

Revolutionize Your Member Management Strategy & Grow Your Profits

Would you like to strengthen your relationship with each member of your auto club, and in turn, increase their value to your business?

With **AXIS Membership Relationship Management (MRM)**, your team can leverage member information to easily personalize marketing, sales and service activities and ensure every member gets a unique and valuable experience.



Get a 360° Member View

Give your frontline staff a complete view of every member – from personal details to past transactions – to ensure seamless interactions.



Study Your Members

Collect relevant member information via flexible feedback forms and surveys to track requests, identify member concerns and improve customer satisfaction.



Calculate Member Value

Calculate the value of your members, so you can quickly adjust customer service policies, renewal rates and promotions to reward your most valuable members.



Market More Effectively

Enable your marketing staff to actively manage campaigns, target members individually or in groups and measure the overall effectiveness of every promotion.



Gather Member Data

Analyze a vast array of customer data for profiling, segmentation, targeting and membership renewal analysis to ensure you never lose a sales opportunity.



Integrate with AXIS Leads

Automate and streamline how sales leads are captured, disseminated and managed and transform your reactive service personnel into proactive sales agents.



Gain a trusted partner with a shared business vision to ensure your MRM solution changes and evolves to meet your strategic objectives and emerging industry trends.

Ready to see **AXIS MRM** in action
Call us at **1.844.568.7933** or email at sales@campana.com