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AAA: Boosting Marketing Insight Across the Customer Lifecycle with SAP® InfiniteInsight®

When getting behind the wheel, millions of Americans rely on the American Automobile Association (AAA) for travel assistance, insurance, and emergency towing. To optimize service from the 44 AAA motor clubs across the United States and Canada, the AAA National Office assembled a centralized “action center” to provide better insight into member needs. With next-generation predictive analytics using the SAP® InfiniteInsight® solution, AAA can get members what they need, when they need it most.



Steering the way to better customer understanding

AAA uses SAP® InfiniteInsight® to drive member satisfaction

Objectives

- Optimize marketing insight across all stages of the customer lifecycle
- Provide a more powerful and centralized means of analyzing customer information and optimizing marketing efforts across motor clubs
- Establish a cost-effective, easy-to-access approach to predictive analytics

Why SAP

- Standard reporting features of the SAP® InfiniteInsight® solution, including modeling results, variable contributions, and gain charts, that club marketing teams can easily understand
- Ability to provide collective insight to clubs about members most likely to benefit from the association's wide range of offerings
- Scalability of predictive models that can be managed by just two business analysts across multiple motor clubs

Benefits

- Optimized marketing campaigns across channels for nearly 70% of members
- Enabled customized offers to fit individual member interests and needs
- Cut attrition and increased overall customer lifetime value by extending targeted offers to members with low usage
- Earned millions of dollars in sales, thanks to optimized marketing campaigns for some clubs

Future plans

- Boost usage of marketing services and predictive models to 100% of motor clubs
- Extend campaign personalization across social media channels



Company

American Automobile Association (AAA)

Headquarters

Orlando, Florida

Industry

Insurance

Products and Services

Roadside assistance; automotive, travel, and financial services

Employees

>40,000

Web Site

www.aaa.com

"SAP InfiniteInsight helps us put the right products and services in front of members at the right time."

Daniel Mathieux, Member Insights and E-Business, American Automobile Association (AAA)

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