Redpoint™

Driving Results with Data:

How AAA Automated 90% of Member Data Management with Redpoint

Company Overview

Founded in 1902, AAA is North America's largest motoring and leisure travel organization. The AAA National Action Center provides travel, insurance, financial and automative-related services for 55+ million members across 45 federated local clubs.

Challenges + Goals

AAA's primary mission is to establish a lifelong relationship with every member. To do this, the federated clubs need to know as much about an individual member as possible, and use this knowledge to drive timely, relevant and meaningful interactions that reflect a contextual understanding of a member's current situation.

The AAA National Action Center manages 2,500+ different member attributes, which proved exceedingly difficult with member data siloed across the various federated clubs – each with its own data, processes and business rules. AAA tasked two different technology companies to create a single repository for all member data, but the business rule complexity was too much to handle.

Through the recommendation of a third-party vendor, which was helping AAA National prepare its data for mailing lists, AAA discovered Redpoint. That vendor was already using Redpoint technology for a variety of data management tasks, including data cleansing.

Automated
90% of data
management processes

Optimized
cross-channel
marketing campaigns

Reduced
attrition

Higher
response rates

Winning Solution

Daniel Mathieux, Director of Marketing Insights & E-Business for AAA National, said that AAA quickly became a Redpoint convert, using Redpoint to replace several data management solutions. "We quickly discovered its powerful benefits," Mathieux said. "I had a team that did nothing but manage data all day, using multiple platforms. Redpoint gave us a platform we could leverage across all our people and clubs. Instead of everyone creating their own unique processes to match members against transactions, we now have one process."

Mathieux said that all data management processes run through Redpoint, which has automated more than 90 percent of the company's data processes. "Redpoint runs 24/7," he said. "Whether it's data coming in, or going out to an analytic platform, CRM system, or member touchpoint, (with Redpoint) we can take any incoming data, understand its health and align it to a member, past member, even someone who's not a member yet. … We can only do effective analyses and create successful offers because we have strong confidence in our data. Redpoint gives us that confidence."

Since AAA began working with Redpoint, the volume, velocity, and complexity of its data has soared – with Redpoint helping to manage billions of rows of data without adding staff. Previously, federated clubs were provided with updated member files on a monthly basis, which is now daily. Vastly improved data management has led to optimized cross-channel marketing campaigns with higher relevance, improved response rates, and reduced attrition.

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