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# Membership

- ▶ Provides self-serve features on the Internet, allowing members to renew or upgrade their membership, update address and contact information, look up Affinity Dollars and offer a gift membership, while reducing membership department workload
- ▶ Provides a comprehensive member profile, including Services Utilized, Lifetime Value, Product Index, status flags, travel profile, segment codes, promotions and responses, ensuring your staff handles members appropriately
- ▶ Calculates Lifetime Value, providing the 'net worth' of each customer, and enabling you to price memberships and tailor services accordingly
- ▶ Calculates Product Index, proving the depth and breadth of each client relationship, key metrics in measuring the overall success of your MRM initiatives
- ▶ Allows members to receive their membership bill electronically using e-bill
- ▶ Track promotions sent to each client as well as their response, allowing you to tailor new marketing programs according to past activity and results
- ▶ Supports standard AAA interfaces (e.g. Harte-Hanks, PNC, surveys and more)

AXIS Membership (MEM) is the nucleus of the AXIS software and provides a single, customer-centered view of your customers to other applications. It provides various components that can be tailored to satisfy your club's membership needs, including: Internet transactions, Lifetime Value calculation, Product Index calculation, Promotion Management, Affinity partner management, Services Utilized tracking, and Credit Card Registry.

In addition, Membership, in conjunction with other AXIS applications, can be tailored to support your club's customer relationship management (CRM) strategy.

## Membership and the Internet

AXIS Membership extends membership capabilities to the Internet. Members can renew, or upgrade their membership on your website using the self-serve model available through 'My Account'. Members can also offer gift memberships themselves. Non-members can join via the web and automatically and instantaneously be assigned their own memberships.

## Services Utilized Tracking

MEM automatically tracks all club services used by a client on their Services Utilized profile. This profile can also be populated with external data from other operational systems, such as Insurance. MEM also tracks Affinity partner transactions to provide a comprehensive view of member activity.

This 'Goldmine' of transactional activity is the basis for a customer-centered business strategy. The information on the Services Utilized profile is used to calculate a member's Lifetime Value and Product Index, metrics that measure the success of your MRM initiatives.

- ▶ Tracks Affinity Dollars related to partner and club activity, and lets members choose to redeem them on renewal dues or other club products
- ▶ Lets service counselors handle walk-in and phone-in membership transactions, eliminating paper-flow to your Membership department
- ▶ Provides automatic add/cancel upon expiry processing and future address changes, relieving the Membership department of related follow-up tasks
- ▶ Provides flexible payment plan options, eliminating lump-sum payments some members can't afford
- ▶ Personalizes membership bills using flexible marketing or reminder messages based on specific criteria
- ▶ Provides easy access to membership information and a comprehensive financial transaction audit trail for each client using flexible lookup features
- ▶ Retains past activity when prospective members join, which ensures an accurate record of historical transactions is kept

“Staff went from apprehension to absolute acceptance. They value the strengths of the system and the improvements it has brought, such as the ability to inquire into all the services utilized by a member.”

**Ronnie Warren**  
AAA East Penn

## Performing Membership Transactions

Service counselors and membership department staff can easily: add new members; add or cancel membership coverage and associate members; add discounts or miscellaneous charges (for example, NSF check fees or charges for duplicate cards); enter or reverse payments; issue refunds; print receipts; process card requests; and update membership information (such as address/contact, family, or credit card information).

## Membership Options

You can process and maintain several different kinds of memberships and coverages. You can:

- handle corporate, gift, honorary, employee and senior memberships
- support various extra coverage such as Plus, PAI Rider, Plus-RV, Premier and Premier RV, as well as medical riders
- process transfer-in and transfer-out members
- track prospective members, non-members (magazine-only) and non-acceptable members
- accommodate different membership privileges (à la carte).

## Billing Members

You can use your own club's billing methods and timetable for billing tasks. The entire billing process is divided into phases, including: pre-bills, to eliminate errors before issuing bills; first through fifth, as required. MEM also prints salvage bills for suspended members you want to reinstate, and processes credit bills for clients who have promised to pay (for example, as a result of telemarketing sales) or who have made partial payments. Billing options also provide automatic conversion prior to first bill, such as age (for example, regular to senior, overage associate to primary) and loyalty (for example, 25-year members).

## Processing Payments

MEM handles multiple payment options, including payments made in person (at a branch office), mailed in to the club, or mailed to an outside source, automatic credit card renewals (ACCR) and automated clearing-house payments (ACH), as well as credit card payments over the Internet or through your call center.

Outsourced payments help expedite payment processing and data entry. For example, MEM handles several types of lock boxes, bank transmissions, mass pays for corporations, optical character recognition (OCR) files, among others.

Installment payments are available as an option to members who want to pay smaller amounts on a recurring basis.



Related product sheets:

- Lifetime Value
- Product Index
- Promotion Management
- Affinity Partnership Credits
- Memlink/CDX
- Member Request Tracking
- Database Marketing

## Integration with Other AXIS Modules

Full integration with all AXIS applications ensures that membership verification and member information is current and readily available to all users throughout AXIS at all times. Integration highlights include:

- AXIS Point-of-Sale enables service counselors to handle walk-in and phone-in membership transactions, eliminating paper-flow to your Membership department.
- For easy entry and tracking, all Internet, call centre, branch, and back-room membership transactions are processed using the AXIS Point-of-Sale cash drawer system.
- All payments and refunds automatically update AXIS Accounts Payable and General Ledger for accurate accounting, reporting of earned and unearned revenues, and detailed member audit trails.
- Using AXIS Memlink/CDX, your club can offer real-time membership verification to other clubs and your club can verify memberships with other clubs.
- Using AXIS SWIPE to automatically authorize credit card transactions facilitates payment/refund processing of all membership transactions, whether on the Internet, in the branches and call centres, or in the Membership department
- Using AXIS' Database Marketing Renewal Analysis tool, your club can gain a better understanding of when and why members renew. Renewal Analysis provides statistics on renewal rates for specific classes of members, and allows you to analyze the renewal process for different membership segments.

## Generating Membership Reports

MEM provides a full range of reports including: commission, sales, count, revenue and renewal analysis reports. Using Membership Count Reporting (MCR), you can utilize Cognos PowerPlay® to analyze and report on the data graphically and create your own reports. You can also define your own ad-hoc reports using AXIS Make Your Own Report.