

Customer-First Focus Generates Results for Nevada

February 26, 2020

Nevada Department of Wildlife, Director Tony Wasley and Deputy Director, Jack Robb





48%

Two-year increase of
fishing license sales



Creating Change Within Change

- New Agency Director
- Two new Agency Deputy Directors
- 100% turnover in the Leadership Team over a three-year period

Change = Opportunity



- No longer looking at who is next
- No longer trying to replace the skills we once had
- Look at what the agency needs to make true change
- Look for skill sets that the agency does not currently have

Attitude
Passion
Work Ethic





**There is no substitute
for hard work!**

Lead by example





**Change is
a continual process**



**You must have a plan
and a goal**



Keep your eye on the Goal!!!

**Be willing accept your
plan's evolution over time**



Nevada's goals were very simple

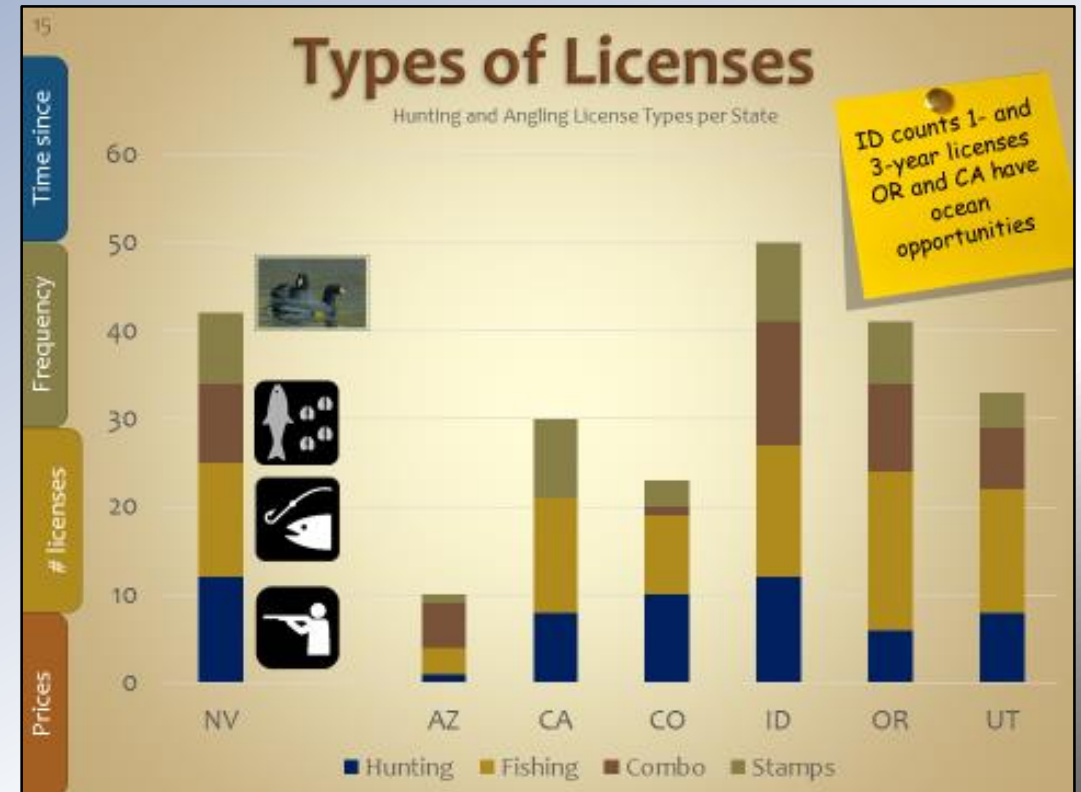
- Remove laws and regulations that were confusing and potential barriers to participation
- Simplify the license structure in a revenue neutral manner
- Bring forward the best ecommerce practices for the customer's ease of use and customer retention
- Make the "Car Go Faster!"
- Delight the customer!!!!

