

integrated



minds



solutions



Client Feedback

- ▶ Client Feedback is founded on MRM principles and the information it compiles contributes to your 360° view of members
- ▶ The voice of the member is heard; this lets you determine what message/communication is appropriate for the next interaction with the member
- ▶ Provides information that augments your analytical capabilities and allows you to refine your profiling and targeting exercises
- ▶ Lets you collect satisfaction results to enhance your MRM success metrics such as Net Promoter Score (NPS). For example: "Would you recommend us to a friend or colleague?"
- ▶ Provides actionable data that generates leads, and potentially, increased sales and greater member satisfaction, or conversely, the opportunity to satisfy a dissatisfied member

Client Feedback is founded on the core MRM (Member Relationship Management) principles of data collection, integration, visibility and application. As Client Feedback allows you to create feedback questionnaires and surveys that collect relevant, first-hand information about your members, it also fulfills one of MRM's most important precepts; it allows the voice of the member to be heard.

The flexibility and diversity of Client Feedback gives you numerous options to capture information in a way that makes it easy for the member to complete the questionnaire, enhances future member communications, features an aesthetically pleasing design, shares results seamlessly across AXIS, and meets the objectives that necessitated the request for member feedback.

Augment your 360° View of Each Member

Client Feedback is designed to provide you with the means to efficiently collect and apply data that will contribute to your 360° view of each member, as well as your collective view of your club's entire membership. This data includes but is not limited to:

- Member information
- Membership information (coverages, billing, payment transactions, etc.)
- Demographic data (age, gender, occupation, education level, etc.)
- Travel preferences
- Insurance information (current providers, expiration dates, etc.)
- Vehicle information (year/make/model, annual mileage, etc.)
- Member satisfaction levels
- Products, services and benefits valued by the member(s)
- Products and services information requested by the member(s)
- Likelihood to recommend club products or services to others
- And more

Members can complete questionnaires on your club website or a club associate can complete the questionnaire by phone or in person on the member's behalf from AXIS. The results for partially completed questionnaires are saved, and the member can finish it on their own at a later date, or with the help of a club associate.

Create Effective Feedback Questionnaires & Surveys

Client Feedback provides many diverse question styles to capture specific information about your members:

- Text responses
- Multiple choice
- Secondary/part questions
- Percentage ratings
- Conditional supplementary questions
- And more

Questions can be designated by type, such as main question, part question or supplement question, and different formatting options can be applied to each: checkboxes, percentage, radio buttons, text fields, free form grids and email address. These options, combined with planning worksheets, allow you to organize questions in a structured and logical manner.

Deploy Results across the Entire AXIS System

Client Feedback integrates with other AXIS applications, which allows information collected in its questionnaires to be easily deployed across the entire AXIS system. For example, certain responses to questions can generate an **MRTS** (Member Request Tracking System) request. Data can be categorized in and analyzed using **MYOR** (Make Your Own Report) and **DBM** (Database Marketing). Client Feedback activity will also appear in the **Services Utilized Client Inquiry** and in the **Navigator Client Workspace**. This interconnectivity between AXIS applications allows Client Feedback data to be utilized in a timely and efficient manner.

Apply First-Hand Member Information

The information you collect through Client Feedback can be used to track requests and leads, identify member concerns to improve customer satisfaction levels and MRM success metrics (e.g. Net Promoter Score), and when integrated with AXIS' Database Marketing, provide targeted member promotions. For immediate deployment of results, a list of questionnaires and the status of each is displayed in the activity section of the Navigator Client Workspace. The data from Client Feedback will also augment your analytical capabilities, allowing you to refine profiling processes and better focus member communications.

This first-hand knowledge, as provided directly by members, will help your club to personalize marketing, sales and service activities, and provide a unique and valuable experience to each member. Likewise, this knowledge will contribute to your club's MRM strategy of expanded service adoption, strengthened member relationships and increased member retention.