



MEMBERSHIP



MEMBERSHIP MANAGEMENT MADE EASY



Membership (MEM) provides the foundation for a 360-degree view of your member. Membership's robust API suite enables your members to have the same outstanding customer experience on the web as they would within a branch. Membership offers a comprehensive billing system, including electronic billing, that can be configured to satisfy your renewal and retention needs.

Membership seamlessly integrates with AXIS Point-of-Sale and AXIS Member Relationship Management (MRM) to present relevant and timely upselling opportunities to your frontline staff. At a glance, your frontline staff will be able to determine the value of the member; view a history of member interactions; present promotional discounts to your members; prompt discussions tailored to sales opportunities; and promote loyalty offerings to the member.

Membership is highly customizable to support your individualized MRM strategy.



Create unique client types for your unique customers

Standard membership offerings, like Classic or Plus, are at the core of client management within Membership. With Membership, you can also offer many specialized membership programs. For example:

- ✓ Corporations who offer memberships as a benefit to their employees
- ✓ Retired or semi-retired members who like to travel
- ✓ University students who need to commute to school
- ✓ Giving the gift of a membership to someone special
- ✓ Offering memberships to motorcycle enthusiasts
- ✓ Memberships for cyclists who use pedal power to get around
- ✓ Shopaholics who want discounts and savings more than they want tow trucks

Membership also supports specialized coverages, such as:

- ✓ Personal Accident or other medical insurance riders
- ✓ A specialized Plus coverage for Corporate members
- ✓ Family Plus memberships for big families

Increase revenue by easily adding or upgrading memberships

Membership's intuitive interface and easy to navigate workflows take the effort out of joining new members or renewing current ones. Whether you are in frontline customer service or the back-office membership department, your staff can quickly and efficiently:

- ✓ Work with the member to ensure that they, and their loved ones, have a membership level that suits their lifestyle
- ✓ Upsell additional coverages and associates to members using promotional discounts, and process those discounts easily
- ✓ Recover additional costs like over-mileage tow fees or non-sufficient funds penalties by adding service fees to the member
- ✓ Transfer monies and information when moving a member from one membership to another so you can continue to deliver excellent customer service, while retaining the history of your relationship with that member

Convenient payment options for your members

Membership provides you with the flexibility to accommodate the varying payments needs of your members. By integrating with AXIS Point-of-Sale, your staff can take cash, cheque, credit cards, visa-debit, gift cards, lockbox files, bank transmissions, pre-authorized debit, and AAA/CAA Dollars (club given credits) to satisfy payment for membership transactions. Membership supports both Annual and Monthly Automatic Renewal options for cheques, credit cards, and pre-authorized debit.

Have more members renew on time

Membership provides you with a comprehensive solution for billing members. Members are billed throughout the year for several different reasons, and Membership enables you to effectively notify these members and collect. The billing system can be customized to adjust the timing of your bills, optimize the layout of the bill presentation, include important messages to members, and the mode of delivery (mail or email); all to gain increased and timely renewals.

Present a rich online experience as part of your omni-channel strategy

Membership enables your members to have the same outstanding customer experience on the web as they would within a branch. Members can renew, upgrade, or update their membership on your website with ease. Members can also gift memberships to other members and non-members. Non-members can become members instantly via the web without contacting your branches or customer care centers.

Gain in-depth insights into trends and interactions

Membership provides a full range of reporting capabilities, including: commission, sales, count, revenue, and renewal analysis reports. Membership adheres to all AAA National reporting standards.

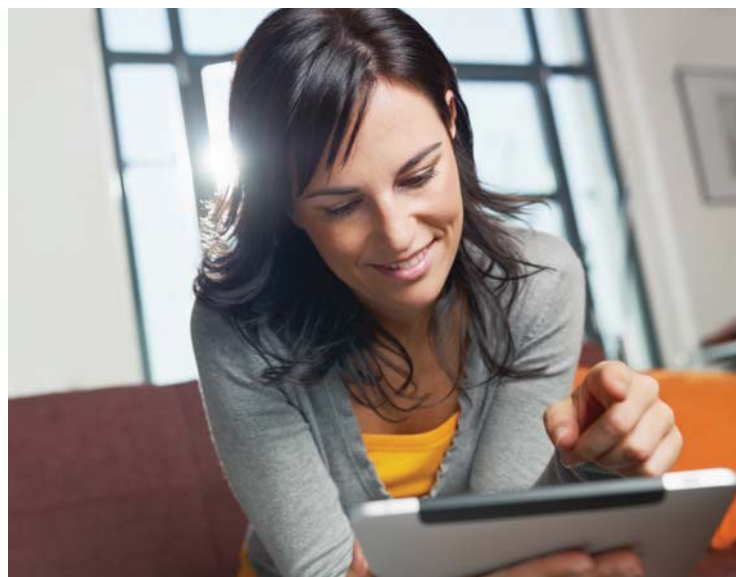
Related Products

- ✓ Memlink/CDX – AAA National Standard for validating members
- ✓ Member Request Tracking – Track and answer member requests
- ✓ Loyalty – Reward your members with discounts and savings
- ✓ Point-of-Sale – Complete guide to selling within AXIS
- ✓ Member Relationship Management – Manage the relationships you have with your members

Increase efficiency by having Membership be the starting point for all transactions

Membership can identify a member, then launch into another AXIS module or another third-party system to service the needs of your customers. Membership's strength is the ability to integrate with other modules and systems. Membership fully integrates with all AXIS modules, as well as many third-party systems. Such as:

- ✓ Insurance Providers
- ✓ Payment Gateways
- ✓ Banking Institutions
- ✓ Financial Systems
- ✓ Bill Print Providers
- ✓ Telephony Systems
- ✓ CRM Systems
- ✓ Telemarketing Systems






AXIS MEMBERSHIP

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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.