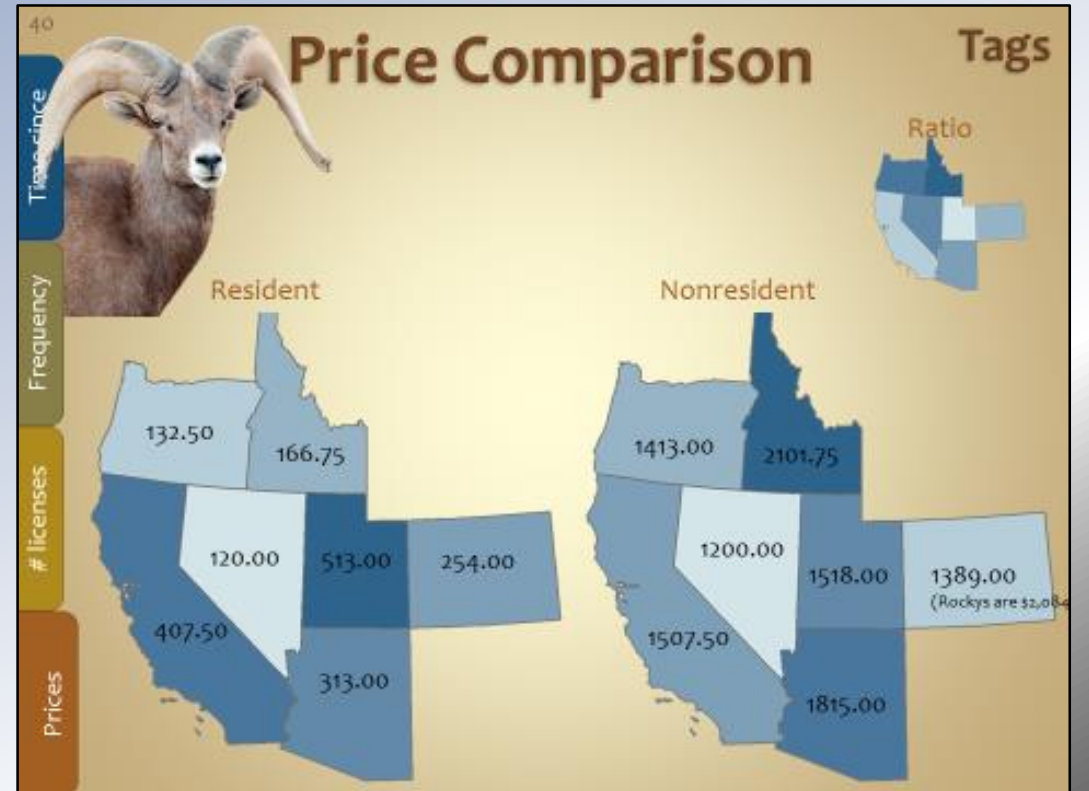


Bloomberg

4 Steps in Simplification Research

- Comparative Analysis
 - To see how Nevada compared in price to other states
- Data Mining
 - To see how current prices compared to historical trends
- Focus Groups
 - To answer the why's behind customers' decisions
- Survey
 - To predict what customers would do in the aggregate

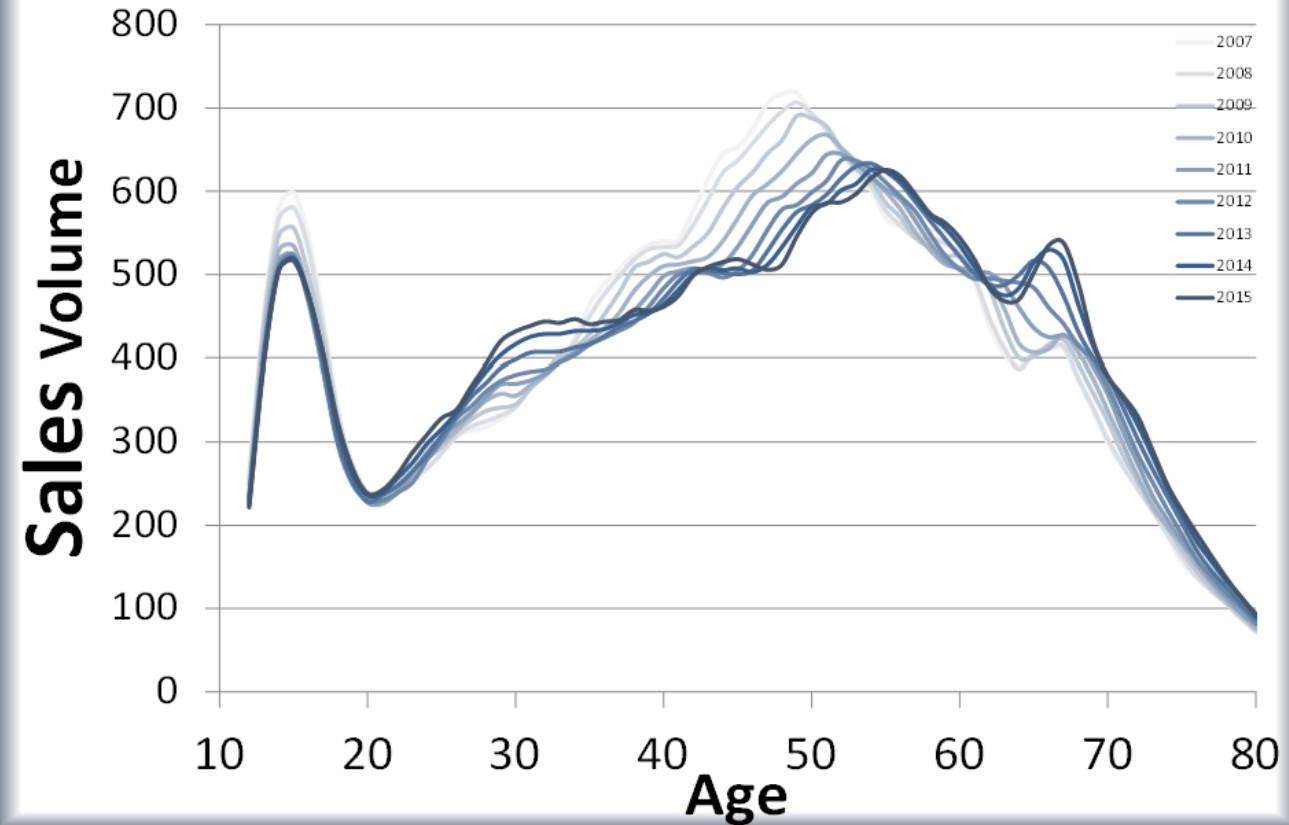




Participants per capita



Resident Combo



“[a hunting license] is not really good for anything. It’s like buying a truck with no tires.”

“I like the idea of bundling because... I want to obey the law and there are 6 different [regulations] and there might be a 7th thing that I don’t know about; I’d avoid it [fishing] altogether.”

HUNTING LICENSES AND TAG FEES

Purchase online at www.ndowlicensing.com

Resident Hunting Licenses

LICENSE	FEES
Combination & Hunting	
Adult Combination - 18 years of age and older	\$75.00
Youth Combination - 12-17 years of age	\$15.00
Adult Hunting - 18 years of age and older	\$38.00
Apprentice Hunting License - 12 years of age and older (Available only at NDOW offices)	\$15.00
Specialty Combination (Verification Required)	
Senior Specialty Combination - At least 65 years of age and five years residence in Nevada	\$15.00
Serviceman Specialty Combination	\$15.00
Severely Disabled Specialty Combination	\$15.00
Disabled Veteran Specialty Combination	\$15.00
Native American Specialty Combination	\$10.00

Nonresident Hunting Licenses

LICENSE	FEES
Combination & Hunting	
Adult Combination - 18 years of age and older	\$155.00
Youth Combination - 12-17 years of age	\$15.00
Apprentice Hunting License - 12 years of age and older (Available only at NDOW offices)	\$15.00
1-Day Combination Permit to Fish & Hunt Upland Game and Waterfowl - 18 years of age and older	\$23.00
Consecutive Day	\$8.00

