

# Revolutionize Your Member Management Strategy & Grow Your Profits

Strengthen your connection with every auto club member and unlock greater value for your business today.

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



### Gain a 360° Member View

Equip your frontline staff with a complete view of every member, including their personal details and past transactions, to ensure seamless interactions.



### Understand 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

Measure member value to quickly optimize 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 member data for profiling, segmentation, targeting and membership renewal analysis to ensure you never lose a sales opportunity.



### End-to-End Membership Management

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 vision, ensuring your Membership solution changes and evolves with your strategy and emerging industry trends.

**Ready to see AXIS Membership in action?**

Call us at 1.844.568.7933 or email at [sales@campana.com](mailto:sales@campana.com)