



## Emergency Road Service... the power of integration.

### 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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## Emergency Road Service

### Inside

AXIS Emergency Road Service (ERS) is a comprehensive automated dispatching system that provides timely and efficient road side services to AAA/CAA members, RAP partners and commercial clients. Strengthen your service fulfillment processes with Campana's digital dispatching, member notification and mapping tools for greater control of call handling.

Look inside to find out how you can:

- meet AAA's Pacesetter objectives
- respond with *up-to-the-second* member information
- partner in a progressive ERS vision



# Emergency

## Road Service

### The power of automation

AXIS offers a full line of ERS products and features versatile automation tools that can be tailored to give you greater control of your call handling.

ERS automation saves you time, decreases costs, reduces errors and improves the overall member experience. The AXIS ERS solution includes:

- automated intelligent dispatching, letting you:
  - maximize fleet use to provide top-box service
  - enforce contractual arrangements with your preferred service providers (PSP)
  - adjust travel times for varying road conditions when it rains, snows or when there is construction
- mobile data solutions, including:
  - Ranger, Mentor's latest and most technologically advanced mobile computer, featuring a touch-screen, in-vehicle navigation with turn-by-turn prompts and access to AAA's Tow and Lockout Manuals
  - BlackBerry® handheld device for your low-volume drivers who require automated dispatch notifications
  - GPS/AVL tracking to automate vehicle tracking and maximize efficient dispatches
  - Automated GPS mileage calculation with Mentor Mobile Data Computer (MDC) and Ranger to track tow and to-scene mileage and ensure your costs are accurate
  - Point-of-Sale processing for roadside sales of batteries and accessories, as well as credit card swipe and authorization

The AXIS ERS solution also features:

- 'Call Reason' scripting for your call takers, facilitating the implementation of Pacesetter problem codes and ensuring the right service vehicles are assigned to each ERS call
- up-to-the-second member information to handle each member appropriately, with accurate membership status and coverage options
- automated phone ahead calling to provide efficient and timely member notification
- contractor web site for real-time updates from your contractors, freeing up valuable dispatching resources while still capturing important on-scene statistics

### The power of integration

AXIS ERS integrates with AXIS Membership, Member Request/Complaint Tracking, Point-of-Sale, Inventory, and Accounting to provide a seamless auto club management system.

The integrated approach ensures that club staff always access up-to-the-second member information and a complete member profile is available at their finger tips. This unified, member-centred view ensures that your staff make the right decisions and provide better service across business lines and channels. AXIS ERS supports integration with affiliated dispatch and roadside service systems, including:

- Routing and geocoding with AAA National's Kivera Routing Engine
- Specific third-party towing applications
- ERS Online requests entered by your members on your club website
- Roadside assistance partner (RAP) programs

### Progressive initiatives

When you choose AXIS ERS you choose to participate in a progressive partnership and influence the evolution of proven solutions with like-minded clubs and valued peers.

The AXIS team is a member of the Computer Aided Dispatch (CAD) Working Group, whose mandate is to develop and recommend a common approach for AAA Automotive's Pacesetter strategy. AXIS Emergency Road Service evolves constantly to ensure AAA and CAA clubs meet AAA 2010 Pacesetter goals, including:

- integration with the AAIA ACES automotive industry standard database for identifying consumer vehicle makes and models
- implementing AAA National's new Pacesetter call coding system
- capturing common data elements to populate AAA's ERS Data Repository (EDR) with anonymous member ERS call data
- incorporating the new AQS#12 survey process

### The ERS product suite

#### Dispatcher Workbench/Driver Watch

AXIS ERS Dispatcher Workbench is a powerful tool for dispatchers and spotters. It lets them monitor ERS call and driver activity in a customizable work area. The integrated map, Driver Watch, displays service vehicle locations and member breakdown locations.

“ With Driver Watch the dispatcher can click on the driver and then click on the call to quickly dispatch the call to the driver who is closest. ”

Leanna Mallare, Asst. Manager ERS Dispatch  
AAA Western and Central New York

Meet Alex Muir.

Alex is 18 years old and is heading to college. His parents, Anita and Joe, have been AAA members for 22 years. They just added Alex as an associate member.

In the last year, the Muirs called AAA to replace a dead battery and to tow their car to an Approved Auto Repair facility.

Anita and Joe trust AAA to help Alex get home on weekends with the old family car. Alex is just excited to finally have his own set of keys!

### Phone Ahead

Phone Ahead provides fully automated member notification using voice recordings of estimated time of arrival and "on scene" time.

“ About 50% of our Phone Ahead calls are Auto ETA Notification and 50% are Call Outs. We estimate this saves 250 man-hours monthly. ”

John Irving, Mgr. Automotive Services Systems  
CAA South Central Ontario

### Digital Dispatch

ERS Digital Dispatch features both in-vehicle (Mentor Ranger® / MDC) and handheld (BlackBerry®) mobile data devices to provide timely and efficient processing of calls and accurate tracking of driver locations. It also supports many time and cost saving features, such as point-of-sale, calculates mileage automatically and supports e-mail and fax dispatching.

### SmartSpot

AXIS ERS SmartSpot provides automated spotting and dispatching to match an incoming road service call with the best available garage and driver. Or, on those busy days when things are backed up, it can assign the most appropriate call in your wait queue to a driver who becomes available.

### MapSuite – MapBuilder and MapLocator

MapBuilder is a versatile map database-building tool used to establish AutoSpot and MapLocator databases. MapLocator integrates with AXIS Call Receive to efficiently geocode your calls and assist Call Takers with locating a member using a map. It also assists with selecting appropriate tow destinations by locating nearby Approved Auto Repair (AAR) partners and other service garages.

With SmartSpot we have consistently kept Receive to On-Scene scores in the 20-25 minute range and we were able to reduce labor costs by 25%.

Steve Pavoni  
Assistant Manager / ERS  
CAA Québec



The AXIS ERS system is functionally rich and is always evolving with our needs; but just as importantly, it is reliable and stable.

Steve Popovich  
Director  
Automotive Services  
AAA East Central