2018

- We simplified from 28 license options down to 8
- No state stamps
- Combo option for nonresident, senior, and junior license holders only

HUNTING LICENSES, TAGS AND STAMP FEES

The current license year is March 1, 2017–February 28, 2018 — Purchase online

Resident Hunting Licenses

LICENSE	CLASS	FEES
General Hunting License — For persons 18 years or older.	20	\$33.00
Pre-Adult Hunting License — For Persons 16-17 years of age at the time of purchase. (Parental/legal guardian signature required)	60	\$33.00
Junior Hunting License — For persons 12-15 years of age. (Parental/legal guardian signature required)	21	\$13.00
Senior Hunting License — For persons 65 years of age or older with 5 years of continuous Nevada residency at the time of purchase.	22	\$13.00
Serviceman's Hunting License — For Nevada residents who are on active military duty outside of Nevada.	23	\$9.00
Severe Disability Hunting License — For persons with a severe physical disability that materially limits gainful employment. Applicant must show reasonable proof per NRS 502.245. (Initial application available at NDOW offices.)	04	\$13.00
Native American Hunting & Fishing License — For resident Native Americans as defined in NRS 502.280. First-time applicants must contact a Nevada tribal council to complete the certificate of eligibility. (Initial application available at NDOW offices.)	01	Free
Disabled Veteran Hunting & Fishing License — For Nevada resident veterans who have incurred a service-connected disability of 50 percent or more and must show reasonable proof per NRS 502.072. (Initial application available at NDOW offices.)	03	Free
Combo Hunting & Fishing License — For persons 18 years of age or older at the time of purchase.	24	\$54.00
Pre-Adult Combo Hunting & Fishing License — For persons 16-17 years of age at the time of purchase. (Parental/legal guardian signature required)	61	\$54.00
Junior Combo Hunting & Fishing License — For persons 12-15 years of age at the time of purchase. (Parental/legal guardian signature required)	26	\$21.00
Senior Combo Hunting & Fishing License — For persons 65 years of age or older with 5 years of continuous Nevada residency at the time of purchase.	25	\$21.00
Severe Disability Combo Hunting & Fishing License — For persons with a severe physical disability that materially limits gainful employment. Applicant must show reasonable proof per NRS 502.245. (Initial application available at NDOW offices.)	06	\$21.00
Apprentice Hunting License — For persons 12 years of age or older at the time of purchase who have not held a hunting license.	5501	\$4.00

Nonresident Hunting Licenses

LICENSE	CLASS	FEES
General Hunting License — For persons 18 years of age or older at the time of purchase.	28	\$142.00
Pre-Adult Hunting License — For persons 17 years of age or younger at the time of purchase. (Parental/legal guardian signature required.)	62	\$142.00
Combo Hunting & Fishing License — For persons 18 years of age or older at the time of purchase.	40	\$199.00
Pre-Adult Combo Hunting & Fishing License — For persons 17 years of age or younger at the time of purchase. (Parental/legal guardian signature required.)	27	\$199.00
Apprentice Hunting License — For persons 12 years of age or older at the time of purchase.	5502	\$4.00

2017

RFP Process for a License Vendor

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LESS IS MORE.

Remove Your Current Business Model

- Line item pricing
- Forget about
current billing
units

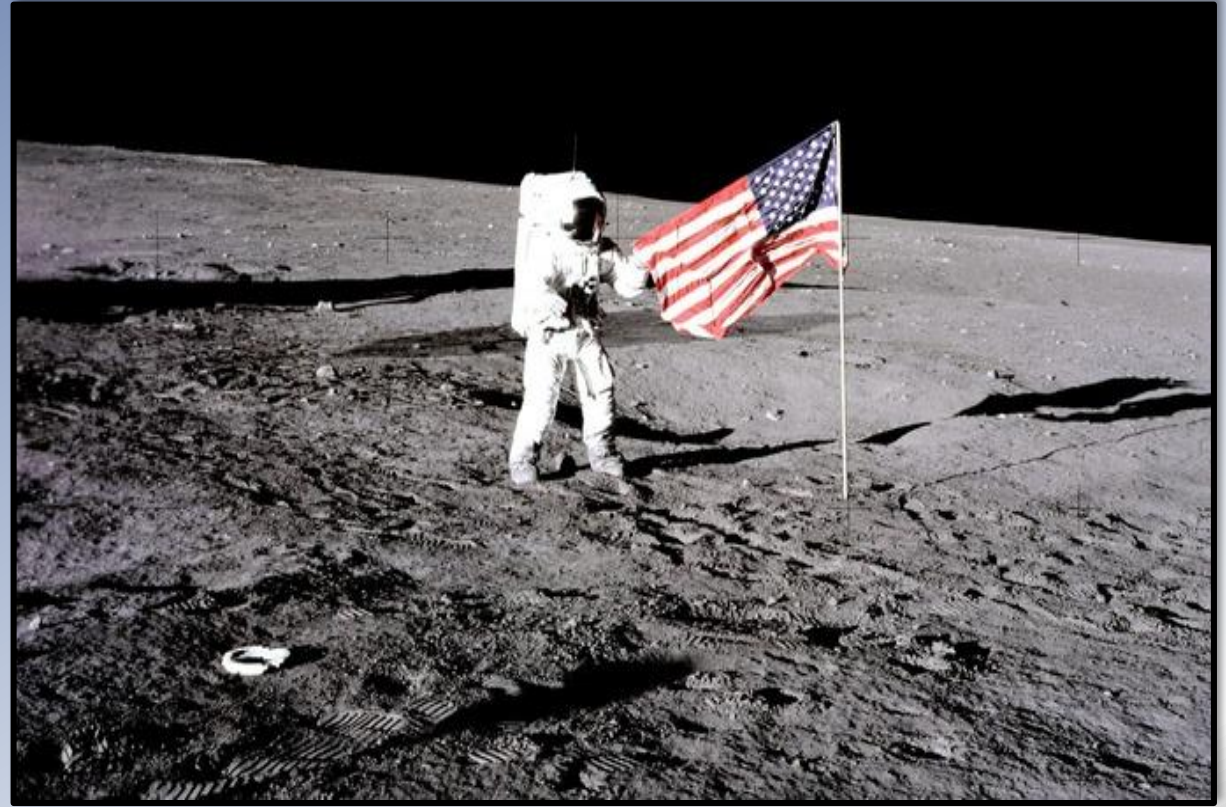


Require Vendor response to have industry leading practices and pricing

- Do not tie the Vendor's hands into your agency way of thinking
- Ask the Vendor how they can improve your customer service
- Vendor can only make more profit if the agency makes more profit
- Realtime data dashboards are a must

Calendar of Activities

- Start and Stop dates for each activity
- Number of customers in each activity
- Changing Vendors is enough change for your customers
- Keep consistent dates for customer constancy



They said it would be a difficult task to accomplish...

