

integrated



minds



solutions



▶ **Member Relationship Management**

- Client Workspace (360° view)
- Dialog Topics
- Contact Management
- Promotion Management
- Client Feedback
- Database Marketing (DBM)
- DBM Renewal Analysis
- Segmentation Codes
- Lifetime Value/Product Index
- Requests/Complaint Tracking

▶ **Membership**

- Internet transactions
- Incentive earnings
- Loyalty Partner Points
- Memlink (CDX)
- Membership Count Reporting
- Services Utilized Tracking

▶ **Travel**

- Consolidated Booking Record
- Web Bookings
- Group Sales and Inventory
- Client Profile
- Diary tasks

▶ **Branch Operations**

- Point-of-Sale
- Membership
- Travel
- Traveller's Cheques
- Sundry (merchandise/attraction tickets, etc.)
- Auto Touring
- Hotel and Car Reservations
- Medical Insurance

▶ **Emergency Road Service**

- **Contractor Web Pages**
- **Routing and geo-coding with Kivera**
- **Dispatcher Workbench/Driver Watch**
- **Digital Dispatching**

AXIS Overview

AXIS provides a comprehensive suite of auto club management software products that address the business requirements of today's AAA/CAA clubs. Meeting the needs of more than 15 million auto club members across North America, AXIS offers total member service through its integrated modular structure.

Customer Centered Approach

In today's world, AAA/CAA clubs are focusing on a customer satisfaction business strategy. With AXIS, your club can differentiate how services are offered based on a number of criteria, including high and low cost customers and their preferences and provide a unique and valuable experience to each customer.

In support of your club's member relationship management (MRM) strategy, AXIS enables your organization to successfully leverage customer information to build strong relationships and personalize marketing, sales, and service activities with 'next best offer' display topics for front-line staff.

AXIS integrates enterprise applications and provides a single 360° view based on comprehensive customer-specific information, including Lifetime Value, Product Index, segmentation codes, demographics, business line transactions, contact methods, and promotion and response codes.

Common Execution

Customers deal with your club when, where, and how they want - so it's important that you have the tools to support common execution across all distribution channels. With AXIS, your web applications and staff from your branches, call centers, and back-room membership processing departments will all access the same, complete, and comprehensive customer profiles.



Integrated Solutions. Integrated Minds.

- EDS/RAP Interface
- MapSuite
- SmartSpot with Auto Dispatch
- Phone Ahead Notification

► **Corporate**

- Enterprise Information System (EIS)
- Credit Card Authorization
- Inventory
- Purchasing

► **Accounting**

- General Ledger
- Accounts Payable
- Accounts Receivable

“This is the first software provider to ask us what we wanted. Even though we are a small club, it does make a difference to be asked. Most software companies go ahead and develop what they think is right. With [Campana] there is a User Group, and some of the things they put together are so invaluable... we feel we have an opinion on how the software is progressing. And when you do have challenges, they are able to help and solve those problems.”

Carol Bradley
Finance Supervisor
CAA Saskatchewan

Information Retrieval

AXIS provides the built-in flexibility, comprehensive reporting, and expansion capabilities that auto clubs need to monitor service and maximize efficiency.

- Enterprise Information System (EIS) consolidates departmental information and summarizes daily business activity through PowerPlay®, a flexible business intelligence reporting tool.
- Using Database Marketing (DBM), your staff can analyze member service usage to help guide marketing efforts, such as new member recruitment.
- Using DBM Renewal Analysis, you can analyze and better understand non-renewals to help increase member retention.

Integrated Service

Full integration of all applications provides automatic information flow and up-to-date information to appropriate club departments, eliminating the need to rekey information.

For example, Point-of-Sale provides branch tellers and call center staff with an access point to all member services applications, allowing them to process multiple services for one member in one visit. Also, automatic service usage tracking provides Lifetime Values for members and prospects.

Connectivity to a central system also provides branch offices with access to head office services, and improves efficiency with centralized security and management.

External Connectivity

- Integration with other third-party applications using web services lets you leverage a powerful set of transactions using AXIS Application Programming Interfaces (APIs).
- Processing transactions over the Internet reaches a larger client base and frees up in-house staff for other duties without decreasing the volume of transactions your club processes.
- The ability to connect to other systems, such as Apollo, AMEX, banks, and EDS/RAP using an Open Systems platform provides a flexible, cost-effective long-term solution.