



## AXIS Membership

### 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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## Membership

### Inside

AXIS Membership offers a comprehensive suite of integrated software products specifically designed for AAA/CAA clubs to streamline membership processing and capture relevant member profile data.

Look inside to find out how you can:

- improve the efficiency of membership operations
- leverage the comprehensive member profile
- reach your Member Relationship Management (MRM) initiatives



# Membership

AXIS Membership offers a wide range of flexible coverage, billing and payment features to satisfy your club's membership needs. It serves as the central member profile repository and tracks all branch, call center and website transactions to give you valuable insight into your members' value, needs and preferences.

AXIS Membership is fully integrated with all AXIS sales and business lines to ensure that membership verification and member information is current and readily available at all times for your customer service representatives (CSRs). The AXIS Membership solution provides the most flexible and functionally rich system available to auto clubs today.

## AXIS Membership and MRM

AXIS Membership integrates with the AXIS MRM toolset to better serve members and fulfill your MRM initiatives. It comes imbedded with several powerful MRM features, including:

- dialogue topics to assist CSRs with cross-selling and up-selling opportunities
- tracking of all promotions that have previously been sent to individual members, identifying applicable promotion opportunities to CSRs and tracking marketing campaign effectiveness
- wide-ranging self-service Internet functionality for members, including adding, renewing and upgrading memberships, buying gift memberships and updating contact information
- a comprehensive member activity profile, to let you track what services individual members are using, with the option to import transactions from other club systems such as Insurance and Driver Education
- Product Index, which records products purchased/used by household and individual,

allowing you to effectively cross-sell and identify members at risk of not renewing

- Lifetime Value calculation allowing you to tailor your membership dues based on member value and also allowing CSRs to adjust service levels accordingly
- member requests and complaints processing to track leads and requests and to evaluate service and ensure member satisfaction
- affinity partnership with loyalty dollar management, including redemptions via Point of Sale

## Key Features

The AXIS Membership solution offers a wide range of flexible features to satisfy your club's membership needs, including:

- Marketing Call Centre (MCC) to issue bills to prospective members and track membership conversion rates
- ability to track non-members, the services they use, their Lifetime Value and Product Index
- support for flexible membership coverages, such as, Premier and À-la-carte, sharing of coverage across membership, or linking specifically to individual membership
- multiple payment options, including a payment plan to allow for smaller, manageable monthly installments, as well as automatic renewal with both club cards and non-club cards and third-party payment collection (lockbox via bank)
- support for e-bill that allows members to receive their membership bill electronically
- supports standard AAA interfaces (Harte-Hanks, PNC, surveys, and more)

- interfaces with AXIS Point of Sale to facilitate membership processing at all touch points and to consolidate all payment activities into a common cash drawer system
- flexible billing messages tailored to the member, based on your own selection criteria
- corporate membership billing and payment processing where the corporation pays for specific coverages for their employees
- automated add or cancel upon expiry of individual coverage codes that eliminate manual month-end handling
- automated and flexible earned/unearned membership revenue calculation with automated journal entries that eliminate the need for complex spreadsheets
- flexible eligibility rules for Plus coverage that ensure it is only available to qualified members

## AXIS Membership Suite

AXIS Membership offers an integrated suite of software products and tools to provide an intuitive and comprehensive single system membership solution to the AAA/CAA auto club industry. The Membership product suite includes:

**Membership**, the core AXIS module, offers in-store, Internet, contact center and membership department processing for membership applications, renewals, upgrades, payments and membership changes. It provides customer specific information to your CSRs, including membership status, expiration date, balance owing, flags, comments, and much more. Membership features a Services Utilized history for both members and prospective members and calculates a client's Lifetime Value and Product Index based on this information.



Meet Mary and Tom Cooper and their daughter Claire. The Coopers have a large family spread across North America and they enjoy visiting relatives whenever they can.

Last Christmas the Coopers received the gift of a Premier membership. As frequent travelers, they appreciate the safety and peace of mind AAA membership provides. The extra towing distance and complimentary one-day rental car have come in handy on several occasions. It was the perfect gift for the Cooper family – ensuring safe and happy holiday reunions for years to come.

**Membership Count Reporting (MCR)** provides “slice and dice” reporting and analysis that is flexible, fast and easy-to-use using the MCR Power-Play cube. With MCR the club can gain insightful information on your membership counts, revenue and discounts by defining the dimensions and measures for both ad-hoc and “canned” reports.

**Affinity Partnership/Loyalty Dollars** lets members accumulate affinity credits based on purchases made with your affinity partners. Members can then redeem their credits against membership renewal dues or other purchases at your club, including merchandise via AXIS Point of Sale. You can also act as your own Affinity Partner and, rather than sell products at a reduced price, offer your members Loyalty Dollars to offset against future purchases.

**Member Request/Complaint Tracking (MRTS)** provides request, lead and complaint processing. Using MRTS, your club can define routing rules, record each request, lead and complaint, and track costs, causes and request handling productivity.

**Incentive** provides an effective method for processing commissioned earnings on membership sales made by your sales representatives. Incentive lets you define commission by coverage type and unique Membership sales (for example, Automatic Credit Card Renewal), and lets you specify overrides and quotas. Use Incentive reports to review employee commissions and payouts.

**Membership Verification/CDX (Club Data Exchange)** provides an exchange of information between your club and other clubs connected to the AAA/CAA ClubLink network. It sends and receives membership data so you can validate other club members and visa versa. It is also used to authorize emergency road service usage for other-club members.

I've gone through many membership systems in my 42 years. With AXIS, everyone's job has been made much easier.

**Lena Hobbs**  
Membership Dept. Mgr.  
AAA of Tidewater Virginia

