

# Partner Pricing and Program Changes Explained



How partner pricing and program changes are handled by DocuPet and items to be aware of when requesting changes.



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# Overview

Hey, we get it! [Pricing and program changes](#) will most likely happen post launching with DocuPet that will require updates to the system.

Licensing fees increase, new licensing products are added, logos change, program policies are adjusted, and the list goes on! However, what may seem like a simple adjustment to your program actually requires a lot to happen behind the DocuPet scenes.

When a program change occurs, various different DocuPet departments may be involved. This means project planning, predicting impacts for pet owners, and software testing to ensure the changes are deployed correctly.



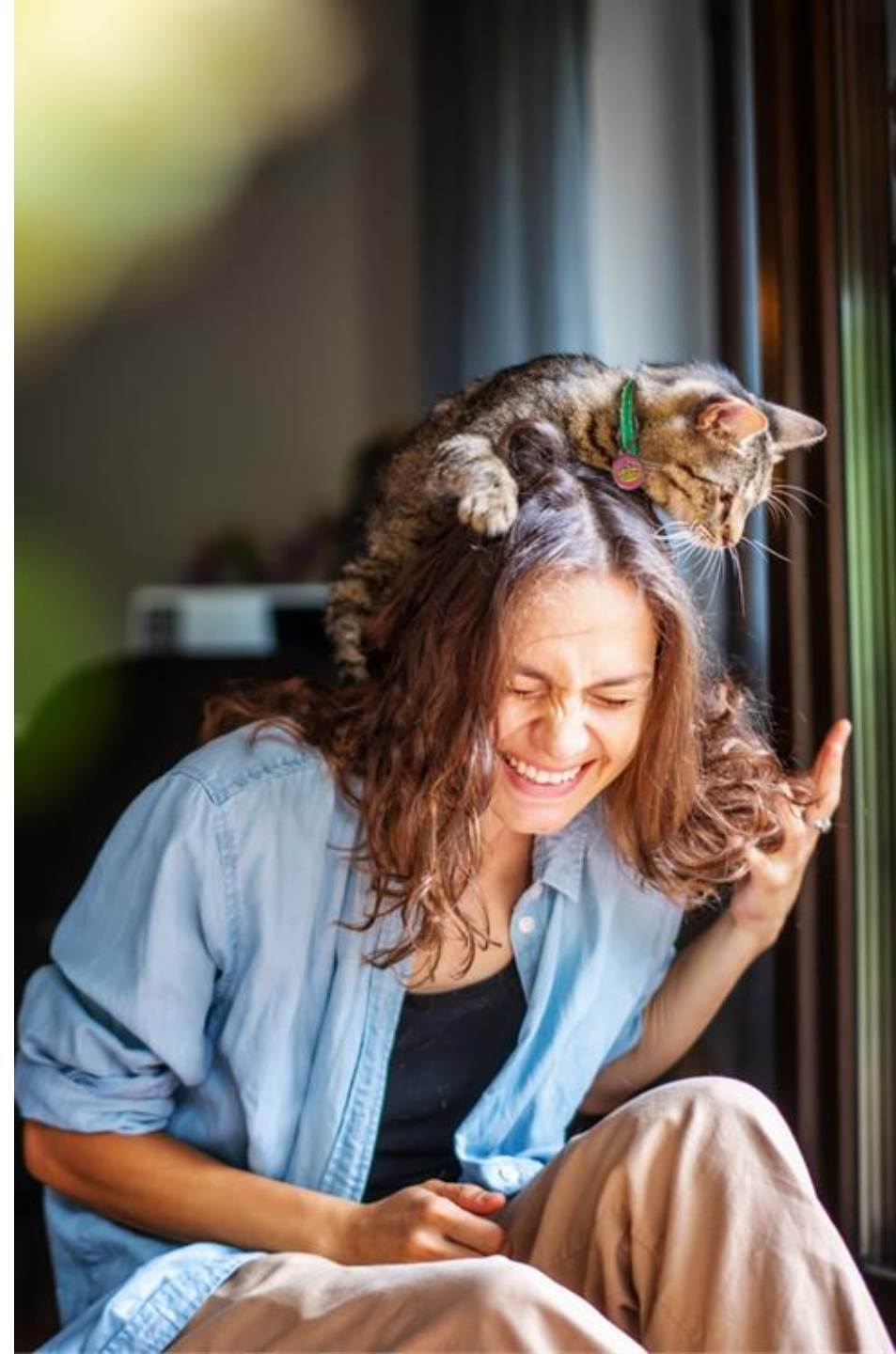


# Licence Fee Changes

Licensing fee price changes are the most common adjustment we can expect to see with our partners. Therefore, our team proactively reaches out in the fall every year to see if you have any plans to increase your fees or add any new licensing products.

To give you a better understanding of the work involved to accommodate the price changes, these are the various software components that are affected and require consideration:

- **Licensing Generator** - Our licensing generators are sets of code that determine which products to serve to which pets. They include complex coding logic which considers timing (when the product is valid), pet attributes (sterilized, unsterilized, etc.) and pet owner attributes (age, etc.)
