
Qrious

Driving autonomy
with AA's automated
membership renewal
programme.



The AA is one of the most recognised and respected organisations in New Zealand. Their services include roadside breakdown assistance, exclusive AA Smartfuel offers, insurance, finance, travel and a range of motoring services.

The NZ Automobile Association is one of the largest membership organisations in New Zealand, with over 1.6 million members. Each year the AA sends out renewal notices to its members - previously all sent via post.

They recognised that there was an opportunity to start managing this as an automated digital communication, which would be beneficial to both the business and their customers. The AA engaged Ubiquity as their marketing automation partner to collaboratively work through the strategy and customer journey mapping, and implement this programme.

By implementing an automated renewal process via

digital channels, the AA were able to significantly lower operational costs, as well as improve the customer experience with a highly personalised, optimised user focused programme.

"Building on our idea of making the process digital, Ubiquity produced an automated programme that not only met the objective of increasing online renewals, but ensured it followed the latest in best practice email design and customer experience."

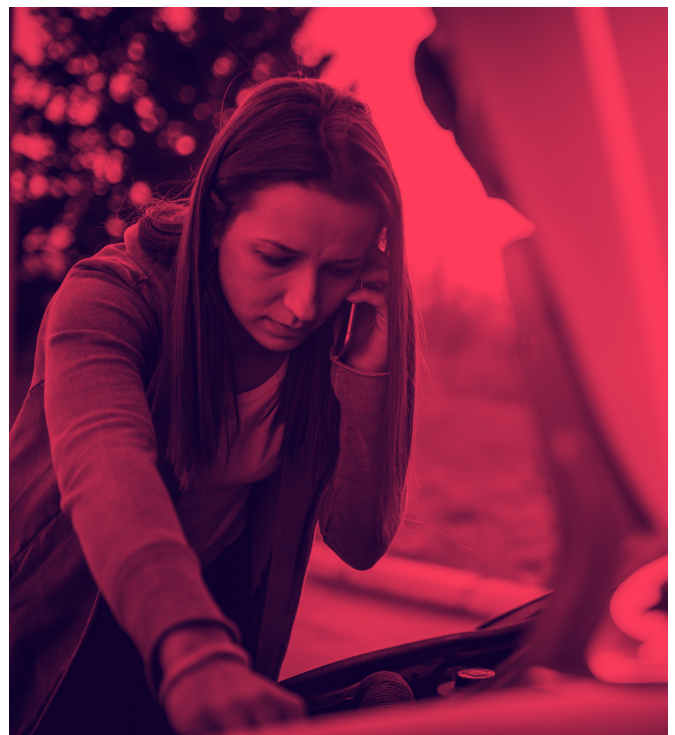
- Sarah Gibson, Marketing Manager, AA

1 — The Challenge

The direct mail that the AA sent out contained several personalised components, including membership savings and benefits dependent on individual preferences, Roadservice callout activity and membership tenure.

The automated renewal email needed to contain all this information, dynamically changing out each personalised component, as well as follow best practice, mobile-first design and anti-spam measures.

On top of this, a printable renewal notice needed to be included for tax purposes.





2 — The Solution

Automation

Working closely with the AA we developed a sophisticated automated programme that sends out the renewal email. If a member hasn't engaged with the email after several days, they are automatically sent a direct mail version by post. If the member still hasn't paid within a specific timeframe, a final reminder email is triggered to prompt the renewal.

Personalisation

Using powerful data capabilities, the emails could be personalised to each member and their membership status. The data pulled in to the email allowed for 36 personalised versions of the email, based on the various aspects of their membership.

Dynamic

A dynamic PDF generator was built to generate a PDF invoice summary of the renewal notice. The PDF is generated automatically as part of the process, meaning the AA don't have to manage the creation of these invoices or send attachments.

Mobile-first email design

Our in-house team built a mobile-first email, following best practice design and functionality, with colour changes, separators, and white space to incorporate large amounts of information in a clear and concise way. This ensured the email was easy to read on any device, with important information displayed prominently, and the main CTA positioned "above the fold" to drive online renewals.

The email displayed the most relevant information at a glance, enabling the member to take immediate action by providing a direct link to the AA online portal.

Review and optimisation

We work closely with AA to regularly review and optimise the membership renewal programme. This includes A/B split testing, analysis of key email metrics, measuring general conversion as well as online payment conversion to inform an optimisation strategy as the programme matures.

3 — The Result

Lower operational costs

Implementing Ubiquity to automate the membership renewal programme allowed the AA to lower operational costs, and time spent on the renewal process.

Improved customer experience

The newly automated system improved the customer experience with a highly personalised customer focused process.

Discover more efficiencies

With this work having been achieved the AA is now able to determine how to further streamline the Membership renewal process.

Their next step is to review the data, and measure and track changes in Member retention as a result of the email communications.



Improving the Customer Experience



The challenge

The New Zealand Automobile Association wanted to lower operational costs, while continuing to provide their customers with an outstanding user experience.



The solution

With the help of Ubiquity, the AA developed an automated digital renewal programme that included a highly personalised email relating to an individuals membership status and relevant rewards or discounts.



Dynamic content

Increased personalisation was achieved through dynamic content modules showing the information most relevant to the individual members, like:



Membership
tenure



Point
accumulation



Money saved



Membership
discounts



Other benefits
available



Benefits used



Success

The automated programme follows the latest in best practice, mobile-first email design, improving the customer experience while meeting the AA's objective of increasing online membership renewals.