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# Affinity Partnership Credits

- ▶ Members can redeem credits against membership dues or other products in Point-of-Sale, offering value whenever and wherever they choose
- ▶ Members can redeem affinity credits at other clubs, expanding the advantages of affinity credits
- ▶ Members can inquire on their credit balance by affinity partner over the internet, reducing the number of phone inquiries your club receives
- ▶ You can include your club's affinity credits in the Lifetime Value calculation, gaining a more accurate measure of each member's value to your club
- ▶ You can include your club's credit data in the AXIS Database Marketing System, resulting in a more accurate measure of the member's purchasing habits
- ▶ Affinity supports multiple affinity partners, facilitating the expansion of your affinity partner program

With the AXIS Membership Affinity function, members can use their uniform membership cards (UMC) with your AAA/CAA affinity partners to accumulate affinity credits. AXIS tracks affinity credits by affinity partner, and allows your members to redeem their credits against membership renewal dues or other purchases, including merchandise.

## How Affinity Credits are Processed

When making a purchase at an affinity partner location, the teller swipes the member's UMC to capture their membership information. The affinity partner designates a percentage of the sale as credit to the member. The credits are tracked in dollar amounts.

The partner organizes transactions by club code and sends this data to each club on a regular basis. Your club then loads this information into AXIS to keep purchase information and related credits up-to-date.

AXIS tracks and accumulates affinity partner credits for each member, but the balance of the credits is a lump sum for all members under a primary membership.

## Redeeming and Refunding Affinity Partner Credits

Members can redeem credits to apply towards membership renewal dues or payments when making purchases in Point-of-Sale. Credits from more than one eligible affinity partner may be used for one payment. The Point-of-Sale Payment screen displays the affinity credits available for redemption.

If a purchase was made using affinity credits, and a member requires a refund, you can refund the redeemed affinity credits to the member's affinity credit balance.

You can configure your system to enable access to affinity credits information, and define which affinity partner's points can be used at Point-of-Sale.



Related product sheets:

- Membership
- Point-of-Sale

## Inquiring on Affinity Credits

Your staff can inquire on a member's affinity credit information (including the credits pending for each affinity partner, and the billing dates when credits were applied to the member's balance) enabling quick determination of member savings and partnership effectiveness.

Your staff can view summary information about the member credits loaded into AXIS by date. Summary information includes the affinity partner's total sales, the total member credits generated from those sales, and the total club credits (commission) accumulated.

## Reporting on Affinity Credits

Membership Affinity Credit Reports show information about affinity credits that your club has received from an affinity partner during a specified period.

There are 3 types of reports:

- The Affinity Credits Detail Report shows credit information for transactions that took place on a specified date, or the date on which transactions were transmitted to your club. The report shows the sale date, the affinity credit amount, your club's corresponding credit amount, and the total amount purchased for each transaction.
- The Affinity Credit Summary by Date Report shows summary credit information for each date or date-range involving affinity credit transactions. The report shows the total affinity credit for the day, the total credit your club received for that date as commission, and the total purchases.
- The Affinity Credits Summary Report shows summary information for all dates within a specified range, including the total number of transactions involving affinity credits, the total affinity credits, and the total credit your club receives as commission, and the total purchases.

## Managing Credits

The following functions enable quick and efficient affinity credit maintenance:

- Load Credits Info – enables load of incoming credits from your affinity partner.
- Pending Credit Adjustment – allows your club to make manual adjustments to affinity credits.
- Member Credits Inquiry – performs member inquiries on credit processing details including credits earned and applied.
- Transmission Inquiry – displays transmission summary information by transmission date.
- Purge Detailed Transactions – detailed credit transaction records are deleted or transferred to tape.
- Restore Detailed Transactions – credit transaction records transferred to tape can be restored to your system.