



Fostering Member Relationships

Insights from the CAA Federation



CANADIAN AUTOMOBILE ASSOCIATION

Member Relationship: Five Dimensions

- Understanding the Club-Member Relationship
- Member Product Index
- Touchpoints
- First Year Renewal
- Segmentation





Issue Focus: Understanding the Relationship with Members

Member Relationship with CAA

Tracking survey targeting 10,210 respondents nationwide

7610 members, 2600 non-members

The survey explores:

Impressions of the Brand

Key Drivers of the Brand

Relationship between renewal/retention and brand health

Key Metrics:

Dependability

Quality

Relevance

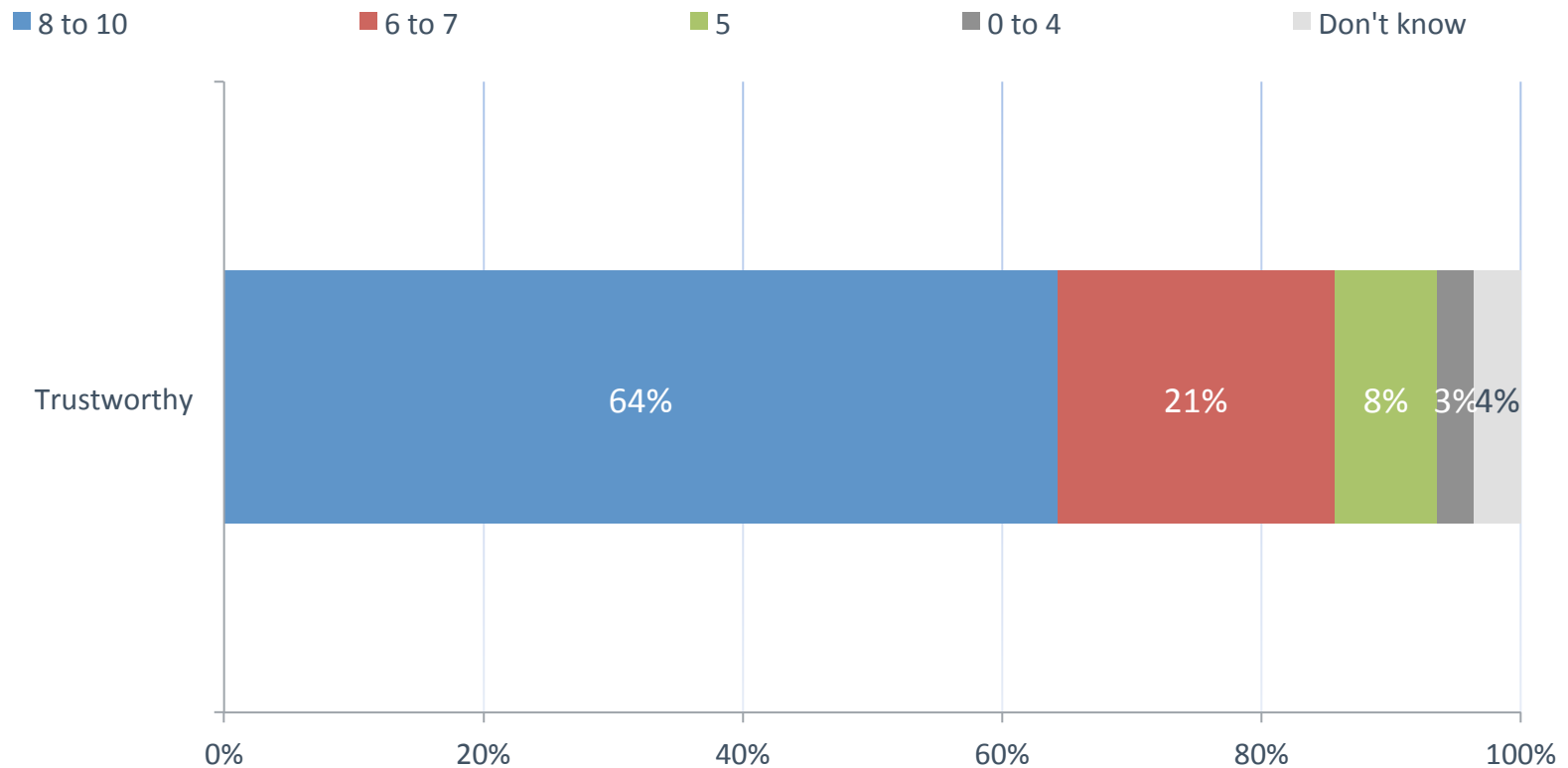
Future Relevance

Emotional Connection with the Brand



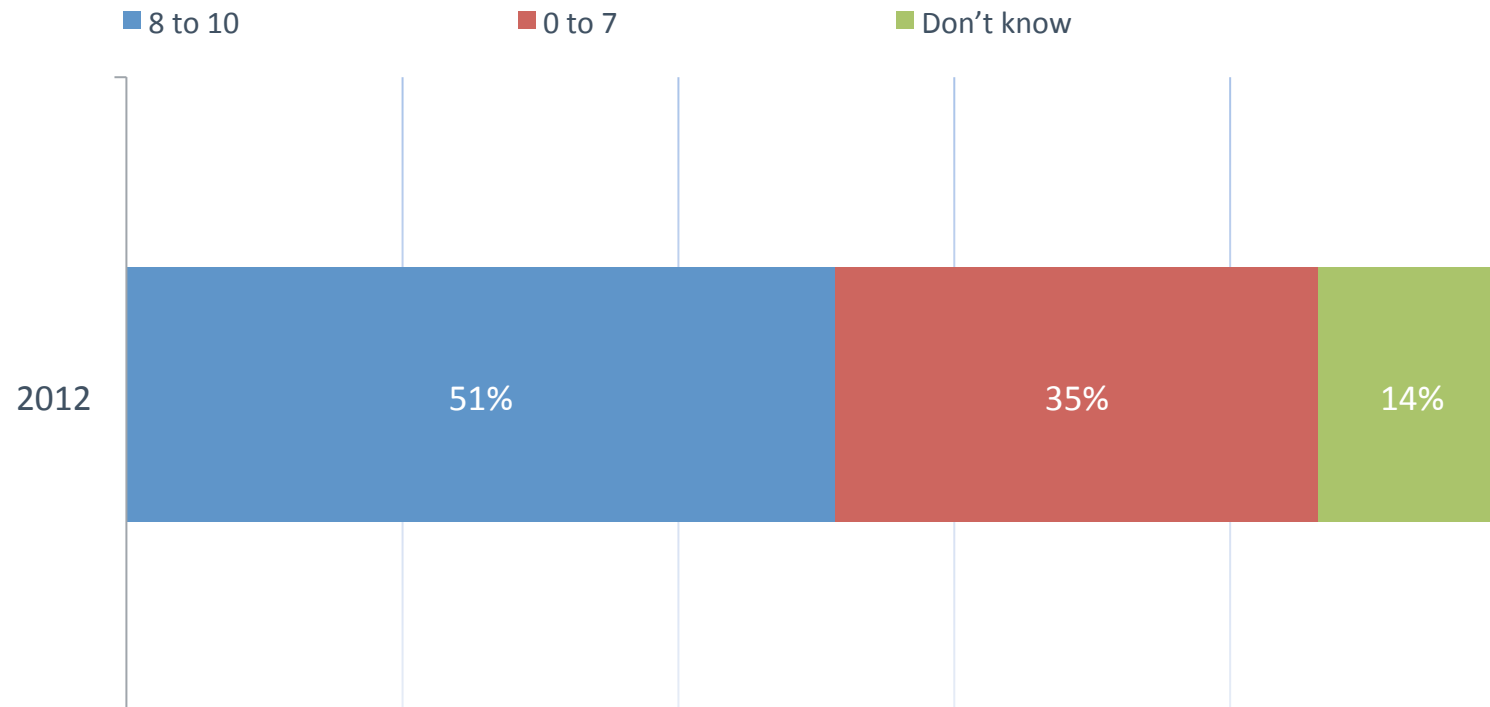
Trust in the CAA Brand

For each of the following, please indicate whether you agree or disagree that the statement applies to CAA, using a scale of 0 to 10, where "0" means you "strongly disagree" and "10" means you "strongly agree". CAA...



