



# POINT-OF-SALE



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**AXIS Point-of-Sale offers a comprehensive** integrated software products designed to handle the daily operations of AAA/CAA clubs.

Look inside to learn how you can:

- ✓ handle your daily operations while improving member service, increasing sales through cross-selling and strengthening member retention
- ✓ minimize and streamline the number of applications you use
- ✓ reach your MRM initiatives



## Point-of-Sale Features

AXIS Point-of-Sale is a robust operational solution that features:

- ✓ a streamlined approach to processing transactions in multiple areas (retail products, travel, road service, etc.)
- ✓ a detailed customer Travel profile that tracks areas of interest, travel preferences and special needs, citizenship and passport information, loyalty numbers, preferred payment methods, and emergency contact information
- ✓ updates to the Membership system and to the services utilized profile that are 'Live' for all sales channels
- ✓ allows clubs to offer AAA/CAA Dollars (club given credits) to redeem against purchases rather than selling products at a discount
- ✓ lookup features that allow quick and easy retrieval of membership information
- ✓ handling of non-members and members of other clubs

- ✓ flexible product pricing which supports a variety of price structures, such as non-member, member, and Plus member pricing
- ✓ a single receipt summarizing all transactions for each customer visit
- ✓ swiping of membership cards, credit cards and debit cards while product bar codes can be scanned into the system for quick and accurate processing.
- ✓ mandated reporting, such as:
  - ✓ the IRS large cash transaction and currency transaction reports
  - ✓ the OFAC Specially Designed Nationals (SDN) verification

## Related Products

- ✓ Membership – The foundation of your member interactions
- ✓ Memlink/CDX – AAA National Standard for validating members
- ✓ Member Request Tracking – Track and answer member requests
- ✓ Loyalty – Reward your members with discounts and savings
- ✓ Member Relationship Management – Manage the relationships you have with your members





AXIS Point-of-Sale (POS) offers an integrated suite of software products to provide an intuitive and comprehensive single system solution to the AAA/CAA auto club industry. It serves as a launching point for all transactions in your branches, call centers and via your website.

With AXIS Point-of-Sale, member verification is always up-to-date. AXIS POS provides a single, customer-centered view based on comprehensive customer specific information, such as Lifetime Value, Dialog Topics and promotions, and services utilized. Details are tracked and updated in real-time.

## Unparalleled Functionality

The AXIS Point-of-Sale solution is functionally rich and does not typically require any customization. We offer the most comprehensive, flexible Point-of-Sale auto club solution available today. Hundreds of options make it adaptable to the needs of all AAA/CAA clubs – whether small, medium or large.

Using AXIS POS, your CSRs can better serve your members by offering to serve a wide variety of needs, including:

- ✓ membership renewals/upgrades and general membership changes
- ✓ travel bookings, including interfaces to Apollo®, Travelport Cruise, TST and more
- ✓ auto travel requests for Triptiks®, maps, TourBooks® & CampBooks®
- ✓ retail product sales
- ✓ medical insurance sales
- ✓ traveller's cheques sales
- ✓ member requests and complaints
- ✓ requests for emergency road service.

AXIS Point-of-Sale is even available to your ERS drivers using ERS MobilePlus. From these mobile devices, drivers are able to process sales of batteries and other accessories.

## AXIS POS Online

AXIS Point-of-Sale enhances the customer experience by offering self-serve options via a club website where members can join the club, renew and upgrade their memberships, change their contact information and view their AAA/CAA Dollars (club given credits). As well, clubs can offer a variety of retail products through e-Store, which lets members purchase products, such as attraction tickets and travel books from your website.

## Inventory and Purchasing

AXIS Point-of-Sale integrates with AXIS Inventory and Purchasing. They efficiently manage and track inventory by location and generate purchase and transfer orders based on re-order points and re-stock levels.

## Payment Processing Made Easy

Point-of-Sale automates the payment process and consolidates member activity onto a single receipt. It handles multiple payment methods, including authorizations for credit and debit card purchases. All postings to accounting are automated via the end-of-day balancing and close-out procedures.

To make bank deposits easier, AXIS POS captures all payment activity and provides end-of-day deposit reports by branch and bank account.



# AXIS POINT-OF-SALE

## POINT-OF-SALE MADE EASY

### About Campana Systems

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

In 2014, Campana was acquired by Constellation Software Inc.'s Perseus Operating Group. As part of the Constellation family, we continue to provide the specialization and individual attention customers expect while benefiting from the support and best practices of an international provider of enterprise software.

Campana Systems applies its in-depth knowledge and experience to maintain leadership in providing an evolving suite of integrated software and service solutions for AAA/CAA auto clubs. Campana offers Member Relationship Management tools that interface seamlessly with AXIS Membership, Travel, Point-of-Sale, and Emergency Road Service.

Our mission is to enable our auto club clients to achieve their strategic goals by providing leadership through effective innovative solutions and services.