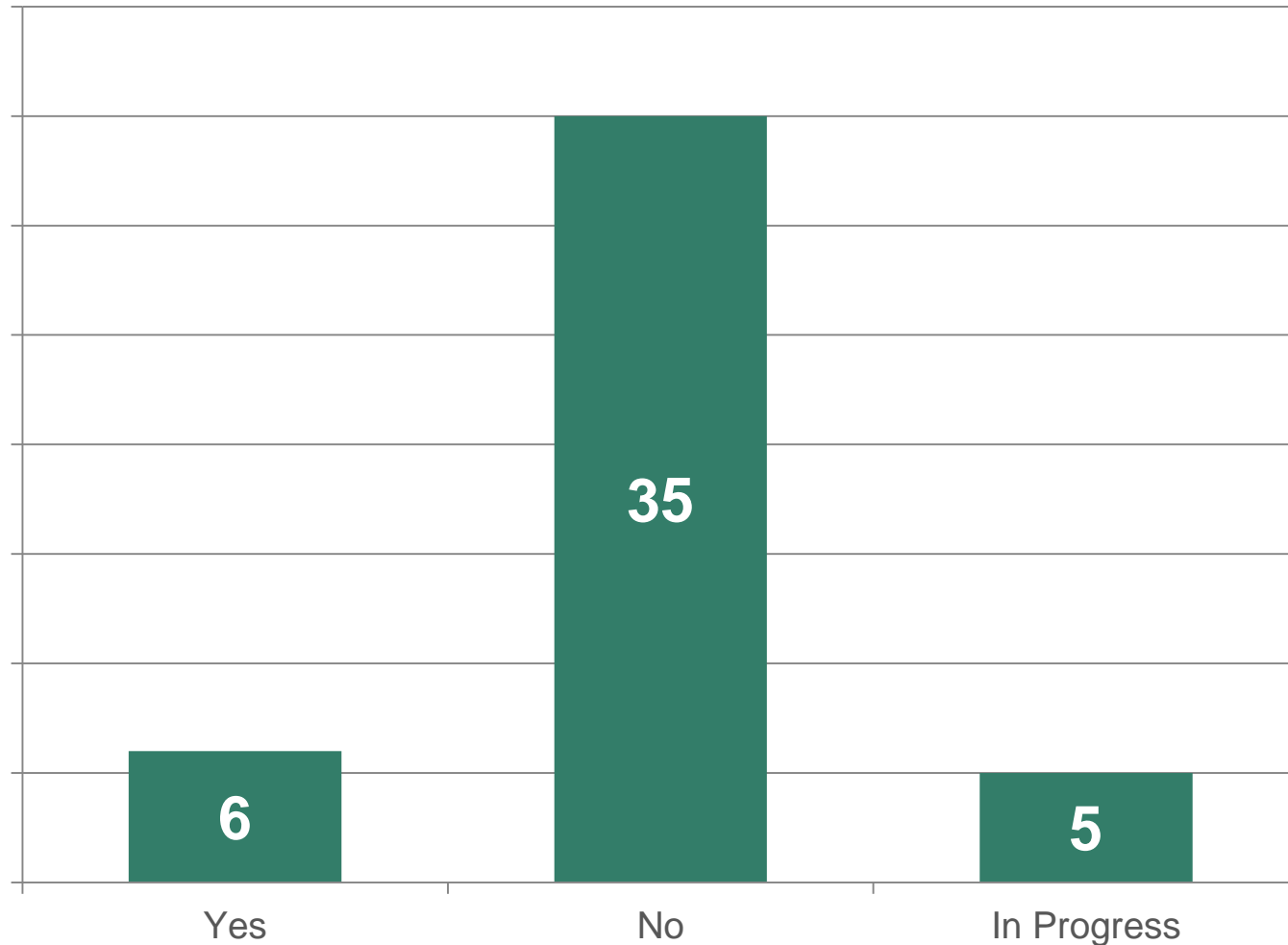
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# SPANISH TRANSLATION