Dependability

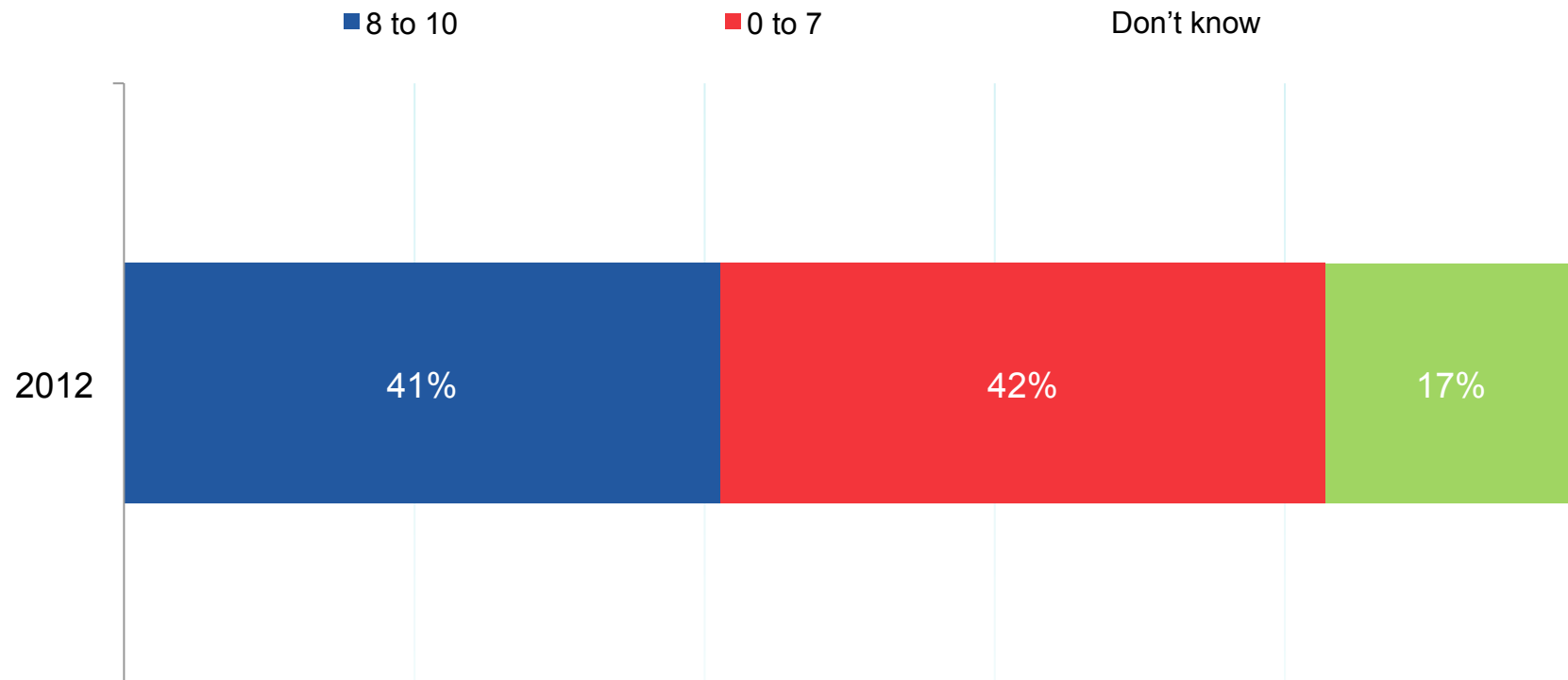
In relation to comparable brands in the marketplace please rate the overall level of dependability of the CAA, using a 0 to 10 scale where “0” means “this is a brand that I **cannot depend on at all**” and “10” means “this is a brand I **can always depend on**”.



Base: Those with some familiarity of the CAA (n=9,701)