Data Transfer



Take Ownership of Data

- The new systems will not fix all your data problems
- Identify problem accounts and start a manual process to scrub
- Agency staff know the data much better than your new vendor
- Use your subject matter experts to lead the data clean up

Make an email address part of the new customer sign in

- Email plus password to claim account in new system
- Clean data from day one
- Track when emails bounce and flag the account to require an updated email at next transaction





Online Application

Report Your Harvest

Hunter Education Confirmation Lookup

My Hunt Nevada Account

Tag Results

Guide Page

Nevada Hunt Pictures

Nevada Outdoorsmen in Wheelchairs

Nevada Wildlife Record Book

Nevada Department

HuntNevada.com

1-800-576-1020

2016 Emergency Depredation Draw

Withdrawn

Successful

Successful Applicants By Hunt And Choice

Unsuccessful

Rejected

2016 Swan Draw

Withdrawn

Successful

Successful Applicants By Hunt And Choice

2016 2nd Draw

Withdrawn

Successful

Successful Applicants By Hunt And Choice

Unsuccessful

Rejected

Bonus Point

2016 Main Draw

Withdrawn


Successful

Successful Applicants By Hunt And

2016 Dream Tag Draw

Successful Ticket Purchases

All Ticket Purchases



Nevada Department of Wildlife

Explore Licenses

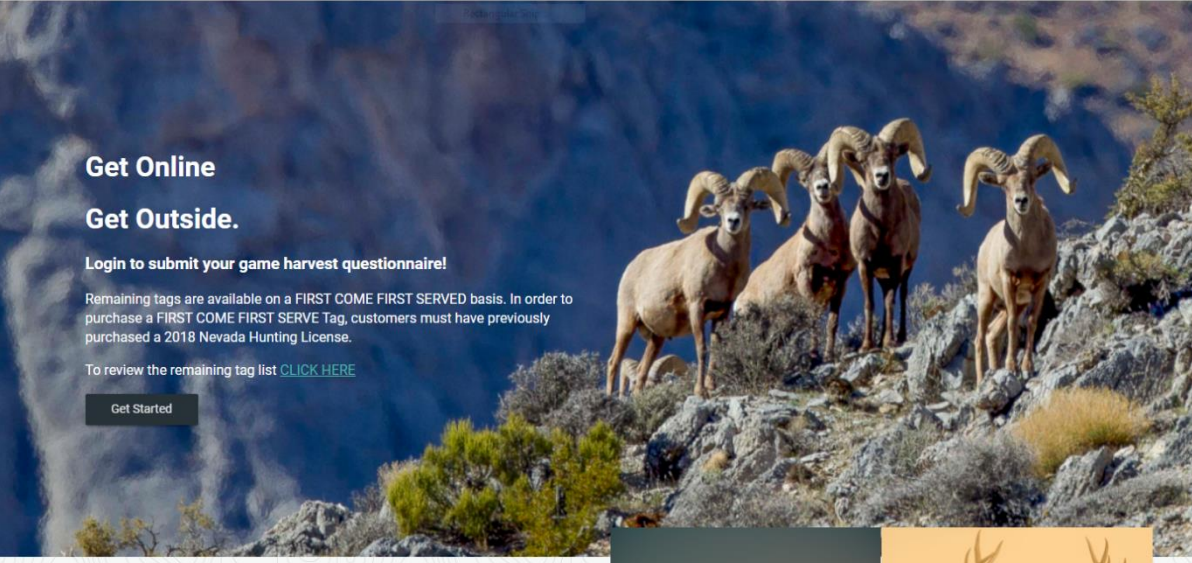
Vessel Registration

AIS Decal

Get Certified

Sign Up

Login



Get Online

Get Outside.

Login to submit your game harvest questionnaire!

Remaining tags are available on a FIRST COME FIRST SERVED basis. In order to purchase a FIRST COME FIRST SERVE Tag, customers must have previously purchased a 2018 Nevada Hunting License.

To review the remaining tag list [CLICK HERE](#)

Get Started

[Click here to download the partial list of 2018 big game draw results. This list includes only those hunters who opted to remain on sellable and publically available lists.](#)

