



We'll help you navigate your MRM journey.

### About Campana

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.



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## Member Relationship Management Toolkit

### Inside

The AXIS Member Relationship Management (MRM) toolkit enables auto clubs to build a 360° view of each member and leverage this information to build lasting relationships.

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
- partner in a progressive MRM vision



# Member Relationship Management Toolkit

Today's progressive AAA and CAA clubs focus on a member satisfaction 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 individual members.

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. As a result, your business enjoys expanded services, strengthened member relationships, and improved member retention.

## All the right tools

AXIS delivers the analytical and operational MRM tools you need to leverage detailed member information from a consolidated MRM solution.

The AXIS MRM solution empowers business executives and marketing analysts to make better business decisions while providing your customer service representatives (CSRs) with a clear understanding of member needs and member history.

## Realize a seamless MRM solution across business lines

Our operational MRM tools, which integrate with our industry leading business management solutions, offer a seamless service and sales process to manage information across multiple business lines and sales channels.

AXIS MRM tools are specifically tailored to AAA and CAA and combine intuitive functionality and proven integration. Our tools provide your users with a collective and individual 360° view of members to ensure consistent and relevant sales and services based on comprehensive member information.

## Gain a comprehensive understanding of your members

AXIS MRM analytical tools provide your marketing analysts with quick, easy access to individual member information for profiling, segmenting, and targeting members with relevant promotions. Meaningful data from all business-lines is combined with Lifetime Value, Product Index, promotion responses, third-party demographic and psychographic data, and many more data sources, such as automated surveys/feedback capture, to provide unparalleled member knowledge.

AXIS MRM operational tools such as the Navigator Client Workspace (NCW) provide your CSRs with a comprehensive 360° view of each member.

## Partner in a progressive vision

As your business changes and evolves to meet the AAA 2010 Plan, so should your member relationship management solutions. Work with a trusted partner to develop a shared MRM vision.

Campana is committed to the evolution 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 for AAA's 2010 MRM plan. 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 allowing for unparalleled individual member insights. These components include Lifetime Value, Product Index, Database Marketing, Promotion/Response Tracking, Dialog Topics and Navigator. Together these components are 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 the Navigator Client Workspace (NCW). With the NCW your staff can quickly and easily initiate transactions, review member details, search past transactions from all business lines and record member contacts. Navigator lets you display Dialog Topics and promotions to your CSRs and provide them with customized scripts and action buttons to complete resulting transactions.

### Dialog Topics

Dialog Topics enable you to target individual members and clients according to your own marketing criteria. Marketing staff can assign Dialog Topics to a group of targeted members or clients, thereby generating leads for CSRs to act on. The Navigator Client Workspace displays Dialog Topics to your CSRs, directing them to specific sales opportunities, or to advise the member of other club benefits and services.

### Client Feedback

The Client Feedback system gives you the flexibility to create feedback forms and surveys that collect relevant, first-hand information about your members via your club website. Use the resulting information to track requests and leads, identify members concerns, and improve customer satisfaction levels. This data also contributes to your 360° view of members and integrates with Database Marketing to provide targeted member promotions. Completed and partial feedback results are displayed in the activity section of the Navigator Client Workspace, allowing your CSRs to complete any missing information.



Meet Liz Dennison and her husband Charles.

Members for 33 years, Liz and Charles are frequent travellers, who book an average of two vacations per year. In the past six months, Liz and Charles have purchased or used the following services:

- ERS battery replacement
- Auto Touring Triptik
- Travel car rental and flight
- renewed Home-Owner's insurance

### Database Marketing (DBM)

Database Marketing (DBM) provides your marketing staff with the tools they require to analyze an assortment of member data for profiling, segmentation and targeting, and membership renewal analysis. Data sources include transactional data from all business lines, as well as membership renewal data, demographic data, promotional campaigns and responses, Lifetime Value and Product Index. DBM allows unlimited custom data imports.

### Lifetime Value and Product Index

Lifetime Value (LTV) calculates the value of members to your club. Using transactional information from all business lines, LTV calculates the value from each service area and the overall value based on the profit and cost of each transaction. You can then base membership dues on lifetime value, allowing you to reward your most valuable members.

The Product Index calculates a score for each individual/household membership, which provides insight into the number and type of products purchased and/or used by that household during a specific time period. By analyzing this calculation, you can take advantage of cross-selling opportunities and identify members at risk of not renewing.

### Promotion/Response Tracking

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

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. This directly reflects on the loyalty of our club members.

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