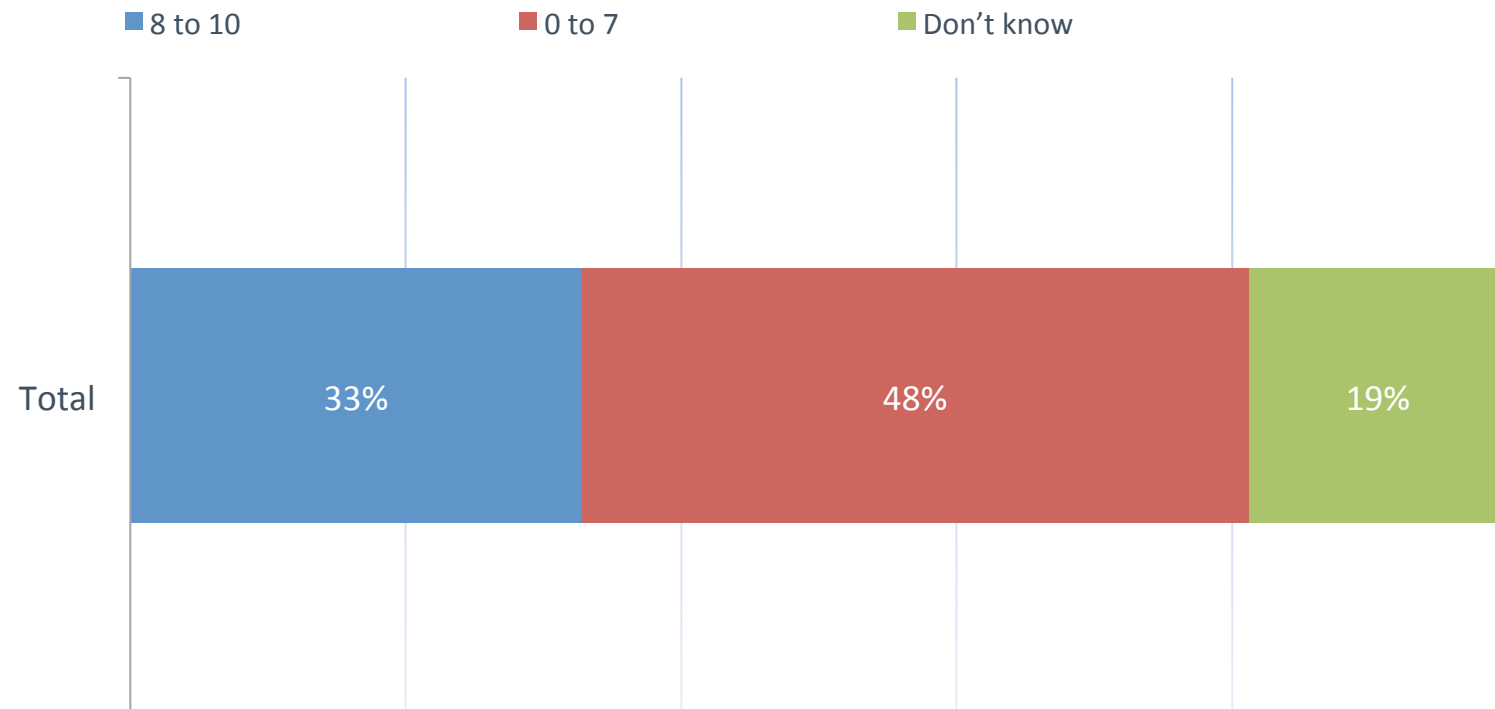
Quality

Please rate the overall **quality of the CAA brand** using a 0 to 10 scale, where “0” means “Poor”, “5” means “Average”, and “10” means “Outstanding”.



Brand Relevance

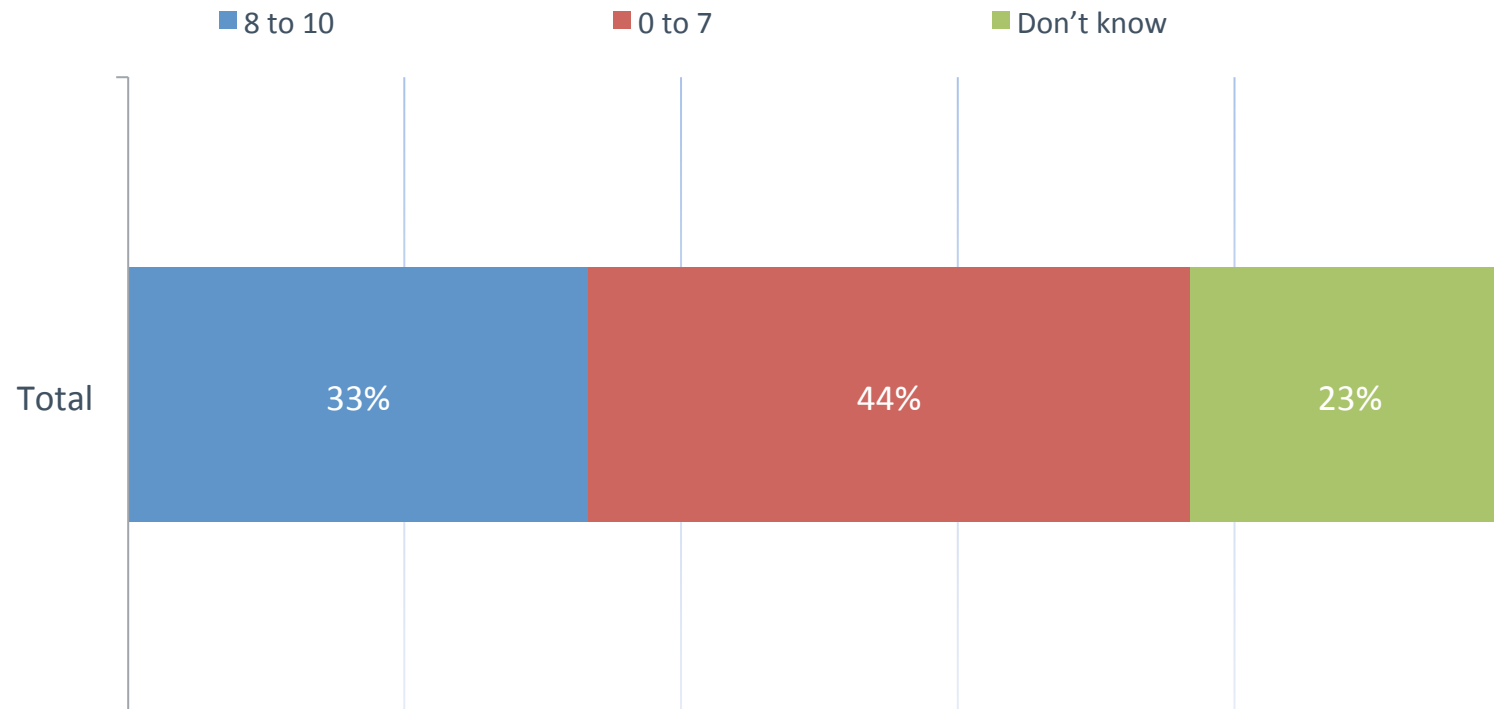
Please rate the overall relevance of the CAA brand to you, using a 0 to 10 scale, where “0” means “Poor”, “5” means “Average”, and “10” means “Outstanding”.



Base: Those with some familiarity of the CAA (n=9,701)

Future Relevance of the Brand

Thinking about 10 years from now, please rate the overall future relevance of the CAA brand to you, using a 0 to 10 scale, where “0” means “Poor”, “5” means “Average”, and “10” means “Outstanding”.

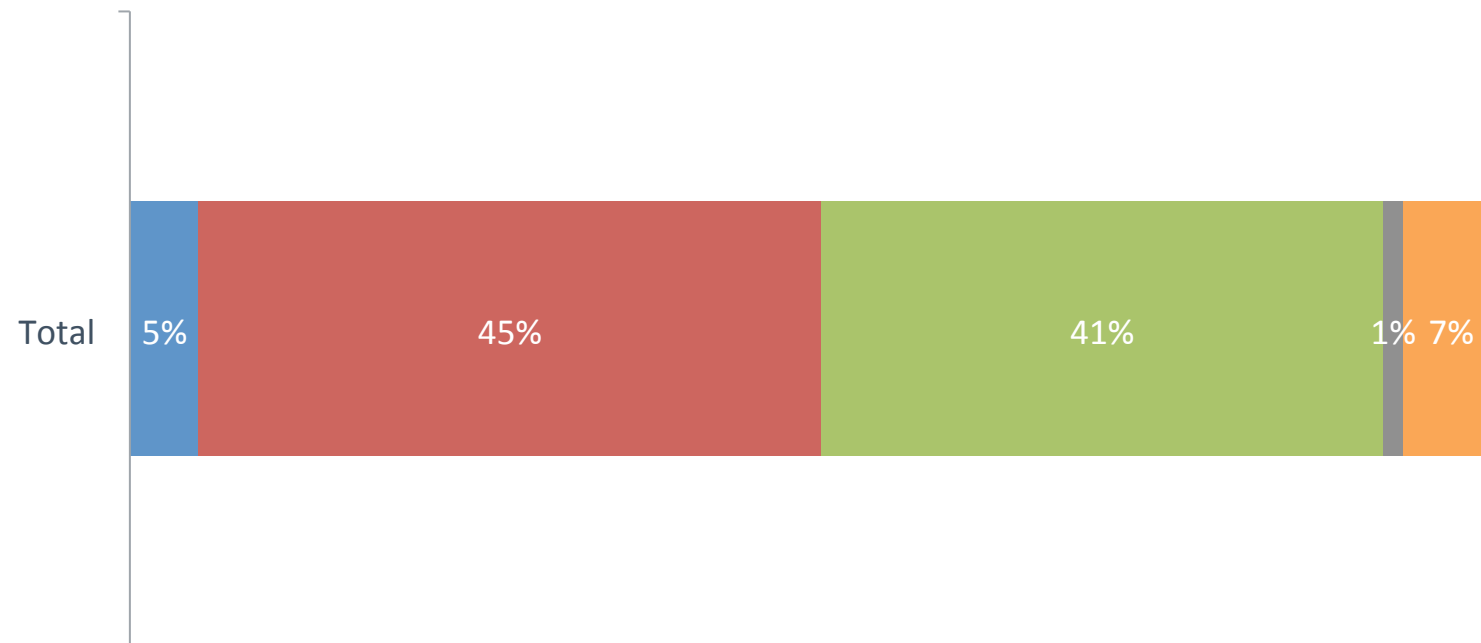


Base: Those with some familiarity of the CAA (n=9,701)

Emotional Connection with the Brand

Is the CAA a brand that...?

