

integrated



minds

solutions



## Point-of-Sale

- ▶ Swiping Uniform Membership Cards (UMC) or using client lookup features such as sound like name/address searches, allows for quick and easy retrieval of membership information
- ▶ Past, non-member clients are easily found in the system, ensuring that a complete transaction history is maintained to calculate their Lifetime Value
- ▶ Comprehensive client profiles include Lifetime Value and membership and marketing flags, which ensures each customer is dealt with appropriately
- ▶ Product pricing is flexible, supporting a variety of price structures, such as non-member, member, and Plus member pricing
- ▶ Product bar codes can be scanned into the system for quick and accurate processing of merchandise sales
- ▶ Handles multiple payment methods, including credit and debit card authorization, Affinity dollar redemptions, which provides flexible options to clients
- ▶ Automatically tracks and records all transactions in the client's Services Utilized profile, providing the necessary details to calculate Lifetime Value and Product Index, and augmenting member insight in AXIS Database Marketing

AXIS Point-of-Sale (POS) is a fully integrated customer service and cash management system. It provides a common access point for your branch tellers and call center staff to all AXIS member service applications.

Point-of-Sale provides a single, customer-centered view based on comprehensive customer specific information, such as Lifetime Value, membership and marketing flags, and promotion and response codes. POS also features a comprehensive customer travel profile that includes areas of interest, travel preferences and special needs, citizenship and passport information, loyalty numbers, preferred payment methods, and emergency contact information.

### Processing Transactions

To help you process transactions efficiently and easily, Point-of-Sale:

- lets service councilors identify a member or client quickly and easily by swiping the membership card, entering a membership number, phone number, an Apollo PNR (to retrieve Apollo transactions), past transaction reference number, or by using a sounds-like name or address search
- enables service councilors to access files for members of other clubs using AXIS Memlink/CDX
- shows your staff which promotions have been offered to a client and records the member's response to the promotion
- supports Call Center activities, for clubs that offer member services by phone
- displays a client's Affinity dollars, and lets clients redeem these to purchase club products
- handles credit and debit card payments for your branches, call center(s), membership department and Internet transactions via POS Swipe.

- ▶ A single receipt for all transactions summarizes a client's visit to your club
- ▶ Configurable greetings and discounts messages can be printed on customer receipts to promote club activities or optional coverages
- ▶ Teller productivity reports help you monitor service activity and identify performance issues

“Not only are we able to offer better and faster service to our members, but Point-of-Sale also allows us to closely monitor teller productivity. This is essential for us since we operate 28 branch offices. “

**Sandy Dubeau**

Manager Retail-Special Services,  
CAA Central Ontario

## Using Sundry

Sundry is a component of Point-of-Sale and is used for processing sales of inventoried, or non-inventoried products, such as merchandise, attraction-tickets and passport photos.

## Using Swipe

Swipe is a component of Point-of-Sale, and is used to process debit and credit card transactions automatically. Swipe also:

- prints an authorization receipt for a client to sign, eliminating paperwork from multiple sources
- prints reports to balance transactions with the bank and to confirm deposit amounts
- tracks transactions for audit purposes.

## Managing Cash

Point-of-Sale improves cash management by allowing administrators to define acceptable payment methods by service area, report on cash drawers that are over a pre-set maximum limit, and make interim deposits. After their daily close out, tellers must balance their cash drawer by payment method. For all club activity, end-of-day deposit reports by branch and bank accounts make bank deposits easier.

## Integration with Other AXIS Applications

Point-of-Sale is integrated with the following AXIS applications to provide a streamlined customer service system: Internet, Membership, Travel, Traveler's Cheques, Hotel and Car Reservations, Auto Touring, Medical Insurance, Member Request Tracking System, Inventory, Affinity, Emergency Road Service, General Ledger, and Memlink/CDX. Some integration highlights include:

- Integration with web-based transactions, such as new membership applications and membership renewals, ensures Internet transactions are processed online and consolidates cash management activity.
- With AXIS Lifetime Value and Product Index, your club can use Point-of-Sale transactions to calculate these values for your clients.
- Integration with AXIS General Ledger allows automatic posting of Point-of-Sale transactions.

## Support for External Interfaces

Point-of-Sale provides tight integration with Apollo®: i) it populates an Apollo Passenger Name Record (PNR) with its own customer information, ii) payment transactions for travel bookings are processed with all other payments, in the POS cash management system and automatically populated to the PNR, and iii) Apollo travel booking transactions are then automatically recorded on the clients service usage profile.

POS also provides automatic links to AAA National's Automated TripTik System (ATS) and populates information fields using member information from AXIS when requesting TripTiks.



Related product sheets:

- Sundry
- Membership
- Lifetime Value/Product Index
- Travel
- Emergency Road Service
- Affinity
- Medical Insurance
- Auto Touring
- Hotel and Car Reservations
- Enterprise Information System
- Member Request Tracking System

POS lets Emergency Road Service drivers process roadside payments for sales of batteries and accessories from their mobile data device with built-in magnetic card readers.

## Reporting

In addition to a variety of pre-defined package reports, Enterprise Information System (EIS) reporting is available as a separate application. EIS is a powerful analysis and reporting tool that provides timely and insightful information about your business.

## Using Security Features

Point-of-Sale offers multiple security features to let you restrict teller access and privileges. Point-of-Sale:

- allows you to set defined maximums for cash drawers and payment amounts accepted by a teller
- prompts for a teller password
- restricts teller access to service areas and cash drawers
- restricts changes to member records by teller
- allows the head teller to override regular teller limits.