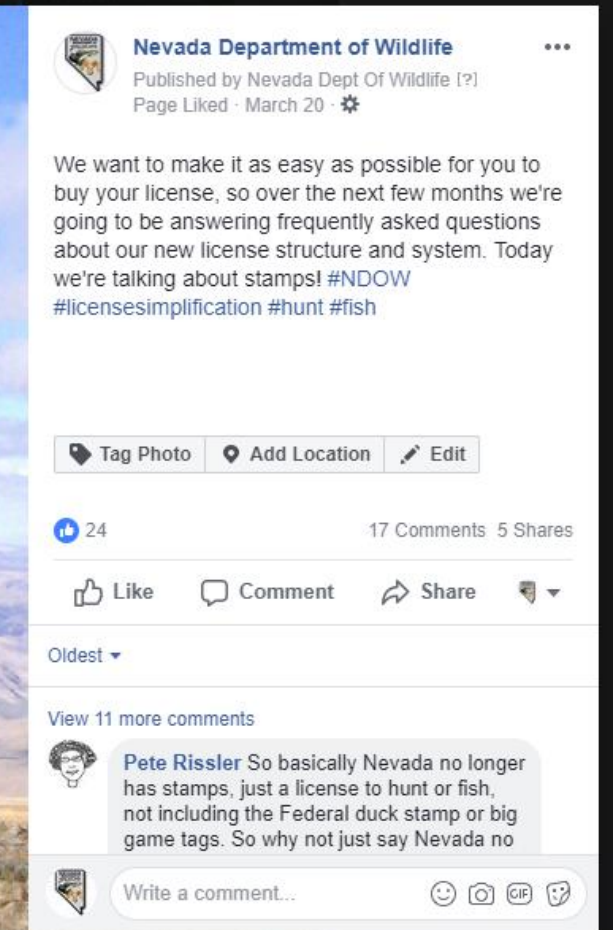
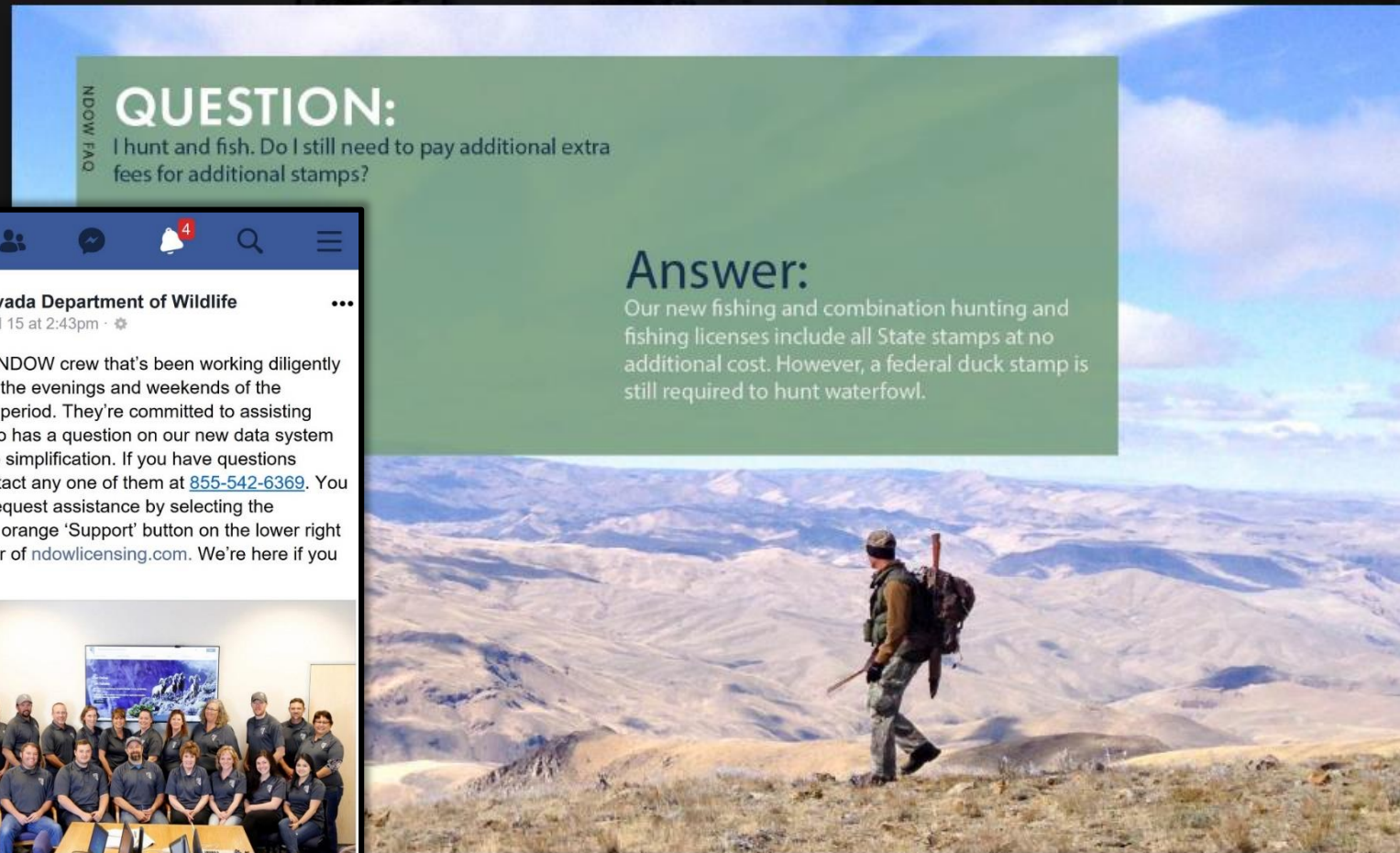
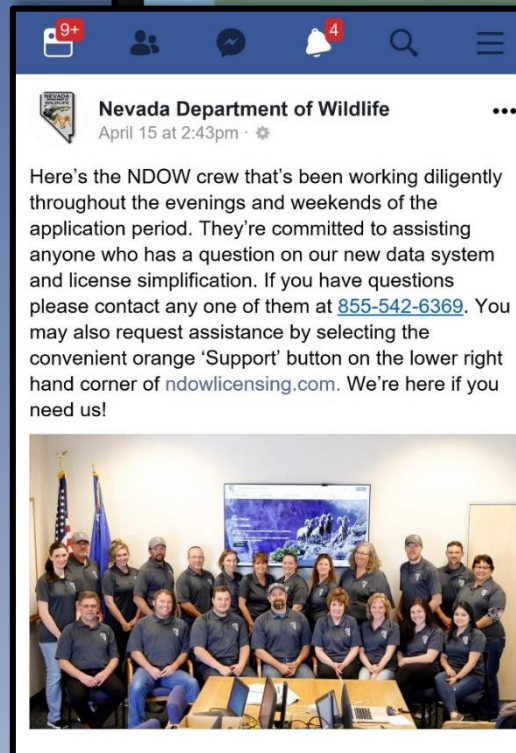
TUTORIALS

Learn how to submit your tag application and more!