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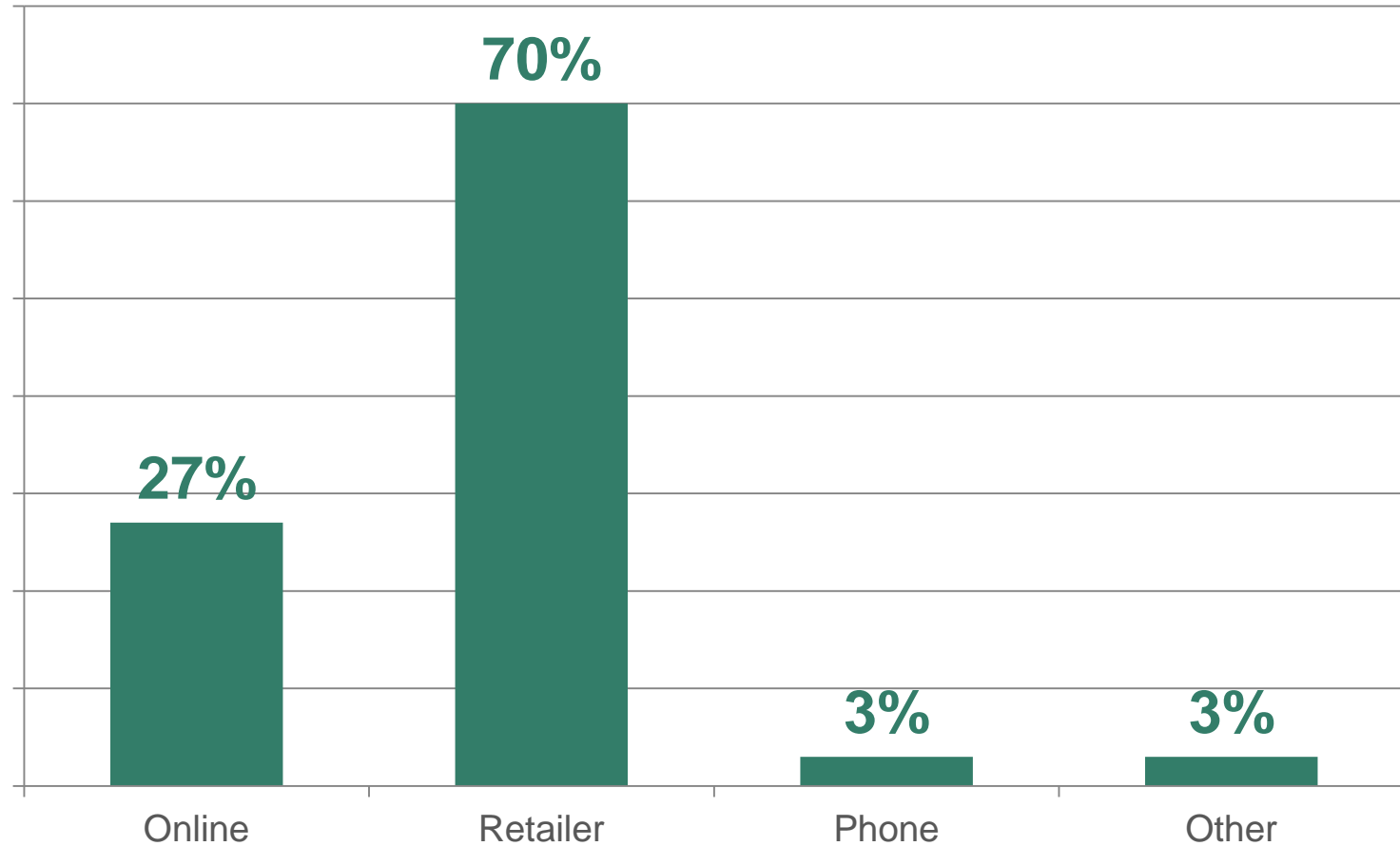


