

# AXIS

# LOYALTY



LOVE YOUR MEMBERS. REWARD YOUR MEMBERS.



AXIS Loyalty (Loyalty) enables you to provide financial incentives to your customers for being members. By providing members with instant savings or credits to be used against their next purchase, you are enhancing the buying power of their membership card. The more instant discounts (Instant Rewards) or future credits (Deferred Rewards) the member earns, the more likely they are to renew their memberships and continue receiving these benefits.

Loyalty allows you to effortlessly earn Instant Rewards and earn and redeem Deferred Rewards through integration with your Membership and Point-of-Sale systems. A member can earn Instant and Deferred Rewards from purchases made at participating restaurants, retail stores, attractions, museums, and gas stations. A member can also earn instant and deferred rewards from purchases made at your own Travel Store and Travel Agencies.



Loyalty integrates with AXIS Member Relationship Management (MRM) to present relevant reward opportunities to your members and frontline staff. Members can easily keep track of their savings and earnings which enables them to effectively redeem them with your club, increasing your retail and travel sales. Members have the ability to redeem their deferred rewards at renewal, lowering the out-of-pocket cost of their membership and increasing renewals.



## Cultivate future sales by offering your members credits towards their next purchase

Whether from participating partners, or from your own club, members who earn credits, spend credits. By offering deferred rewards to your members, you pave the way for that next sale at your club. Loyalty allows members to redeem their earned deferred rewards in your retail stores to buy that luggage set; or in travel centers to book that next cruise.

## Get more Premier members by offering members credits towards their upgrade

Premier memberships can be expensive, so entice that Premier upgrade by allowing the member to accumulate credits to use against the cost. Do not rely on straight discounts to convince members to upgrade; instead, reward members who do additional business with your club. By earning credits through previous purchases, you establish a healthier relationship with your members.

## Increase your renewals by showing members the buying power of their membership

Members can earn instant savings at participating partners, or from purchases made at your club. Presenting these savings at time of renewal reinforces the value of being a member. Renewing is an easy decision when your membership saves you money shopping at your favourite places.

## 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.

## Provide value to your loyalty partner network with in-depth data analytics

Loyalty provides a full range of reporting capabilities that allow you to measure: member adoption of your rewards programs; the performance of your rewards partners; your most popular rewards partners; and other usage metrics.

## Save your staff time and effort through seamless integrations

Your staff do not need to use a separate system to process rewards for your members. Loyalty seamlessly integrates with AXIS Point-of-Sale to allow members to redeem their credits. Members can easily view the amount of credits earned or the amount of savings received on your website.

## Enhance your Member Relationship Management strategy by adding Loyalty

The 360-degree view of a member would not be complete without the addition of deferred and instant reward usage. Know the lifetime value of your member and the rewards partners they use. Enable your sales and marketing channels to launch effective campaigns to target members based on their favourite rewards partners.

## Related Products

- › Membership - The foundation of your member interactions
- › Point-of-Sale - Complete guide to selling within AXIS
- › Member Relationship Management - Manage the relationships you have with your members

