



## AXIS Point of Sale

Intuitive, comprehensive, integrated.

### 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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## Point of Sale

### Inside

AXIS Point of Sale offers a comprehensive suite of integrated software products designed to handle the daily operations of AAA/CAA clubs.

Look inside to find out how you can:

- improve the efficiency of your branches, call center(s) and web site operations
- minimize and streamline the number of applications you use
- reach your MRM initiatives



# Point of Sale

AXIS Point of Sale (POS) offers an integrated suite of software products to provide an intuitive and comprehensive single system solution to the AAA/CAA auto club industry. It serves as a launching point for all transactions in your branches, call centers and via your website.

With AXIS Point of Sale, member verification is always up-to-the-second. AXIS POS provides a single, customer-centered view based on comprehensive customer specific information, such as Lifetime Value, Dialog Topics and promotions, and services utilized details are tracked and updated in real-time. These features are crucial to any successful MRM initiative.

## MRM Integration

AXIS Point of Sale integrates with the AXIS MRM toolset to best serve members and fulfill your MRM initiatives. Point of Sale is fully integrated with AXIS Navigator, our premier operational MRM tool for customer service representatives (CSRs).

Navigator revolutionizes the member experience, making each member interaction relevant while helping your club to effectively up-sell and cross-sell products. Dialog Topics remind CSRs to inform the member of AAA/CAA services that may be of special interest to them. AXIS Point of Sale also lets you capture non-transactional contacts, including leads, so that you have a complete profile of every interaction at your club.

## Unparalleled Functionality

The AXIS Point of Sale solution is functionally rich and does not typically require any customization. We offer the most comprehensive, flexible Point of Sale auto club solution available today. Hundreds of options make it adaptable to the needs of all

AAA/CAA clubs – whether small, medium or large. Existing club membership ranges from 100,000 to over two million members, and there are over 1,000 AXIS Point of Sale users today.

Using AXIS POS, your CSRs can better serve your members by offering to serve a wide variety of needs, including:

- membership renewals/upgrades and general membership changes
- travel bookings, including interfaces to Apollo GDS and AAA National's TravelConnect
- auto travel requests for Triptiks®, maps, Tour-Books® & CampBooks®
- retail product sales
- medical insurance sales
- traveller's cheque sales
- member requests and complaints
- requests for emergency road service.

AXIS Point of Sale is even available to your ERS drivers using Mentor Ranger and MDC units. From these mobile devices, drivers are able to process sales of batteries and other accessories.

## AXIS POS Online

AXIS POS enhances the customer experience by offering self-serve options via a club web site where members can join the club, renew and upgrade their memberships, change their contact information and view their Affinity credits. As well, clubs can offer a variety of retail products through e-Store, which lets members purchase products such as attraction tickets and travel books from your web site.



**Meet Liz DeBoer.** Liz began working for her local AAA club ten years ago and is now the most experienced customer service representative at her branch. Liz uses the AXIS POS system.

Using AXIS POS, Liz can quickly and easily confront any situation. With its integrated MRM toolset, the AXIS POS system becomes a powerful tool for up-selling and cross-selling. Up-to-the-second member information makes Liz's job easier and the customer happier. Liz deals with a multitude of issues during her work day; luckily, AXIS POS makes every transaction a snap.

“

When you walk into one of our offices, our customer service representatives can sell you a membership, order you a Triptik®, sell you a cruise or airline ticket, and much more. With AXIS POS, each CSR becomes a super counselor.

”

**Jan Sliva**

Director of Travel Operations | AAA Ohio Auto Club

## Inventory and Purchasing

Tracking and replenishing inventory is automated via AXIS Inventory and AXIS Purchasing. They efficiently manage and track inventory by location and generate purchase and transfer orders based on re-order points and re-stock levels.

## Payment Processing Made Easy

Point of Sale automates the payment process and consolidates member activity onto a single receipt. It handles multiple payment methods, including authorizations for credit and debit card purchases. All postings to accounting are automated via the end-of-day balancing and close-out procedures.

To make bank deposits easier, AXIS POS captures all payment activity and provides end-of-day deposit reports by branch and bank account.

## Point of Sale Features

AXIS Point of Sale is a robust operational solution which features:

- an integrated and non-invasive MRM toolset, including Navigator Client Workspace, which offers your CSRs a comprehensive view of the member so that they can better identify and serve each individual member

- a detailed customer Travel profile that tracks areas of interest, travel preferences and special needs, citizenship and passport information, loyalty numbers, preferred payment methods, and emergency contact information

- Enterprise Information System (EIS), a flexible analysis and reporting tool; in addition to a variety of pre-defined package reports, EIS lets you create your own custom and ad-hoc reports putting timely and insightful information about your business at your fingertips

- updates to the Membership system and to the services utilized profile that are 'Live' for all sales channels

- affinity options allowing clubs to offer affinity credits to redeem against purchases rather than selling products at a discount

- lookup features that allow quick and easy retrieval of membership information

- handling of non-members and members of other clubs

- flexible product pricing which supports a variety of price structures such as non-member, member, and Plus member pricing

- a single receipt summarizing all transactions for each customer visit

- swiping of membership cards, credit cards and debits cards, while product bar codes can be scanned into the system for quick and accurate processing

AXIS POS effectively handles your daily operations while improving member service, increasing sales through cross-selling and strengthening member retention.