Electronic Licensing System Update

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Presented by:
Steve Bergmann, Administrator – Administrative Services Division
Kara Wymore, Deputy Administrator – Management Resources Division
ODFW’s Electronic Licensing System (ELS)

• In March of 2016, ODFW executed a six-month contract with a process improvement vendor to provide us with recommendations for changes to our recreational licensing business processes. The intent was to identify opportunities to make improvements and ensure operational efficiency.

• In December of 2017, we initiated a competitive bid process to select a new solution to support license sales. Through that process, we selected Johnson Mirmiran & Thompson (JMT), a leading vendor in the market, to implement our new solution. We signed a contract to develop and implement the new solution in May of 2018.

• The ELS, implemented through a phased approach, went live on schedule with Phase I on December 1, 2018. A second phase is planned for spring of 2019, which will enhance mobile functionality and introduce new functionality.
Goals and Benefits of a New System

The high-level goals for implementing a new system included:

- Increase the percentage of online customers.
- Automate manual processes to increase productivity, reduce errors and rework.
- Eliminate reliance on paper-based processes.
- Offer electronic options for license validation by Oregon State Police.
- Eliminate supply of equipment to POS agents.

Achieving these goals will result in the following benefits:

- Significant cost savings,
- Increased convenience and options for customers,
- Reduction in administration of licensing processes,
- Reduced risk,
- Ability to make business/product changes in the system,
- Reduction of manual processing errors, and
- Real time data and improved reporting for management decisions.
The ELS, implemented through a phased approach, went live on schedule with Phase I on December 1, 2018. Phase II enhancements are planned in time for the 2020 Licensing year.
ODFW’s New ELS

• Live since December 1, 2018
• An enhanced system:
  • License products are delivered electronically and are accessible online or via mobile device (or printed on regular paper)
  • Customers can carry licenses and tags and electronically tag their harvest on their mobile device
  • Point of Sale Agents use the same web-based system that customers use when making the purchase themselves
Key Takeaways

**Improvements:**
- Cost containment and visibility
- Process improvement
  - Increase in online/self-serve customers;
  - Automation of manual processes
  - Reduced reliance on paper based processes (license prints; shipping and handling)
- Reduced risk/liability exposure
  - Stable vendor relationship
  - Diversified service offerings
  - Improved data security

**Opportunities:**
- Increased call volume statewide
  - Mandatory hunter reporting (call center was created)
  - Duplicate accounts (training materials/web page modifications)
- Increased in-person visits statewide
- Strengthening role clarity
- Continue to leverage technology and data to better serve customers
Purchase Trends

Before

After
ELS Phase II Enhancements

Upcoming enhancements planned for Phase II will continue to improve the system for customers. Upcoming functionality will include:

• Auto-Renewal
• Map Based Features
• Improved Reporting Capability
• Expanded Mobile Functionality
• Consideration of new and sought after product offerings
Questions?

Steven.A.Bergmann@state.or.us

Kara.M.Wymore@state.or.us