

RBFF STATE INNOVATIVE R3 PROGRAM GRANTS GEORGIA WILDLIFE RESOURCES DIVISION BOAT REGISTRATION INTERACTIVE VOICE RESPONSE SYSTEM

PARTNER

- Brandt Information Services

Boat registration decal:



Recording when phone is answered:

“This is a notice for [Customer Name] from the Georgia Department of Natural Resources. Current registration and decals are required in order to operate your vessel on public waterways. Would you like to renew your registration for [\$25.00] now to avoid a \$10 late fee? Press 1 to continue. Please press 9 if you wish to opt out of the automated telephone service.”

OVERVIEW

Georgia Wildlife Resources Division sends a letter to boat owners before their registration is due to expire. If there is an email address in the database, an email is also sent. In order to reach boat owners in an alternate way, Georgia Wildlife Resources Division created an easy and convenient telephone Interactive Voice Response (IVR) system for boat registration renewals.

The Recreational Boating & Fishing Foundation (RBFF) granted Georgia Wildlife Resources Division \$35,000 to assist in creating an IVR system to increase boat registration renewals and also shorten the lapse period between renewals.

METHODOLOGY

The telephone IVR system targeted and called boat owners with upcoming boat registration renewals.

The IVR application determines which boat registrations in the system will expire at the end of each month, determines if a phone number is available and retrieves basic boat information. The IVR system automatically calls the customer and gives the personalized boat information and offers a quick way for them to renew over the phone.

This method allows contact with owners that let their registrations lapse. The IVR system can also be used to follow up with boat owners whose registrations expired without renewal.

BENEFITS

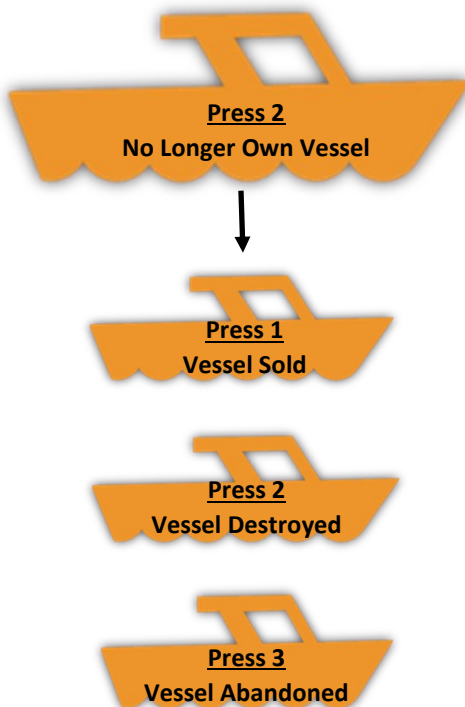
- Phone call serves as an additional reminder that a boat registration is expiring in conjunction with a mailed reminder and/or email reminders.
- With the system in place, it can easily be expanded to other areas of the agency including fishing and hunting licenses.
- The IVR system can make it possible to notify customers without cost. The customer can get a call first and then only be mailed closer to expiration if needed.
- Effective way to get people to notify the state that their boat was sold which helps increase accuracy of data and ensures the person does not get mailed again.



SUPPORT

“This new interactive voice response system serves as a great reminder to our customers for renewing boat registrations. This has the potential to save money on how we remind Georgia boat owners by not having to incur the cost of mailing a letter,” said Dan Forster, Division Director

Phone call options if customer no longer owns their boat:



CONTACT INFO

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RESULTS

System began making calls on August 31. Data is through December 1, 2015:

- 44,340 calls made
- 14,870 people answered
- 18,164 machine/voicemails left
- 685 direct purchases through IVR
- 1,734 boat owners took action directly through IVR (renewals or owner change)
- 3,314 customers took action (renewals or owner change) within 72 hours of receiving IVR call/message (19% of people reached via answering or voicemail)
- 2,585 customers took action between 3-6 days of receiving IVR call (15% of people reached via answering or voicemail)

Response rates based on levels of communication:

- Letter = 56%
- Letter + Email = 66%
- Letter + Phone = 54%
- Letter + Email + Phone = 65%

Revenue:

As of 12/1/15, IVR orders revenue totaled approximately \$32,000; almost recovering the investment cost in the IVR system in 92 days.

Revenue attributable to the IVR system (renewal made within 3 days of the call) was more the \$102,000.

LESSONS LEARNED/FUTURE PLANS

- The call is serving as a great reminder to spur people to renew their registration a short time after initial call or message, although only a small number are using it to renew via the initial call.
- No negative feedback was received regarding a request for credit card information via phone. Georgia Wildlife Resource Division will continue to personalize phone calls with more specific boat information to further continue assurance that it is a safe method for payment.
- Different levels of communication have shown different response rates which means combinations of communication can be tested to help further cost savings.
- Future phone calls will also consist of different A/B testing (male/female voices, mention of late fee or not, etc.).
- Calls will be expanded to other customers including anglers and hunters whose licenses are expiring.