HUNT

Resident, Non-Resident, and Special hunting licenses

NEW VENDOR



NEW LICENSE VENDOR ROLL-OUT
Find a good partner to make it work



Team approach from RFP thru build

365 Licensing



- Good for one year from date of purchase
- Allows for 365 days of marketing



Auto Renewal



AUTO RENEWALS



2018 RENEWALS
52,589



2019 RENEWALS
59,212

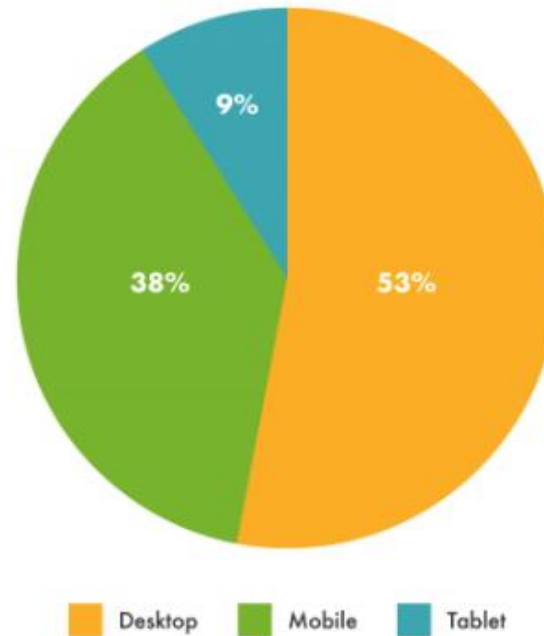


CHANGE %
13

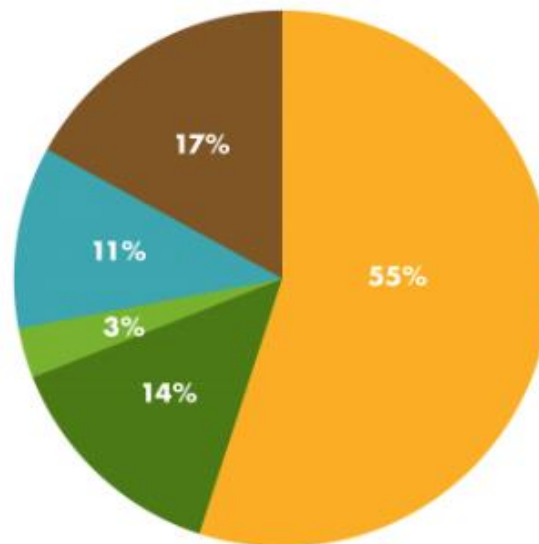
Mobile First Build



DESKTOP VS MOBILE BREAKDOWN

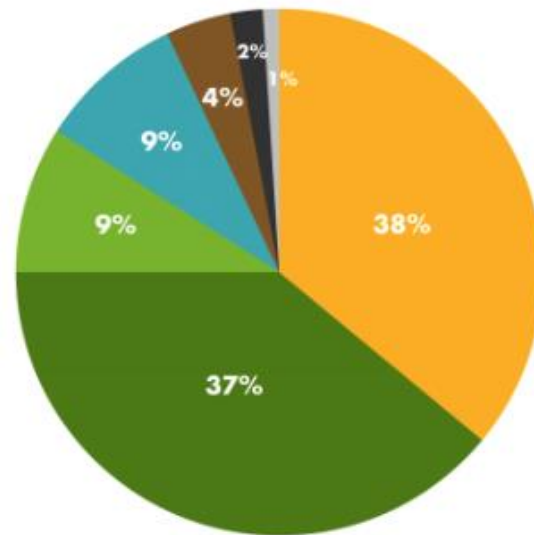


MOST USED MOBILE DEVICES



Apple iPhone Apple iPad Microsoft Windows RT Tablet Samsung Galaxy Other

BROWSER USED



■ Safari ■ Chrome ■ Internet Explorer ■ Edge
■ Firefox ■ Samsung Internet ■ Amazon Silk

