



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. Auto-renew allows customers to opt-in to have their fishing licenses and permits renewed without lapsing.



Results

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:

- A convenience to allow license and permit renewals to happen automatically.
- 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.



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

For Questions or More Info:

Katie Young
FWC Office of Licensing and Permitting
Katie.Young@MyFWC.com