  - When a price change occurs, new licence products must be created, the generator must be recoded, and testing must be completed to ensure the right rates are being served. This is important because ensuring the correct rates are applied helps prevent customer confusion and reduces support tickets.





# Licence Fee Changes

**Pet Owner Communications** - Our automated communications utilize both the licensing generator and scheduling logic to create and send letters, emails and phone calls that reflect partner pricing and licence expiration dates.

- At the time of sending, the correct product(s) and price(s) for each pet are pulled into the communication from the generator.
- At the time of sending, the current price that is being served to pet owners will be included on communications within the fee table, as well as an additional note that fees will be changing.

Pet Name	License	License Fee	License Exp.	Proofs
Dog	Dog - Spayed/Neutered - 1 Year	\$21.00	Apr 22, 2027	Rabies Vx exp. Feb 1, 2031

An administrative fee of 2.65% plus \$0.25 will apply if paying by Debit/Credit.

As of [DATE] the price of licenses will increase to \$X





# Licence Fee Changes

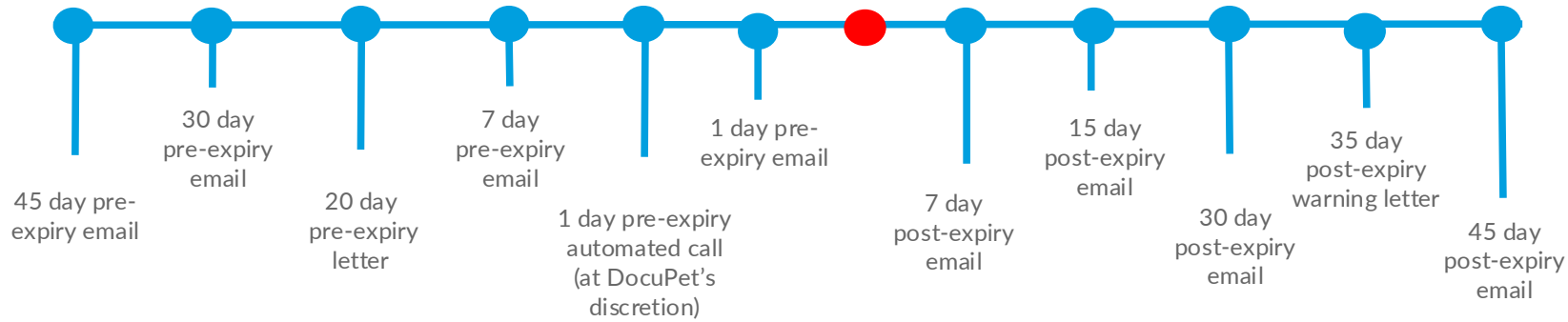
- **Pet Owner Experience** - Often, even with careful planning and execution, pet owners will mail-in amounts that are no longer valid
  - In these cases DocuPet will honor the previous price up to 30 days after the fee change has been applied.
- We understand that some pet owner may be confused/concerned when they go online and find different pricing from the previous year.
  - In an attempt to circumvent this from happening we can do the following:
    - Add a banner on the pet owner facing side ahead of the change
    - Add mention of the change to letter communications



