



Integrated Solutions. Integrated Minds.



September 2006

Case Study: AXIS Travel

AAA Kentucky

→ Edith Martel, Chief Financial Officer

AAA Western & Central New York

→ Jennifer Fincik, Finance Director

AAA Ohio Auto Club

→ Jan Sliva, Director Travel Operations

CAA Saskatchewan

→ Joan Walker, Accounting Analyst/
Travel Support Coordinator
→ Carol Bradley, Finance Supervisor

CAA South Central Ontario

→ Michele Radford, Operations and Training Manager

Alberta Motor Association

→ Jere Jo Parker, Training
→ Lauren Ryan, Manager, Business Technology - Travel
→ Joel Ruff, Strategic Manager

“It’s helped our agency become more sales people than paper shufflers. I think AXIS Travel is the top of the line if you ask me.”

– Jan Sliva | Director Travel Operations, AAA Ohio Auto Club



“85% of the productivity data is really available at your fingertips in the canned reports, so I think that is quite an advantage.”

— Joel Ruff | Strategic Manager,
Alberta Motor Association

Business Background

Campana Systems has offered a Travel product since 1987 and currently 17 Auto Clubs across North America use AXIS Travel (TPOS). A number of years ago, Campana redeveloped the software to address evolving industry direction. Regular interface with AXIS Travel users ensures the technology evolves in keeping with industry and Auto Club business needs. In conversation with a number of current users, quick training and easy day-to-day transactions, excellent reporting and analysis tools were cited as some of the key product features.

Better Reporting and Analysis

Staff working in the back office are really pleased with the quality of information available and the ease of extracting the data and creating reports.

- Joel Ruff, Strategic Manager, Alberta Motor Association: “85% of the productivity data is available at your fingertips in the canned reports, so I think that is quite an advantage.”
- Jan Sliva, Director Travel Operations, AAA Ohio Auto Club: “We have a very detailed incentive program for our frontline agents. We had to create a lot of reporting around this, so we worked very closely with Campana to come up with the tools and the reporting that we needed to match our incentive program.”

Easy to Train and Use

Users comment on how quick and easy it is to train staff. AXIS’ easy travel system means any level of staff can operate quickly and efficiently. AXIS Travel is also configurable by user experience level allowing more control. And AXIS Travel has built-in functionality allowing front and back office staff to do their jobs quicker and easier:

- Michele Radford, Operations and Training Manager, CAA South Central Ontario: “When I was doing training on AXIS Travel, about 85% [of agents] said this was the best travel system they had ever worked with.”
- Jan Sliva, Director Travel Operations, AAA Ohio Auto Club: “We used to have to send someone away for a week class just to learn how to do an airline ticket. Now I do that class in a day.”



- Lauren Ryan, Manager, Business Technology - Travel, (Alberta Motor Association) understands how AXIS Travel helps many of the agents currently on the frontline.

“We’ve had agents, not experienced agents, come in off the street and without any real training, grasp how to use the tool – they get it immediately. You can put it in front of an agent and they can figure out how to use it quite easily.”

- Joan Walker, Accounting Analyst/Travel Support Coordinator, CAA Saskatchewan: “It’s a lot easier to use, the reports and data are easy to get out of there and matching up things is a lot easier. If you’re trying to find two pieces of information, I just find it much easier to get around. Way easier. AXIS Travel is probably the simplest program I’ve ever had to use. It really is. It’s hands on, it’s easy.”

Improved Workflow

Campana has studied the work flow between front and back offices and worked hard to improve communications between the two:

- Jennifer Fincik, Finance Director, AAA Western & Central New York: “At least now with AXIS Travel, we are all making adjustments in the same trip, the same file. So we’re looking at the same things and can communicate with each other. It’s a lot less correction of errors. It’s a lot more automated.”
- Edith Martel, Chief Financial Officer, AAA Kentucky: “For the back office, what works really well is that all the transactions come across so you don’t have that re-entry and errors. It’s just a lot more efficient so we can work with a lot less staff and it’s up to date. It’s real time transactions; there’s no lag. AXIS is much better than what we worked with previously (Globalware). With AXIS Travel, we have the same product with all the features that a \$100 million agency would have.”
- Michele Radford, Operations and Training Manager, CAA South Central Ontario: “We are beta testing Travel Connect for AAA and Campana which is very exciting for our club. It’s meant to encourage more of our front line staff to use automation to make their bookings. They will see how quick it is and the fact that it will build their Travel file for them. That’s really going to help make our front line more efficient. Picking up the phone doesn’t always get you the booking that you need.

“We used to have to send someone away for a week class just to learn how to do an airline ticket. Now I do that class in a day.”

