



NASCIO 2023 State IT Recognition Awards
Digital Services: Government to Citizen



Providing Efficiency and Effective Services Through Innovation

Description: Customer Portal for Real-Time Information
Through Family Accounts

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EXECUTIVE SUMMARY

Prior to the pandemic, the Arizona Game and Fish Department was working to better understand customers and their family needs so they could do business with the department more easily. The current customer portal lacked additional functionality for friends and family members needing more control over a customer account.

In response, the department was tasked by the commission to develop family account functionality for customer portal account holders. Individuals that have consent to manage accounts and need the ability to create a family account for minors (or individuals within the family needing assistance) will be the online account custodial owner for the dependent account(s). An example of a dependent is a family member who would have an account directly controlled or supervised by the authorized custodial person who is responsible for their account.

The information technology department worked in collaboration with the customer service, law enforcement, and legal teams for the innovation to create a secure, accessible, and flexible customer account allowing for a sub-account. This simple enhancement significantly increased customer relations. The Game and Fish technology team was able to set up its first working version of the functionality in only 4 months. The result was a fast and user-friendly addition to the customer portal.

The family account functionality proved a huge success. In the first month of launch, the customer accounts with added family sub-accounts surged to more than 513 sub-accounts with no issues reported.

CONCEPT

Family of Accounts means the primary share account and all of the sub-accounts attached to it. A primary share account may have multiple sub-accounts attached to it. This allows a customer to have minors or dependent family members included in their account.

SIGNIFICANCE

Family and friend accounts provide several benefits. Many department services require a minimum age requirement, particularly if an account holder wants to access services of a specific type but can not do so due to age. By having a family and friend account, the primary account holder acts as the custodial supervision of the sub-account so people can see customer information related to their unique purchases.

Creating a family account may also be helpful for new customers who are streamlining their account information. Couples may find it easier to have a single account to use services rather than having separate accounts.

A parent or guardian may also find it helpful to add one of their children or another authorized user to their accounts to pay for services and do routine purchasing of services on their behalf if and when they are not able to do so on their own.

IMPACT

Essentially, family accounts offer convenience and flexibility for primary customer account holders, minors, and dependents. By concentrating customer information in a single place, the customer is able to make it easier to purchase and manage department services for those who need more assistance with department services.