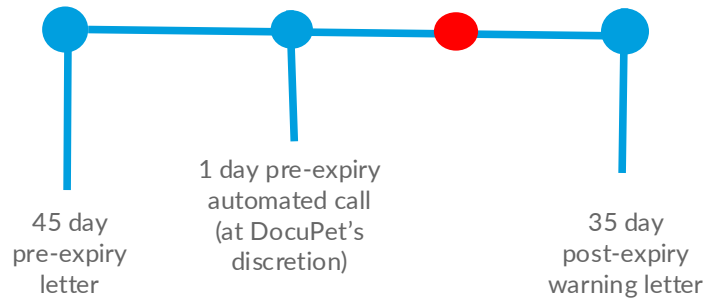


# Licence Fee Changes

Standard Renewal Communications Flighting With Email on File:



Standard Renewal Communications Flighting With NO Email on File:



● Licence expiry date

Abrupt fee changes can cause confusion when renewal communications and fees served do not line up.

This is why, when pricing changes are pending, we often add custom language to letter communications so pet owners are aware of the upcoming change ahead of time.

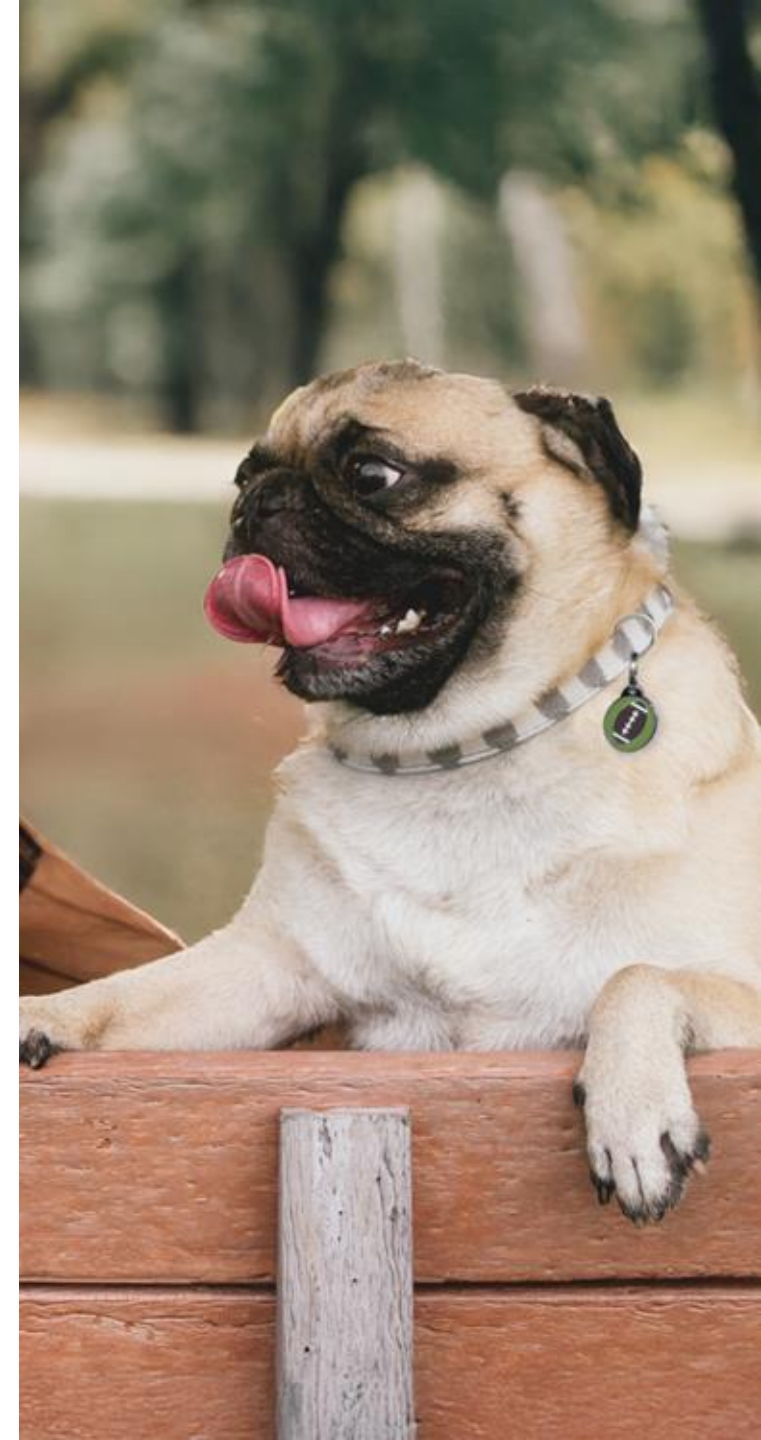


# Licence Fee Changes

- **Pricing Changes on Website** - Our software development team needs to spend time rewriting the HTML on the your organization's DocuPet website to reflect the new pricing and when it comes into effect. Often these changes are made on the day of the pricing change (thus it is helpful if this doesn't fall on a weekend or holiday).

Due to the effort involved, DocuPet requires a minimum of **TWO MONTHS NOTICE** for price changes to be executed at no cost.

This allows for 15 days' to prepare communications before the earliest are delivered. Licensing fee change requests outside of this window will be subject to additional fees. These are to account for DocuPet needing to reallocate resources and to accommodate the potential increase in volume for our customer service and mail processing teams.





# Free or Discounted Licence Fees

At times, some partners seek to offer some or all pet licences at no cost. These programs or decisions are most often tied to traditional campaigns that were run prior to the adoption of DocuPet.

In some cases, only new licences or first time licences are free. In other cases, all licences are free. Further, some partners wish to offer free programs for a short period of time, while others wish for a type of licence to be free at all times.

We understand that partners may have free licence policies for those with financial stress or with service animals. These pet owners or pets can be flagged in the system (legacy data or by a partner administrator) after which the licences can be renewed online.