— Jan Sliva | Director Travel Operations, AAA Ohio Auto Club



“I think [Campana] has done a really good job at the agent desktop level. In helping them pull together travel plans, presented in one booking file, keep track of what is going on with their client and to be able to pump that out on one itinerary for the client.”

– Lauren Ryan | Manager,
Business Technology – Travel,
Alberta Motor Association

Let Agents Be Agents

One of the biggest headaches in the past was reliance on front office staff to enter accounting data correctly. This often created more work for back office staff and friction between the two departments. With AXIS Travel, the focus can be put back on the agent’s job of servicing the customer and accounting can rest assured data is accurately entered.

- Jere Jo Parker, Training, Alberta Motor Association: “Where we notice the biggest change is in the time that the agent doesn’t have to spend doing accounting and can concentrate more on members and selling. What’s the point of having a travel agent doing data entry? It should be an accounting function.”
- Lauren Ryan, Manager, Business Technology - Travel, Alberta Motor Association: “I think [Campana] has done a really good job at the agent desktop level. In helping them pull together travel plans presented in one booking file, keep track of what is going on with their client, and to be able to pump that out on one itinerary for the client.”
- Jan Sliva, Director Travel Operations, AAA Ohio Auto Club: “It’s helped our agency become more sales people than paper shufflers. The checks and balances that I have put into the system really help the agents. What I like about AXIS Travel is that I can really lock it down. I can build templates here at HQ for frontline staff. Everything is done in the system and is at their fingertips so it’s much quicker for them and much more accurate for us.”

Results

Many of the AXIS Travel users experienced workflow efficiencies as well as tangible reductions in cost.

- Joan Walker, Accounting Analyst/Travel Support Coordinator, CAA Saskatchewan: “Now that we can do third party billing, when I have to bill out my promos to the vendors, it’s usually dead on. I couldn’t do that before. I had to do everything manually in an excel spreadsheet which took me days. And now I can get it done in an afternoon and I know the stuff is accurate. I really like that part of it.”



- Edith Martel, Chief Financial Officer, AAA Kentucky: “Before we implemented the AXIS Travel system, I had four people doing travel agency accounting. We had to re-enter all that information and rebalance between the Globalware system and the General Ledger system. After [AXIS Travel], we went from four people to one. There was a huge savings there and the accuracy was there.”
- Jennifer Fincik, Finance Director, AAA Western & Central New York: “We did not have to do an ROI because we literally reduced our travel accounting staff from eight to five people going to AXIS Travel. Cost was a major factor in that.”
- Jan Sliva, Director Travel Operations, AAA Ohio Auto Club: “Over the last four years, we have gone down [in staff] handling backroom accounting. We originally had five people handling the 33 offices. And now it is down to two full time and two part time. So we have streamlined it significantly.”

Working with Campana

Users can't say enough about Campana as a company and the relationships developed over the years have been key to their ongoing success. Unlike many software vendors, the AXIS team values the ongoing relationship with its customers. With close to two decades working with the auto club industry, the AXIS team works closely with its customers to ensure day-to-day satisfaction as well as long term evolution of the product. Regular User Group meetings, as well as a newly formed Travel Working Group forum, are another way Campana stays on top.

- Lauren Ryan, Manager, Business Technology - Travel, Alberta Motor Association, understands how AXIS Travel helps many of the agents currently on the frontline: “The functionality is good. Campana has done a very good job at drilling down and understanding the [Auto Club] business, understanding front-end processes and taking input from the clubs as far as how to support them.”
- Jan Sliva, Director Travel Operations, AAA Ohio Auto Club: “[Creating] the Working Group really showed me that Campana is very interested in where their product is going and they really want to be the best out there. It really just shows that they care what their customers want and need and they'll be there for the customer. That's what I've always been impressed with. They're very open and honest.”

“Over the last four years, we have gone down [in staff] handling backroom accounting. We originally had five people handling the 33 offices. And now it is down to two full time and two part time. So we have streamlined it significantly.”

— Jan Sliva | Director Travel Operations, AAA Ohio Auto Club



“I think they are awesome. I have worked in a lot of other industries and I have worked on a lot of other help desks and I think they go the extra step for us.”

– **Joan Walker** | Accounting Analyst/Travel Support Coordinator, CAA Saskatchewan

- Carol Bradley, Finance Supervisor, CAA Saskatchewan: “As a service provider for software, this is the first one who asks us what we want. Even though we are a small club, it does make a difference that we are asked for this. Most software companies go ahead and develop what they think is right. With [Campana] there is a User Group and some of the things they put together are so invaluable... we feel we have an opinion on how the software is progressing. When you do have challenges, they are able to help you and solve those problems. There are some real assets to using AXIS and Campana. The number one thing, what comes to mind, is that they customize their software to your needs. That’s probably one of the biggest things. A lot of software comes out and you have to change your way of working to the way they want their software to work. Campana works a little bit differently.”
- Edith Martel, Chief Financial Officer, AAA Kentucky, comments: “We hold them in the highest regard. They’re very professional, very thorough, and respond to the users very well. They are the most solid software vendor that I’ve ever used.”

