



MEMBER RELATIONSHIP MANAGEMENT



MRRM BUNDLE



AXIS Member Relationship Management

(MRM) toolkit is the technology enabler auto clubs require to support their MRM business strategy. Among its many tools, it provides a 360 degree view of each member with a built-in “Next Best Offer” dialog topic that lets you build on the value of membership while increasing loyalty.

Look inside to find out how you can:

- ✓ empower front-line staff in their interactions with members
- ✓ build strong analytical capabilities to better understand members
- ✓ collaborate in a progressive MRM vision with a partner who knows AAA/CAA business.



More than ever, AAA and CAA clubs are focusing on a member-centric business strategy, aiming to provide value to individual members and increase the members' value to the club.

To support this strategy, AXIS provides member relationship management (MRM) tools that enable organizations to leverage member information and build strong relationships with each individual member. Using AXIS MRM tools, your club can personalize marketing, sales, and service activities and differentiate how services are offered to provide a unique and valuable experience to each member.

Realize a Seamless MRM Solution Across Business Lines

The AXIS MRM solution delivers the analytical and operational tools clubs need to leverage detailed member information, resulting in a seamless services and sales process that improves customer interactions across all business lines. Better yet, these tools provide your users with a collective and individual 360° view of members that contribute to informed decision making and a clear understanding of client history and new opportunities. It's knowledge that leads to more consistent and relevant sales delivery, strengthened members relationships, and improved member retention, all of which result in increased profitability.

Gain a Comprehensive Understanding of Your Members

AXIS MRM operational tools such as Navigator's Client Workspace (NCW) provide your CSRs with a comprehensive 360° view of each member to promote effective contact management and relationship building. As a client-centric access point to essential information, NCW is an invaluable tool for your CSRs to engage in meaningful and relevant communication with members.

AXIS MRM analytical tools provide your analysts with quick, easy access to individual member information for profiling, segmenting, and targeting members

with relevant promotions. Data from all business-lines is combined with Lifetime Value, Product Index, promotion responses, third-party demographic and psychographic data, and additional data sources such as client feedback, to provide greater knowledge and insight about each client and your entire club membership.

Partner in a Progressive MRM Vision

As your organization changes and evolves to meet your strategic business objectives and emerging industry trends, so should your MRM solutions. Work with a trusted partner to develop a shared MRM vision.

Campana is committed to the evolution and advancement of MRM and, with support from progressive clubs and the AXIS User Group, has embarked on a journey that is delivering tailored club-specific solutions. With a strong commitment to the AAA and CAA MRM vision, Campana has the depth of knowledge to help your club chart new destinations.

AXIS MRM: How it Works

The AXIS MRM toolkit features integrated analytical and operational tools and a comprehensive data store that allows for unparalleled individual member insights. These components include Navigator, Contact Management, Leads Management, Client Feedback, Lifetime Value, Product Index, Promotion/Response Tracking, Database Marketing, and Incentive tracking. Together these components represent the cornerstone of a successful MRM strategy.

Navigator

Navigator is an operational MRM tool that provides your CSRs with a 360° view of each member via Navigator's Client Workspace (NCW) to deliver quality customer service. With NCW, your staff can easily initiate transactions, review member details, search past transactions from all business lines, and drill-



through to detailed client information. Navigator facilitates active member relationship building by allowing your CSRs to efficiently manage every contact with the member, ensuring seamless processing of sales/requests and follow-up as required.

This benefit is further enhanced through its built-in “Next Best Offer” engine. With the use of Dialog Topics, which display “just in time” cross- and up-selling opportunities and other recommendations for discussion with the member, Qualification Rules allow you to target individual clients for capitalizing on sales leads, while personalizing and enhancing member interaction.

Leads Management

AXIS Leads Management allows your club to automate and streamline how sales leads are captured, disseminated and managed. Leads Management activates your customer-facing staff, effectively transforming them from reactive service personnel to proactive sales agents.

The system lets you more effectively manage business inquiries, how marketing lists for targeted member offers are distributed for follow-up and the relationships your agents have with designated customers. Leads management allows your club to increase sales revenue and share of wallet, as well as increase member satisfaction and member loyalty.

Client Feedback

The Client Feedback tool gives you the ability to augment your understanding of member interests and preferences. You have the flexibility to create feedback forms and surveys that collect relevant, first-hand information about your members via your club website and from your CSRs. Use the resulting information to track requests and leads, identify members concerns, and improve customer satisfaction levels.

Lifetime Value and Product Index

Lifetime Value (LTV) uses transactional data from all business lines to calculate the value of members to your clubs. Members are assigned a resulting LTV code, which can be used when deciding customer service policies, renewal rates and promotions in order to reward your most valuable members. The Product Index calculates a score for each individual and household, providing insight into the depth and breadth of the relationship between the client and club.

Promotion/Response Tracking

Promotion/Response Tracking (PRT) provides marketing staff with the tools they require to actively manage campaigns and target individual clients. Using PRT, marketing staff can assign promotions to a group of targeted members or clients and measure the overall effectiveness of particular promotions.

Database Marketing (DBM)

Database Marketing (DBM) provides your marketing staff with the tools they require to analyze a vast array of customer data for profiling, segmentation and targeting, as well as membership renewal analysis. It includes transactional data from all business lines, providing RFM analysis on Recency: How recently did the customer purchase? Frequency: How often do they purchase? Monetary value: How much do they spend? You have even greater insight into each individual member with membership renewal data, demographic data, promotional campaigns and responses, Client Feedback responses, Lifetime Value, and Product Index. DBM allows unlimited custom data imports which are often used to incorporate third-party demographic and psychographic data.

“AXIS Navigator has been of great value to the front-line staff because it provides them with a more global profile of each member. Navigator is user-friendly and helps staff quickly identify key information and provide a far better quality of service. ”

Marie-Claude Nantel, Branch Manager
CAA-Québec





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MRM MADE EASY

About Campana Systems

Campana Systems is an international leader in information solutions for the auto club and health care industries. Since 1988, we have been enabling our clients to achieve their ongoing business objectives using our in-depth industry knowledge and trusted technology solutions.

AXIS, a division of Campana Systems, applies its in-depth industry knowledge and experience to maintain leadership in providing an evolving suite of integrated software and service solutions for AAA/CAA auto clubs.

The AXIS division offers Member Relationship Management tools that interface seamlessly with AXIS Membership, Travel, Point-of-Sale, and Emergency Road Service.

With years of experience in the industry and a proven track record of comprehensive, integrated and cost effective solutions, Campana consistently meets and exceeds club expectations while keeping with current AAA Standards.