

DRIVING LOYALTY THROUGH ONE-TO-ONE SOLUTIONS

> RACWA Charter Solution

CASE STUDY

FACTS

RACWA sought to raise awareness among members as being more than just a 'roadside assistance' provider.

CRITICAL ACTION

RACWA engaged the services of Computershare's Charter solution to redesign member communications focusing on one-to-one mediums to drive customer loyalty and target messages to individuals.

The redesigned documents allowed RACWA to not only inform customers of its numerous products and community services but to also drive value, loyalty and customer retention through cross-selling discounts for the services provided by the RAC Group.

The new communications provided RACWA with a cost-effective vehicle to reinforce its brand and product features.

RESULTS

- > A 4% increase in payments received by due date resulting in cost savings from a corresponding decrease in reminder notices
- > A 3% increase in member retention considerably exceeding RACWA's goal of a 1.4% increase
- > A 13% increase in membership renewals after the first year of membership

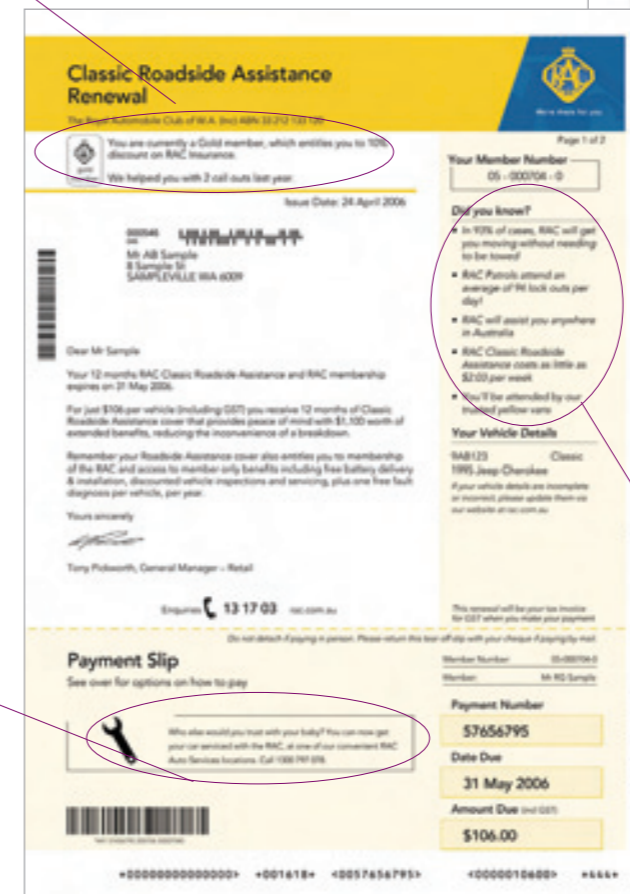
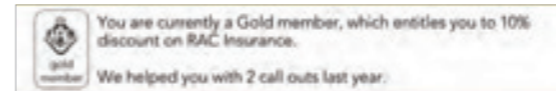
Before Charter



After

Drive loyalty

Recognition of customer status and loyalty rewards



Value-add customer offer
Offer of other services available

charter



Demonstrate value
Reinforce value of the RACWA services