For others, it’s about the customer service and support: “I think they are awesome. I have worked in a lot of other industries and I have worked on a lot of other help desks and I think they go the extra step for us,” says Joan Walker, Accounting Analyst/Travel Support Coordinator at CAA Saskatchewan.

As Michele Radford, Operations and Training Manager (CAA South Central Ontario) comments, “I like the company. They’re very forward thinking – they’re always trying to improve what they’ve created.”



FEATURES	BENEFITS
<ul style="list-style-type: none"> → Fewer up front edits → Validated information 	<ul style="list-style-type: none"> → Fewer back room staff double checking entries. → Less re-entry. → Fewer errors. → Cleaner data.
<ul style="list-style-type: none"> → More automated report generation 	<ul style="list-style-type: none"> → Quicker reporting. → Fewer manually produced reports.
<ul style="list-style-type: none"> → Ease of use 	<ul style="list-style-type: none"> → Quick training for all levels of staff. → Easy day-to-day transactions. → Easy to make changes to ensure integrity of the data.
<ul style="list-style-type: none"> → Generates one view of member → Agents can view when checks are issued to vendors 	<ul style="list-style-type: none"> → Enhanced selling opportunities to members not tied to any one staff. → Better front and back office communication.

“We did not have to do an ROI because we literally reduced our travel accounting staff from eight to five people going to AXIS Travel. Cost was a major factor in that.”

– **Jennifer Fincik** | Finance Director, AAA Western & Central New York



“One feature that we actually asked for, and we are one of the only clubs using it, is called P-card or Purchasing card [Club Card]. There are certain vendors who will not accept anything but a credit card. It gives us an option of actually servicing our members better.”

– Carol Bradley | Finance
Supervisor, CAA Saskatchewan

FEATURES	BENEFITS
→ Club Card (Purchasing Card)	<ul style="list-style-type: none"> → Use of Club Card gives the ability to book on behalf of clients reluctant to use credit cards. → Services members better.
→ Diary and Templates	<ul style="list-style-type: none"> → Diary replaces the agent's manual diary for jotting when final payments or other deadlines are due. → Templates form consistency and improves the quality control. → For the front-end user, it makes things easier with more fill-in information and less thinking.
→ Invoicing	<ul style="list-style-type: none"> → Invoicing presents better to the customer. → Easier to review the information with customers.
→ Check Disbursement	→ Saves time. Agents do not have to complete a check requisition as it's handled in one transaction.
<ul style="list-style-type: none"> → Populates Member Data into PNR → Completely integrated with Membership and Prospect databases 	→ In branches, simply swiping a membership card allows all the membership information to populate the window.



FEATURES	BENEFITS
→ Invoicing and Creation of Receipts in AXIS	→ Retain more trip information for future data look up.
<ul style="list-style-type: none"> → Commission Tracking → Monthly direct deposits for commissions 	<ul style="list-style-type: none"> → Streamlines tracking commissions and increases speed at issuing checks. → Monthly direct deposit commissions are accurately posted into AXIS using the Pegasus electronic import feature. → Improves accountability with front line sales and allows for creation of better incentive programs.

“With our old system, I used to have to literally sit there and type paragraphs of information for the customer. Whereas now it’s nicely laid out and it’s just a matter of filling in the details. From a front line perspective, it doesn’t require much thinking.”

— Michele Radford | Operations and Training Manager, CAA South Central Ontario



“Where we notice the biggest change is in the time that the agent doesn’t have to spend doing accounting and can concentrate more on members and selling. What’s the point of having a travel agent doing data entry? It should be an accounting function.”

— Jere Jo Parker | Training,
Alberta Motor Association



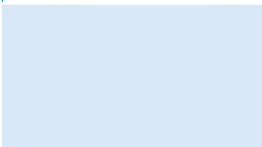
AXIS, a division of Campana Systems, applies its in-depth industry knowledge and experience to maintain leadership in providing an evolving suite of integrated software and service solutions for AAA/CAA auto clubs. AXIS is the only complete and integrated suite of auto club information management products developed by users for users. The AXIS suite of products now serves over 15 million members via 23 auto clubs in North America and provides intelligent functionality with unparalleled support.



Campana Systems Inc. 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 and trusted technology solutions.



Notes



Campana
SYSTEMS INC.

www.AXISforAutoClubs.com