■ You love ■ You like ■ You do not have strong feelings about ■ You dislike ■ You hate ■ Don't know



Base: Those with some familiarity of the CAA (n=9,701)





Issue Focus: Product Use and Membership Renewal



Member Product Index

- Clubs know that the more products a member has, the more likely they are to remain a member
- The table below shows the correlation between membership renewal and number of products purchased in the past year

Product INDEX	RENEWAL
1	74,7%
2	81,9%
3	85,0%
4+	89,1%

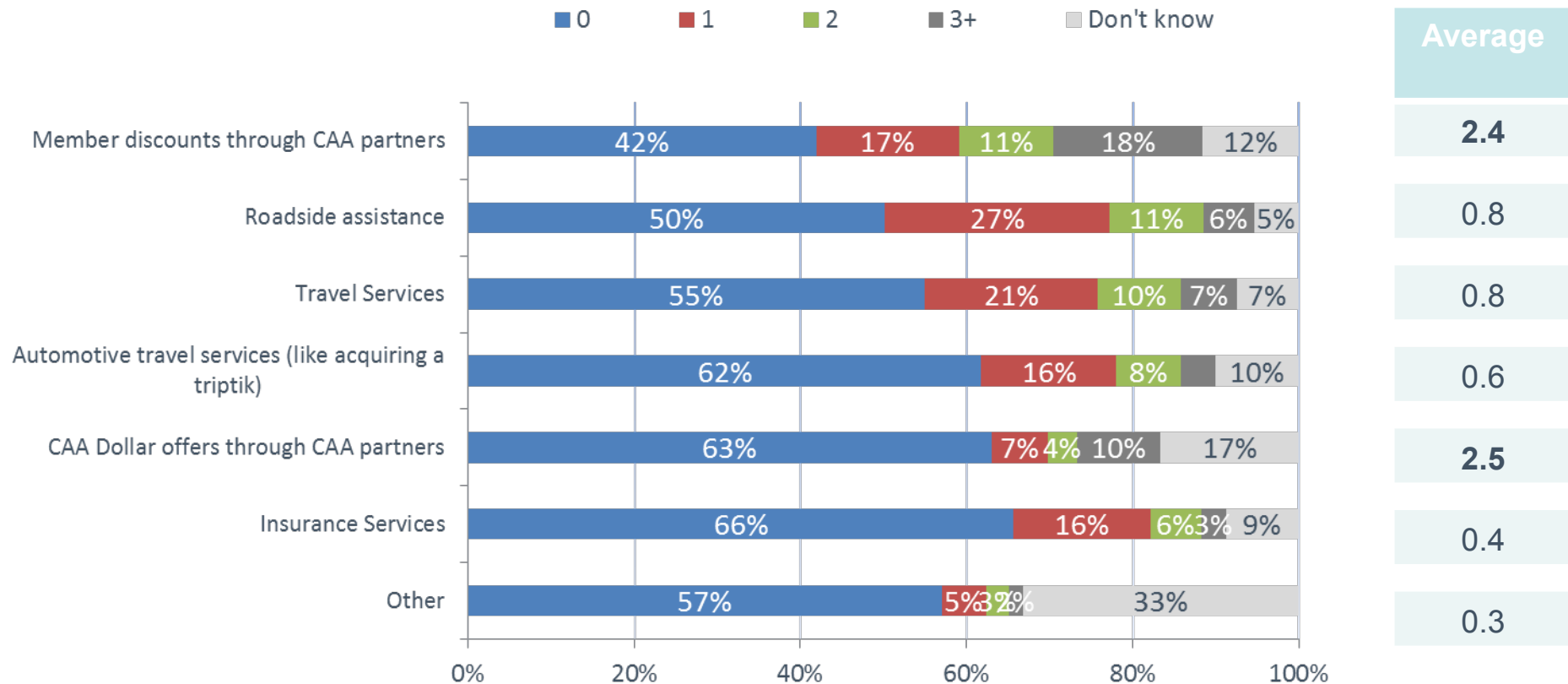


Issue Focus: Touchpoints and Membership Renewal



Touchpoints with CAA

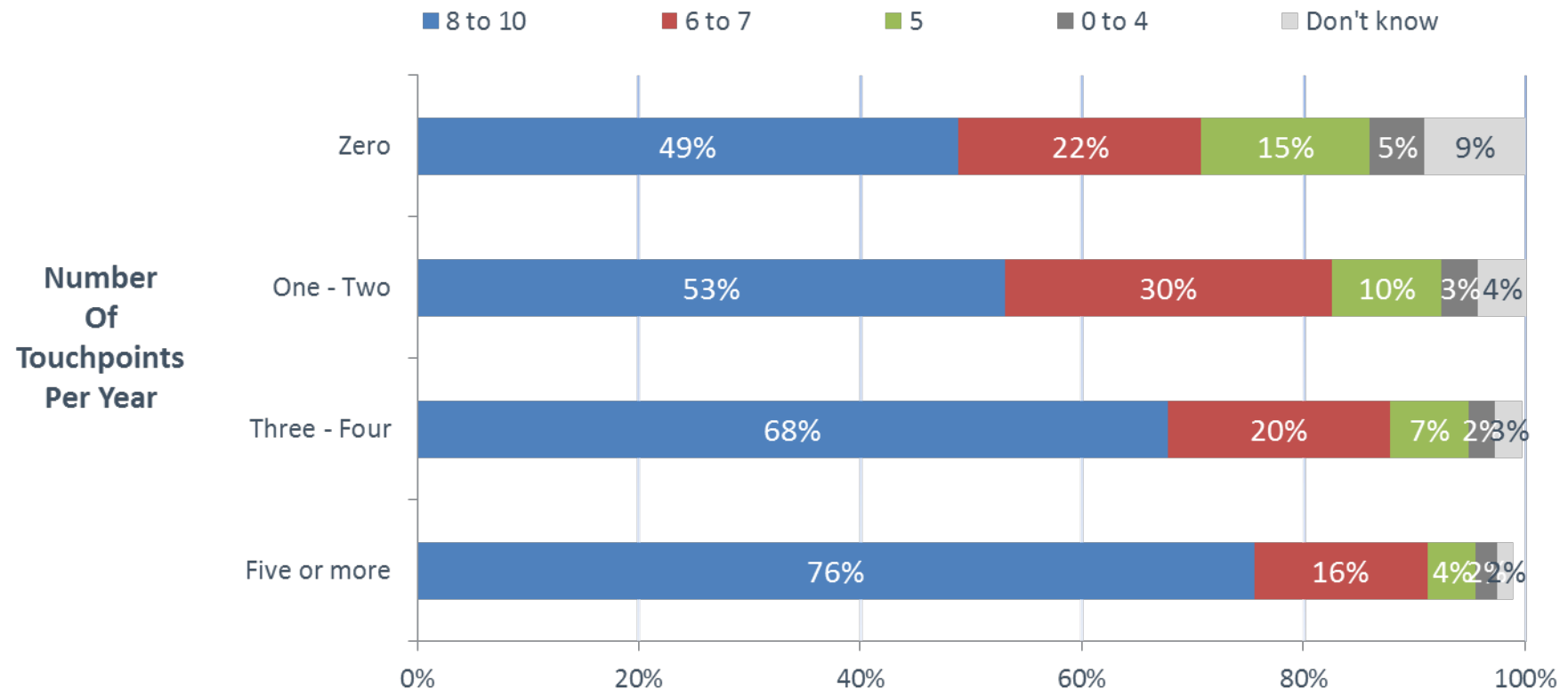
Overall, how many times over the past year have you interacted with the CAA in the following ways? This includes using any of the services or interacting with a CAA representative in any way.



