

# Increase Revenue by Transforming your Customer Relationship Management Strategy

Exemplary customer service is grounded in the strength of your Member relationships. Understanding the wants and needs of your customer will strengthen your relationship while improving back-to-base revenue.

With AXIS CRM, your team can leverage member information to easily personalize marketing, sales and service activities and ensure every member gets a unique and valuable experience.



## Automated Targeted Cross-selling and Upselling Opportunities

Equip frontline staff with pre-populated scripts, collateral and offers based on Member analysis, while saving them time by automatically qualifying Members for offers.



## Predict Member Buying Potential Using Customer Personas

Understand your Member's Customer Persona at-a-glance, along with the impact on their buying potential.



## Learn More About Your Members via Feedback Surveys

Collect relevant Member information via flexible feedback forms and NPS surveys to identify member concerns and improve customer satisfaction.



## Know 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.



## Gather Member Data Including Member Interactions

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



## Market More Effectively Using Customized Member Targeting

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

## AXIS Full CRM Offering:



### Increase Insurance Policy Sales & Renewals via 'Policy Import'

Ensure you have accurate policy holder information attached to the appropriate Member for policy renewal and upselling.



### Broaden Your Reach Using Omnichannel Marketing

Stop limiting marketing campaigns to only emails and use the Member's preferred channel to reach more Members.



### Automate Lead Management Process

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

## What's included in AXIS CRM Lite vs. AXIS Full CRM:

	AXIS CRM Lite	AXIS Full CRM*
Automated Cross-Selling & Upselling Opportunities	✓	✓
Customer Personas	✓	✓
Member Feedback Surveys	✓	✓
Lifetime Value Scoring	✓	✓
Member Data & Insights	✓	✓
Customized Member Targeting for promotional offers	✓	✓
Insurance Policy Import		✓
Omnichannel Marketing Support		✓
Automated Lead Management capabilities		✓

\*AXIS CRM Lite is included with AXIS Membership Bundle. AXIS Full CRM is a separate Bundle.

Want to see AXIS CRM in action?  
Call us at 1.844.568.7933 or email at [sales@campana.com](mailto:sales@campana.com)