



MEMBER OUTREACH



BOOST YOUR CROSS-SELLING AND UPSELLING POTENTIAL

AXIS Member Outreach enables you to effectively cross-sell and upsell to your members. Whether you are engaging your members by phone, in person, by mail, in a text, or on the web, it is crucial to have a clear understanding of the member's interest level in particular promotions. AXIS Member Outreach integrates with AXIS Navigator to track and display responses to specific communications, empowering your frontline staff.

Your members will respond better to campaigns delivered through personalized sales communications. AXIS Member Outreach provides targeted segmentation of members, based on previous interactions and supplemental data intelligence, to supercharge your marketing efforts.

AXIS Member Outreach integrates with third-party omnichannel marketing platforms to seamlessly feed your sales funnel with information on members who will likely respond positively to your targeted campaigns.

Allow Marketers to concentrate on creating campaigns; have AXIS Member Outreach target members

A high Click Through Rate does not equal a high Conversion Rate, and broad generic marketing communications have a lower conversion rate than targeted marketing communications. It takes a lot of time and effort to segment your members to ensure effective campaigns. With AXIS Member Outreach, set your qualifying criteria once, and let the system continuously generate your target members.

Phone, Email, SMS, Mail; don't use any channel, use the appropriate channel

AXIS Member Outreach not only segments your members by interests, it also feeds your various marketing channels. Different demographics respond better to different channels. With AXIS Member Outreach, you do not have to limit your campaigns to a single channel; instead use each member's preferred channel to effectively reach your members.





Empower your frontline staff to close cross-selling and upselling opportunities

Through integration with AXIS Navigator, AXIS Member Outreach tracks and displays when a member is sent a SMS marketing communication or opens a promotional email. This knowledge enables your frontline staff to follow up on cross-selling and upselling opportunities to complete the sale. By integrating with AXIS Dialog Marketing, these communication responses trigger new Dialog Topics creating a workflow which offers additional promotions or advice.



About Campana Systems

Campana Systems is an international leader in information solutions for the auto club and health care industries. Since 1988, we have been enabling our clients to achieve their ongoing business objectives using our in-depth industry knowledge and trusted technology solutions.

AXIS, a division of Campana Systems, applies its in-depth industry knowledge and experience to maintain leadership in providing an evolving suite of integrated software and service solutions for AAA/CAA auto clubs.

The AXIS division offers Member Relationship Management tools that interface seamlessly with AXIS Membership, Travel, Point-of-Sale, and Emergency Road Service.

With years of experience in the industry and a proven track record of comprehensive, integrated and cost effective solutions, Campana consistently meets and exceeds club expectations while keeping with current AAA Standards.

Skyrocket your revenues by increasing conversion rates

AXIS Member Outreach integrates with AXIS Promotion Response Tracking to report the response and conversion rates of targeted marketing communications identified by AXIS Member Outreach. Your marketing team can analyze promotional responses by specific channels or by particular campaigns to fine-tune offerings and boost successful conversions.



Related Products

- › Member Relationship Management
- › Membership
- › Dialog Marketing
- › Navigator