Base: Members (n=7,646)

Touchpoints and Brand Trust

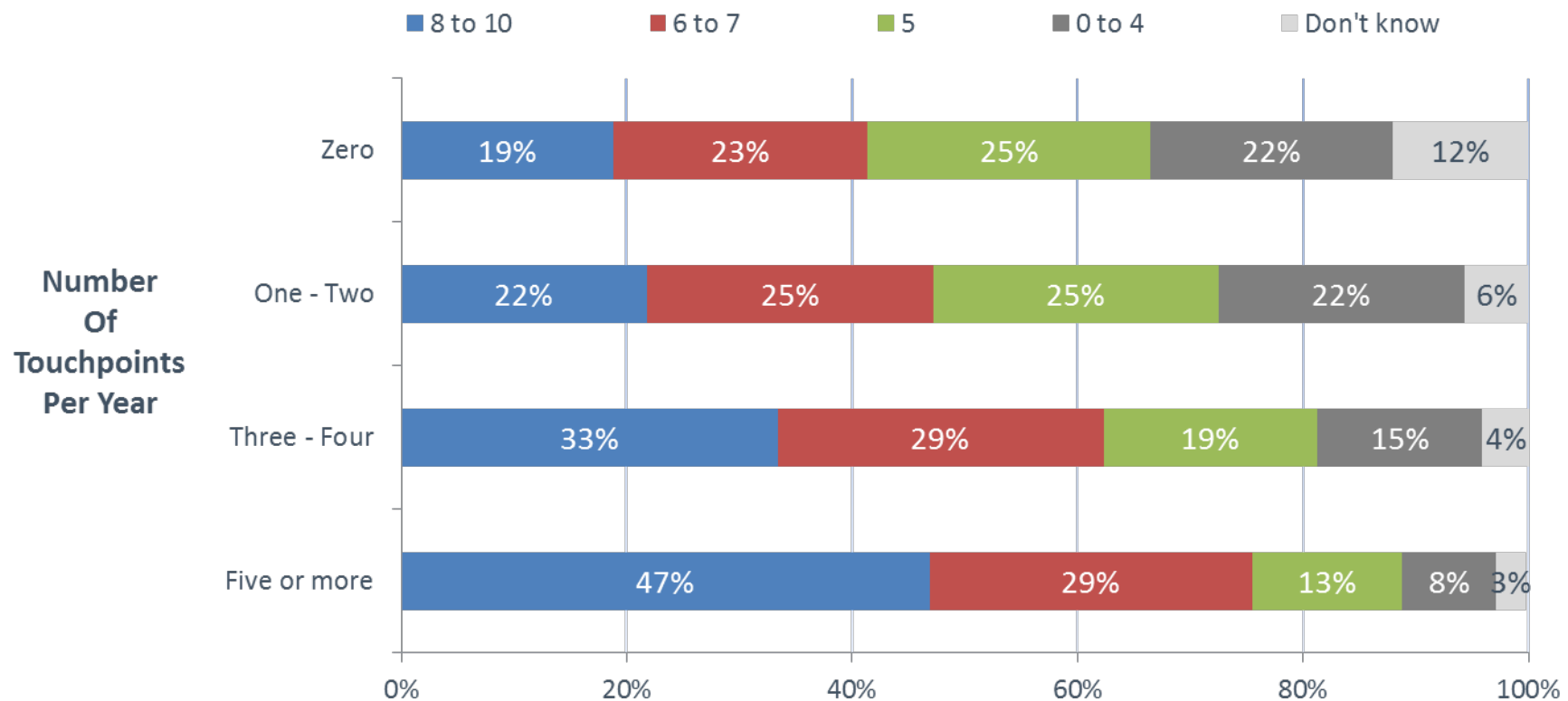
For each of the following, please indicate whether you agree or disagree that the statement applies to CAA, using a scale of 0 to 10, where "0" means you "strongly disagree" and "10" means you "strongly agree". **CAA...is a brand that I trust**



Base: Members (n=7,646)

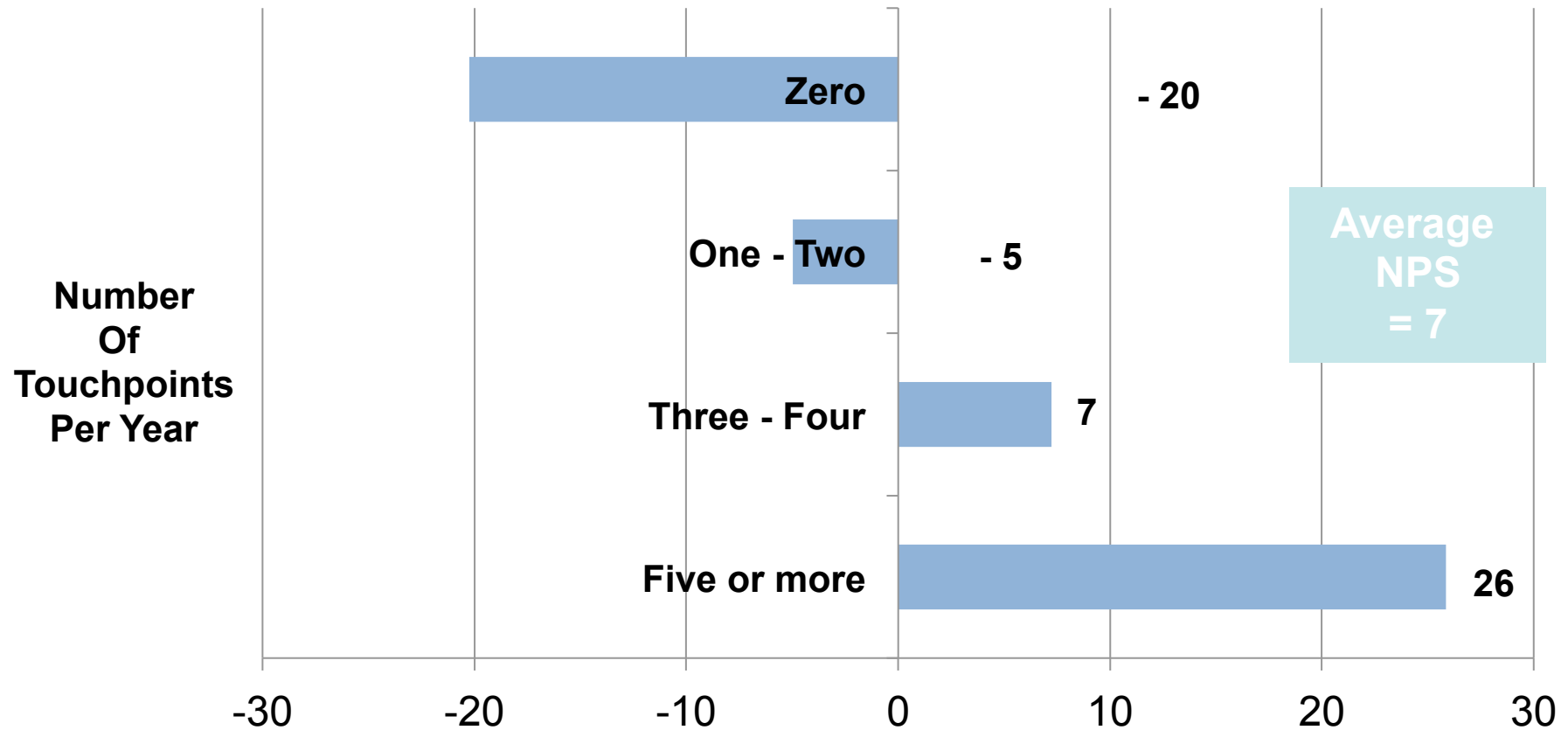
Touchpoints and Strength of Relationship