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# LICENSE SALES



# SALES BY CHANNEL

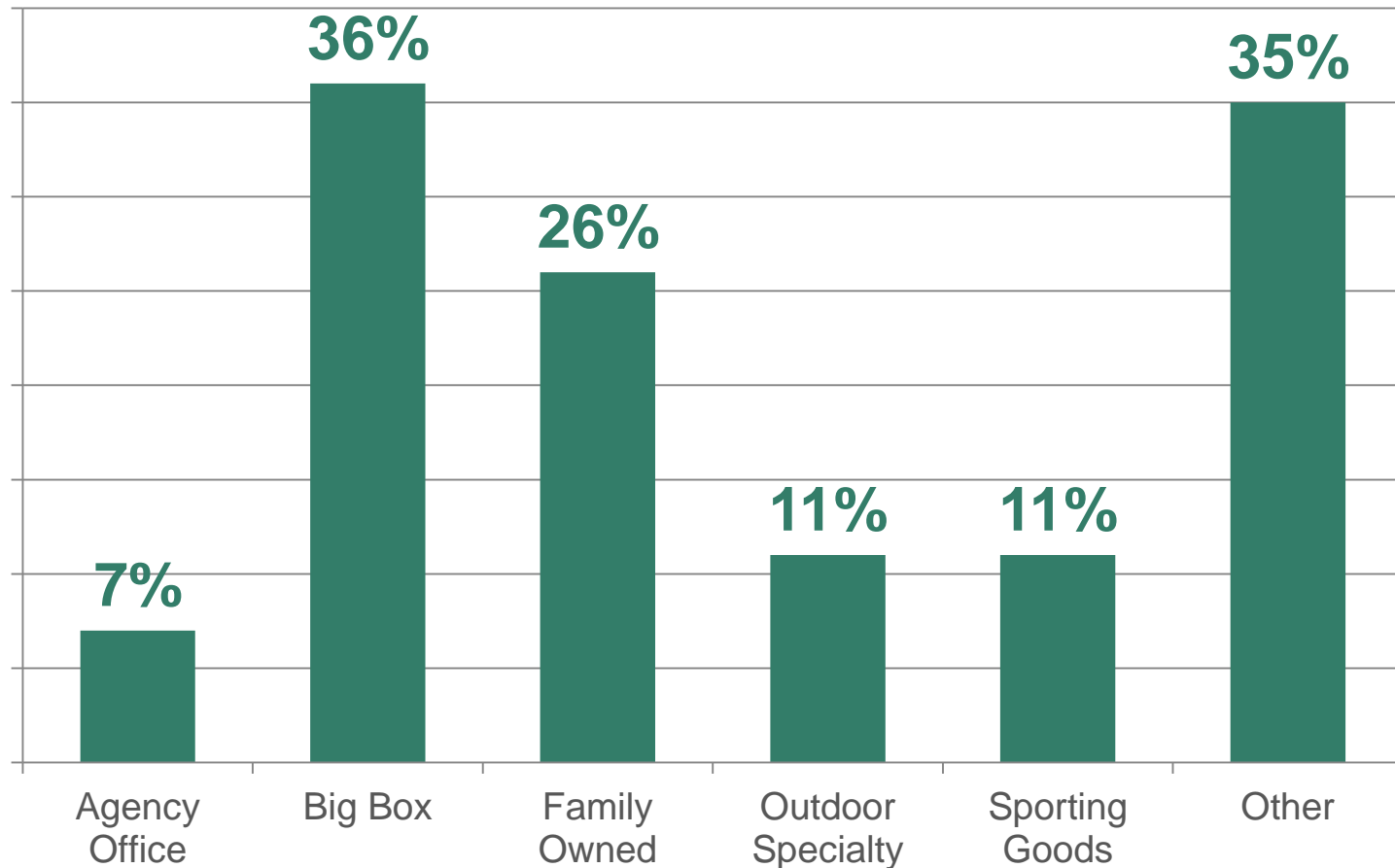


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# RETAILER SALES



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# RBFF NEXT STEPS



# Thank You