Communication Strategies

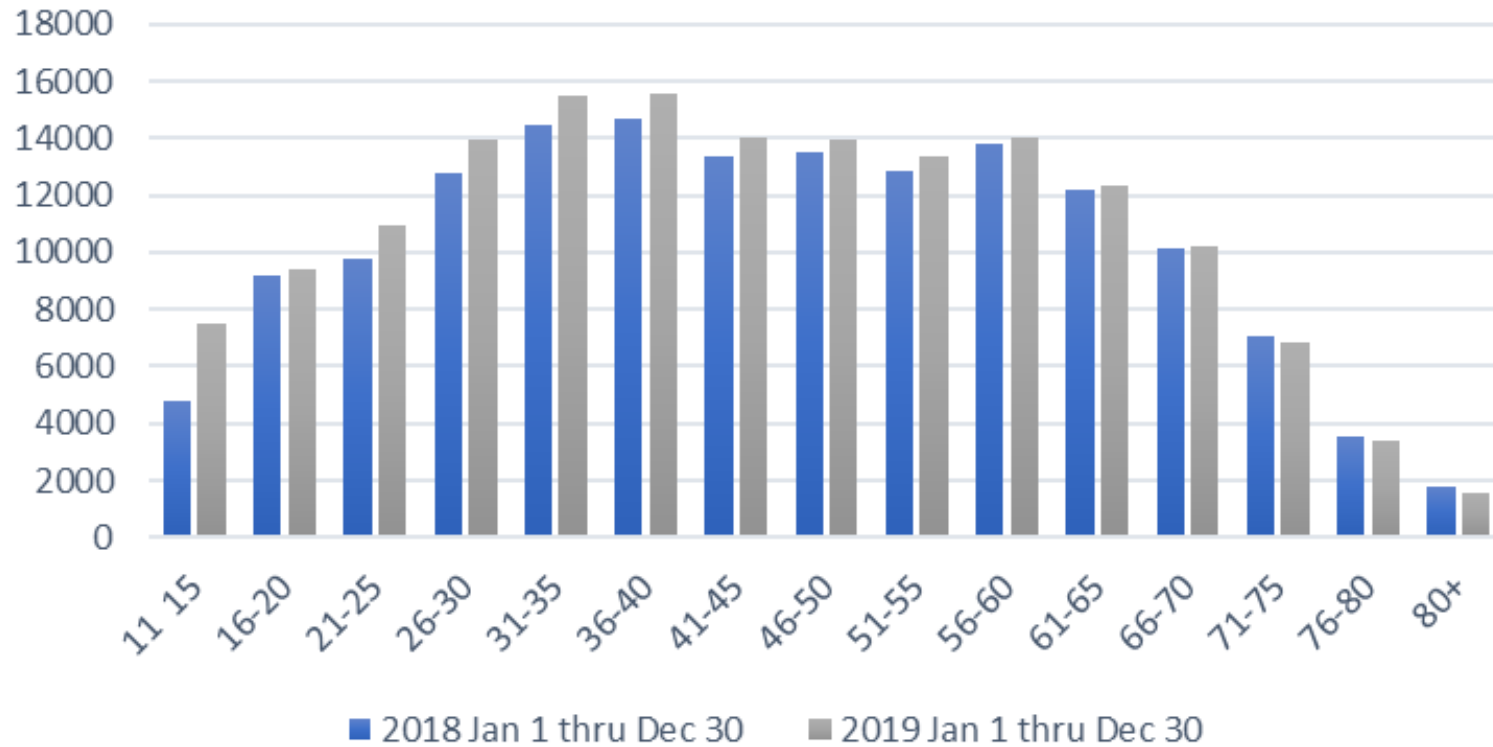
Targeted Marketing

- Social Media
- Podcast
- Email
- Text
 - By Age
 - By Gender
 - By Activity
 - By Geographic Region

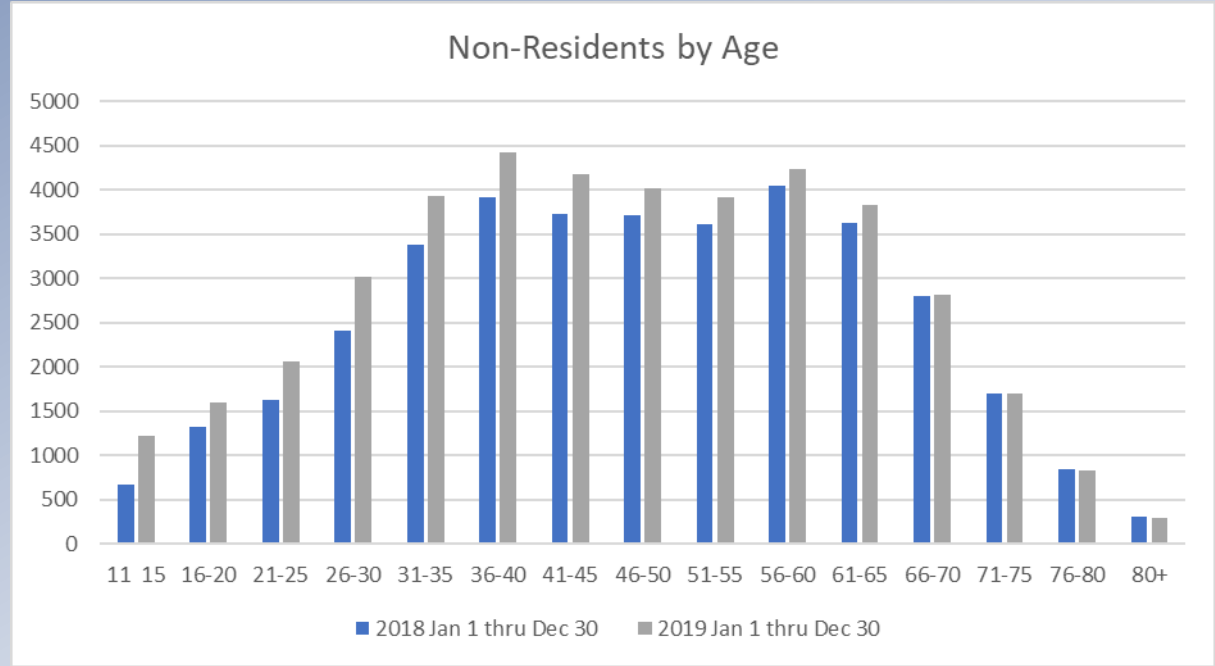
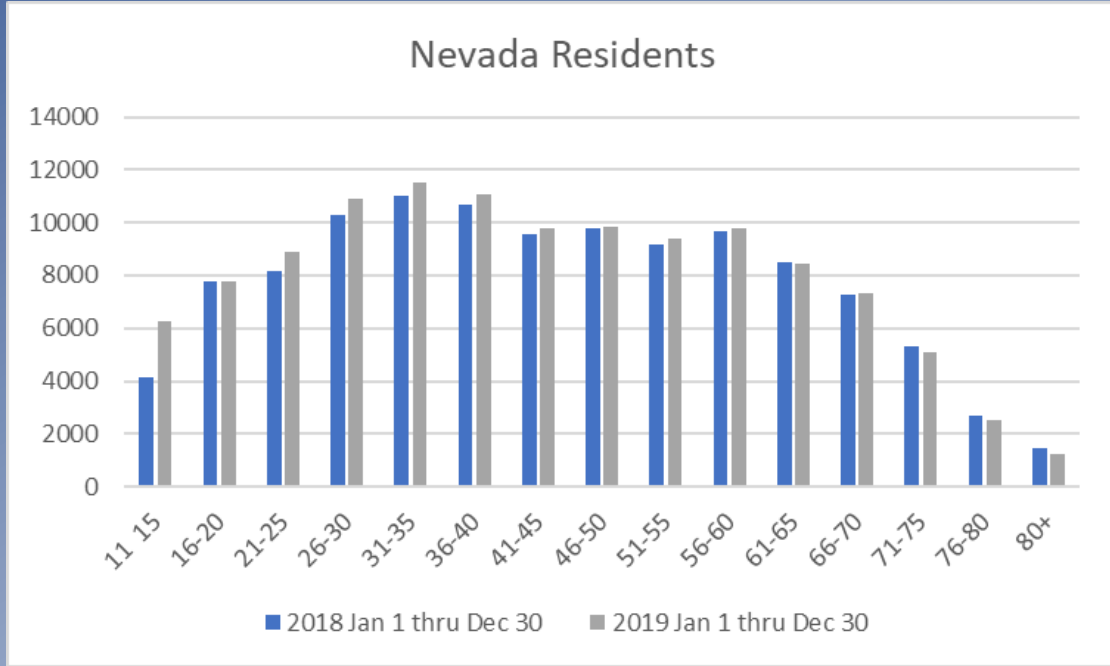
Work With Industry Partners