For each of the following, please indicate whether you agree or disagree that the statement applies to CAA, using a scale of 0 to 10, where "0" means you "strongly disagree" and "10" means you "strongly agree". **CAA...is an organization I have a strong relationship with**



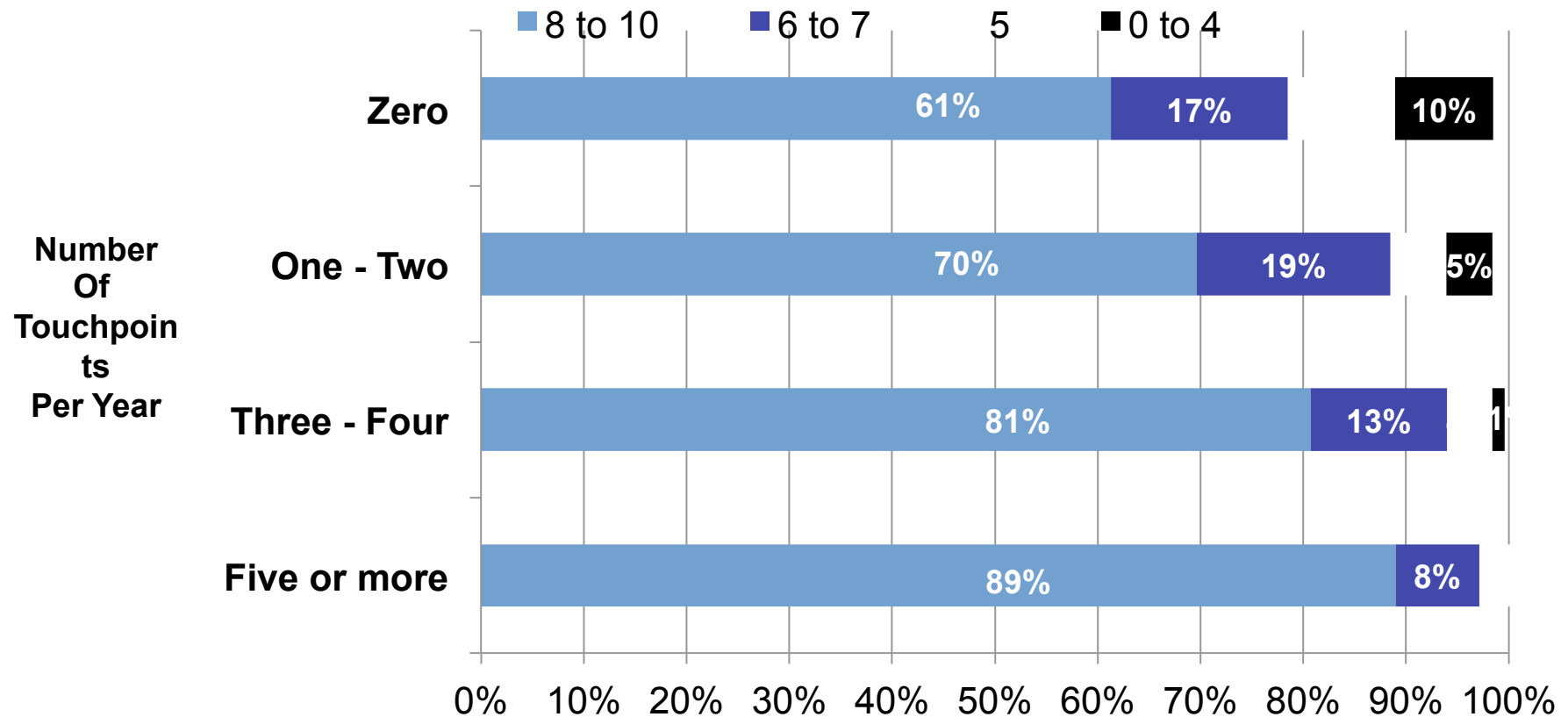
Base: Members (n=7,646)

Touchpoints and Net Promoter Score



Touchpoints and Intent to Renew

Using a 0 to 10 scale, where “0” is “not at all likely” and “10” is “extremely likely”, how likely are you to renew your CAA membership?