Beyond these pragmatic cases/policies, however, DocuPet strongly discourages partners from offering free or discounted licences more broadly.





# Free or Discounted Licence Fees

Why do we discourage free or discounted licence fees? There are many reasons.

- A core purpose of licensing programs is to drive revenue for animal welfare - free licences create costs without earnings.
- The product value also becomes discounted in the pet owners' mind, which means that they are often unwilling to renew their licences or they...
  - Call Customer Care asking for the lower/free price
  - Try to create duplicate accounts with altered names to avoid higher priced renewal fees
- Discounts are exclusive to those who have expiring licences at the time of the discounted pricing offer. Only unlicensed pets or those with expiring licences can take advantage of the offer.
  - Discounts can create confusion around timing and eligibility, leading to frustrated pet owners who miss out on licensing just before or just after the offer window.
  - Discounts lead to increased workload for DocuPet's software, Customer Care and Fulfillment Teams. Which we don't mind - but we're in it for the funding of our partners!





# Program Changes

Outside of licensing fee changes, DocuPet understands that other program changes and requests will occur. We ask that you always keep DocuPet aware of changes that might be upcoming within your organization and licensing program.

Program Changes Include:

- Logo Changes
- Brand/Name Changes
- Shelter Partner Changes
- Policy Changes (allowing temporary licences, changing refund policies, etc.)





# Program Changes

DocuPet will work with your organization to facilitate changes complimentary, as long as plenty of notice is given (weeks/months), the requests remain infrequent, are reasonable, and are within our software capabilities.

The earlier you notify us, the smoother the transition will be.

Custom feature requests that are outside of what was originally agreed upon during the initial launch may come with additional charges but should always be discussed with your Partner Success Manager to chat through the logistics.





# Any Questions?

Contact the DocuPet Team to  
find out more.