License Sales by Age Group



LICENSE SIMPLIFICATION – License Sales By Age Group



LICENSE SIMPLIFICATION – License Sales By Age Groups Nonresident vs Residents



Dashboard

Dashboards



License Sales

2 Different Sources



AMS Nevada

Billing

All Sales

All Sales NR

All Sales Weekly

Customer Analysis

Guided Draw

Harvest Survey Analysis

HIP Survey Analysis

License Sales

Turkey Draw

Vendor Sales

Vessel Registrations

Vessel Sales

Licenses

Sales

Surveys

X_Shelley's Dashboards_PilotTest

Welcome

License Totals

Combo

3,320

Past Year 2,571

Fishing

6,578

Past Year 4,480

Hunting

3,858

Past Year 3,008

Boats Registered

19,227

2019 41,236

License Types

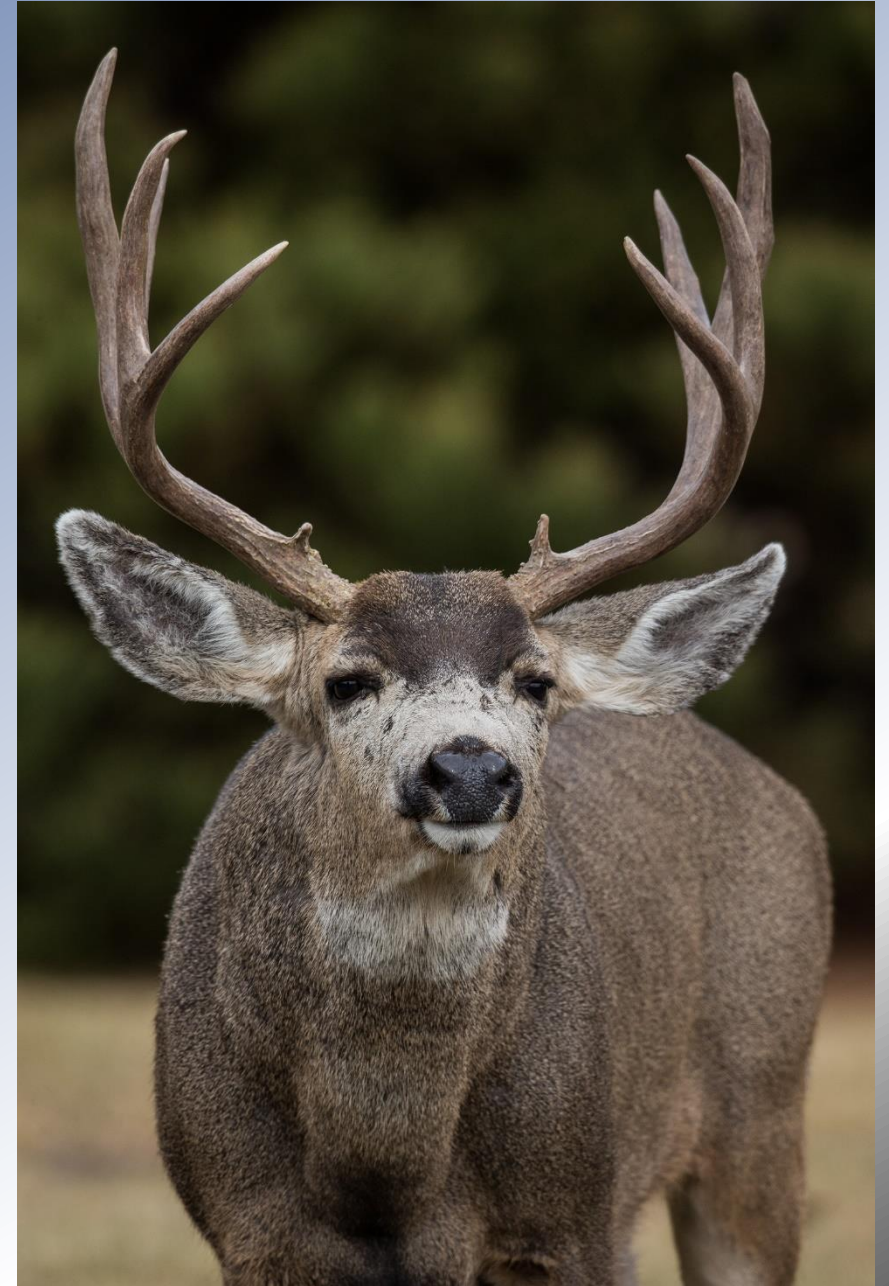
Type	This Year	Past Year	Change %
Combo	3,320	2,571	29.1%
Fishing	3,258	1,909	70.7%
Hunting	538	437	23.1%
Grand Total	7,099	4,902	44.8%

Registration Orders (yoy regardless of order date)

Type	2020	2019	Change %
Registrations	19,227	13,826	39.1%



First Year Growth
40% Fishing License Sales
28% Hunting License Sales





Two Year Growth
48% Fishing License Sales
37% Hunting License Sales



16%

**Two Year Total Customer
Growth**



Thank You!