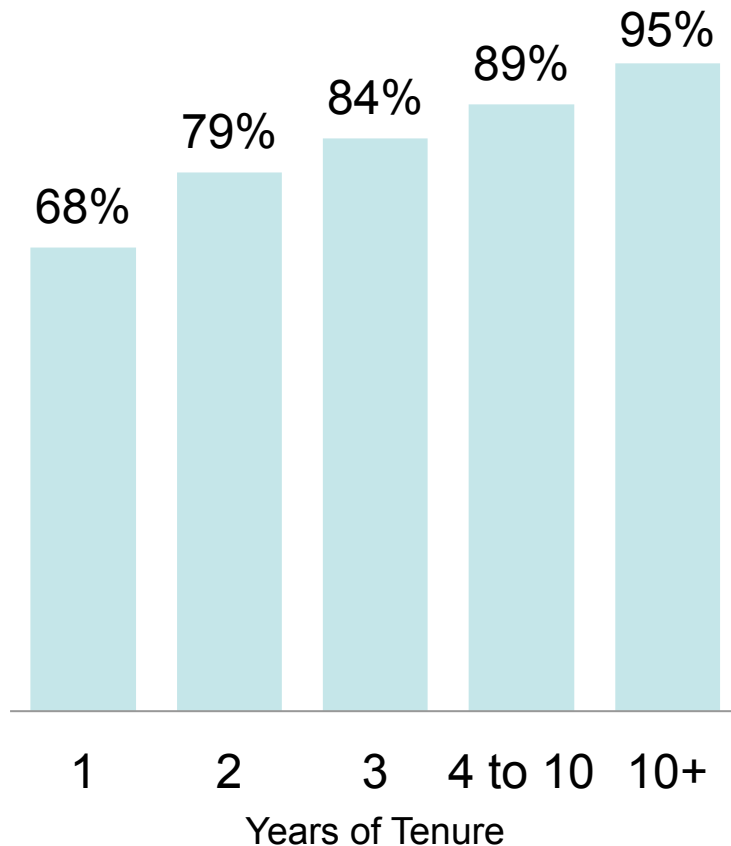




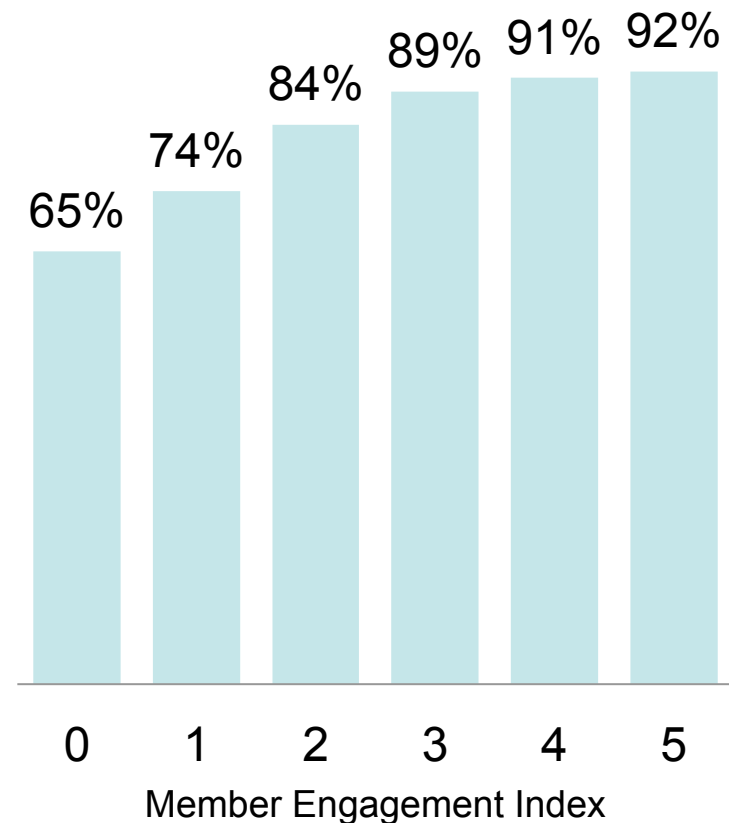
Issue Focus: First Year/Second Year Renewal



Understanding Membership Renewal Rates



We know that **new (low tenure)** members are less likely to renew their membership.

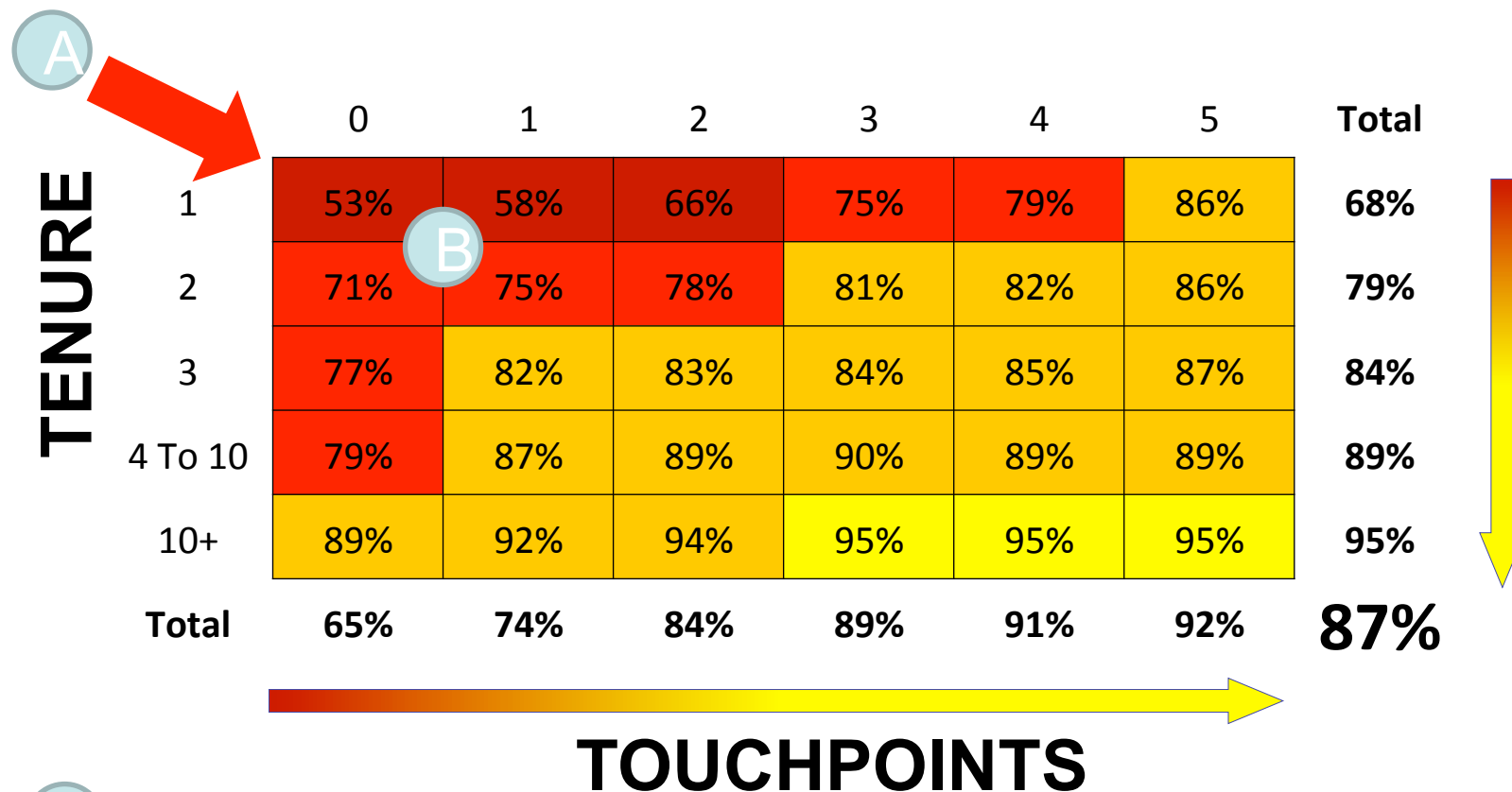


We now know that members with **low engagement** are less likely to renew.

Data: Courtesy AMA



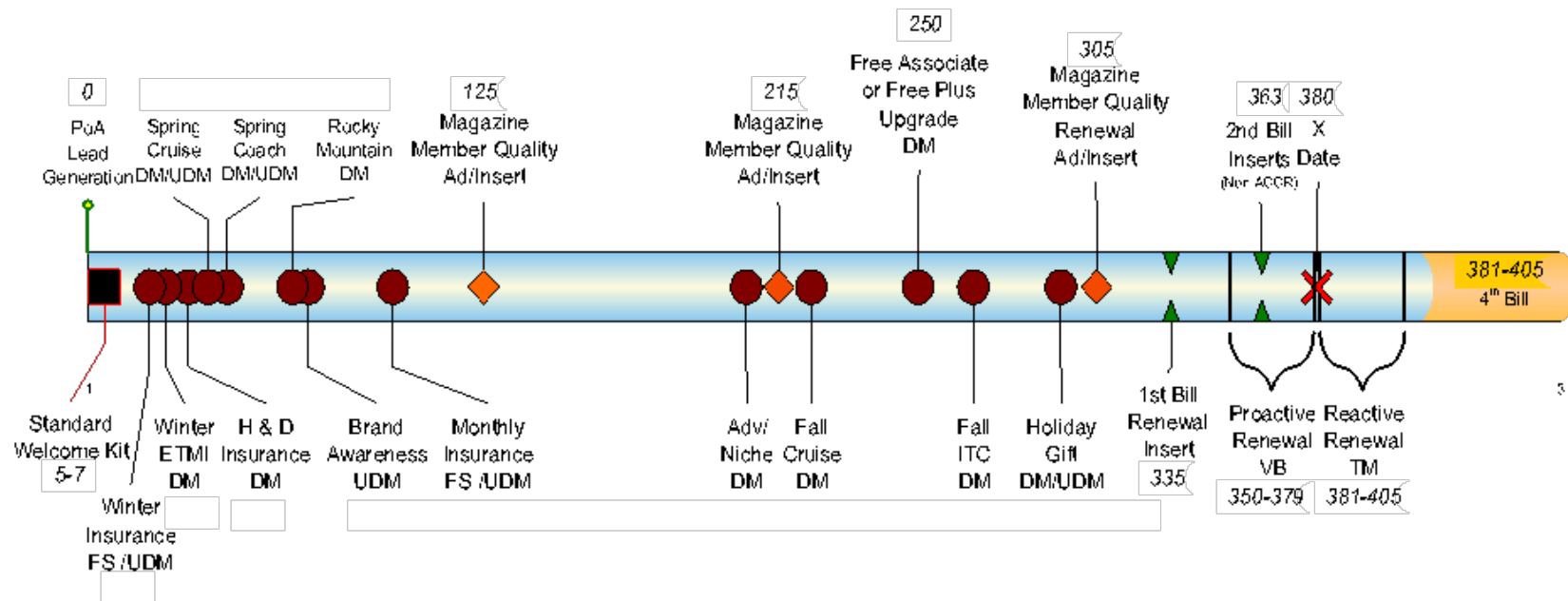
Understanding Renewal Rate by Tenure And Engagement



- A Previously we knew that new members were the least likely to renew
- B Now we can target high risk candidates more effectively using this “Member Engagement Index”

Before new member on-boarding strategy this is what 1st year communications looked like

Heavy on sales DM, Heavy on Travel, Heavy on Magazine...and one size fits all



Is this the right contact strategy for New Members?



Streamlined Onboarding Strategy

The onboarding strategy involves:

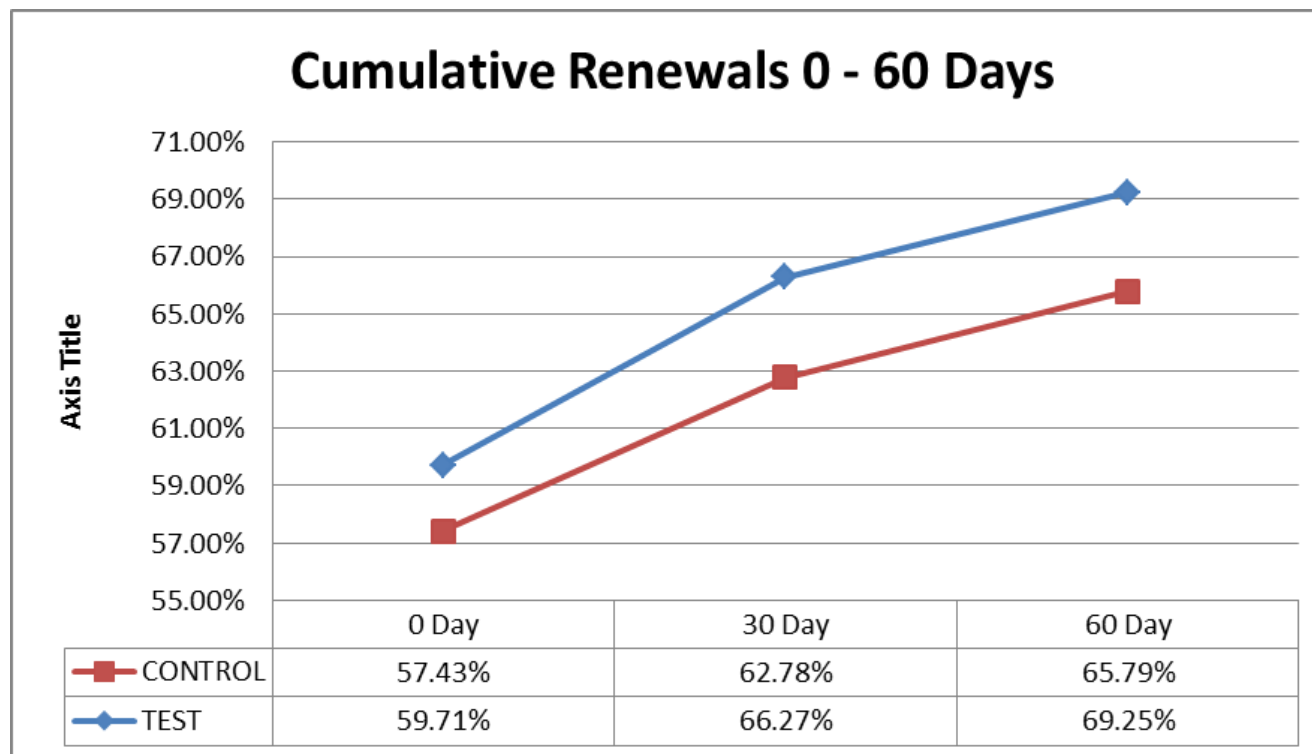
- Isolating the first year members from “regular” communications
- Creating a series of segmented communications touch points to ensure that new members understand all the benefits of their membership
- Focus communications around business lines most likely to resonate
- To make them feel like valued members, during this “honeymoon” stage
- IMPRINT, COMMUNICATE, ENGAGE
- To drive an increased first year renewal rate



1st Year Onboarding Communication Strategy



Increased Member Loyalty = higher renewal rates amongst 1st year Members



- A positive variance is shown across three renewal benchmarks (0 Day, 30 Day, and 60 Day)
- 0 Day – **228bps** added to renewal. Members still in “Billing”.
- 30 Day – **349bps** added to renewal. Campaign response is complete
- 60 Day – 4th bill influence



Issue Focus: Segmentation

**Urban
Explorers**



Up & coming
Gen X and Y

**5-Diamond
Families**



Well-off
Established
families

**Suburban
Bliss**



Blue-collar
est. families

**Country
Comfort**



Rural
retirees

**Styx &
Stones**



Middle class
empty nests

Key Learning

- It is critical to isolate the variables that drive renewal
- Touchpoints and Tenure are the first level variables
- Segmentation is the second-level set of variables
- Pushing the envelope on this work will pay dividends