RedPoint

RedPoint Global provides a rock-solid foundation of accurate, timely data to help AAA deepen its personal relationships with 55 million members.

Overview

Over 55 million motorists are members of AAA, North America's #1 motoring and leisure travel organization. Through 45 federated AAA clubs, AAA provides services ranging from emergency road assistance to travel and insurance products. To build lifelong, high-value relationships with each member, AAA must understand them as individuals, and communicate in more timely, resonant ways. This requires AAA to manage staggering volumes of data, sourced from clubs with widely differing resources, processes, and business rules.

To meet these challenges, AAA placed RedPoint Data Management™ at the heart of its data infrastructure. AAA runs RedPoint 24x7, and has used it to automate 90%+ of all data management tasks. Since implementing RedPoint, AAA has moved from managing millions of records to billions, and has accelerated database updates from monthly to daily (or faster) – all without adding staff.

Most important, AAA now has confidence that its data is accurate and aligned. With that confidence, it is driving improvements in areas ranging from analytics to multichannel campaign development and social marketing.

About AAA

Founded in 1902, AAA is North America's largest motoring and leisure travel organization. AAA provides its members with travel, insurance, financial and automotive-related services of superior value, and is a leader and advocate in protecting the safety, comfort, security, and economic resources of all travelers.

AAA serves 55 million members through its 45 federated local clubs. AAA's National Action Center provides services to help these clubs build successful lifelong relationships with their members.

The Challenges

"When members join an AAA club, we want to develop a lifelong relationship with them," says Daniel Mathieux, Director, Marketing Insights & E-Business at AAA National. "That means we need to know as much about each member as we can. In today's media-rich environment, our clubs need to interact with members in ways that are timely, relevant, and resonate with where they are in their lives today."

To help its 45 federated clubs do this, the AAA National, Action Center must manage an enormous amount of data. Clubs that work with them each have their own data, processes, and business rules. Some of their members only use AAA's emergency road services; others purchase travel services, insurance products, and other offerings. Each member has their own channel and communication preferences. The complexity is stunning: all told, AAA Action Center must manage 2,500+ different attributes.

AAA OBJECTIVES

➤ Help 45 federated clubs build stronger lifelong relationships with 55,000,000+ members.

➤ Deliver more personalized marketing by using analytics far more effectively.

➤ Manage explosive increases in data volume and velocity.

➤ Gain greater confidence in the accuracy and alignment of data from sources AAA National did not control.

AAA RESULTS

➤ Automated 90%+ of its data management processes.

➤ Supported huge increases in throughput without more staff.

➤ Eliminated complex coding of data management processes on multiple database platforms.

➤ Supported personalized customer interactions across all channels.

➤ Improved ability to identify offers that improve retention and member lifetime value.

AAA originally sought to create a single repository for all member data. "We'd hired two of the world's leading technology firms to do that," says Mathieux. "Both walked away from the project. They just couldn't handle the complexity of our business rules.

"With that big initiative stalled, we asked ourselves: 'What's the first business problem we can solve?' It was: 'How can we help our clubs get accurate, up-to-date member lists for mailing, without waiting for their IT teams to do it?'"

To solve this problem, Mathieux and his AAA Action Center team built new processes for helping the individual clubs get their data in shape for mailing. As part of these new processes, AAA Action Center selected a new vendor to assist with a variety of data management tasks, including data cleaning and overlays. That vendor used RedPoint technology.

"One day, our new vendor suggested, 'Why don't we just teach you how to do the data cleaning and overlays on your own?' And we said, 'If we do that, we need to do it exceptionally well.'"

The Solution

"So they taught us how to use RedPoint," says Mathieux. "And we quickly discovered its powerful benefits. I had a team who did nothing but manage data all day, using multiple platforms. One liked Visual FoxPro®, another SQL Server™, another SAS®. RedPoint gave us a platform we could leverage across all our people and clubs.

"We quickly understood the advantages of 'build once, use repeatedly.' Instead of everyone creating their own unique processes to match members against transactions, we now have one process we can all work together to improve."

AAA National's Action Center's complex marketing ecosystem includes multiple systems that need clean data inputs for many processes, including predictive analytics for capturing new cross-sell opportunities. As Mathieux observes, "Data Management makes everything possible."

"If I'm working with 30 clubs on travel, I have 30 entirely different sets of travel data. How do I align those, so when I'm looking at product usage, time series, or some other dimension, I'm not generating false positives? We can only do effective analyses and create successful offers because we have strong confidence in our data. RedPoint gives us that confidence."

The Results

Using RedPoint, AAA National's Action Center has gained multiple benefits internally, while also enabling its customers – the clubs – to serve members far more effectively.

"RedPoint runs 24x7 here," he continues, "with the largest footprint in our data shop. We're constantly moving and aligning data – whether it's data coming in, or data going out to an analytic platform, CRM system, or member touchpoint. We can take practically any incoming data, understand its health, and align it to a member, past member, even someone who's not a member yet."

RedPoint has made it possible to fully leverage the superior reliability of automated processes. Says Mathieux, "Our motto is, 'If you touch data, you break data.' Using RedPoint, we've automated more than 90% of our data processes."

While AAA's regional clubs are all federated with the national organization, they aren't obligated to use AAA National's data services: Mathieux's team must earn their business. One way it does so is by helping regional clubs gain actionable insights from each other's data, with each club's permission. Since every club has unique processes and business rules, this requires especially careful data alignment – which RedPoint makes possible.

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> Daniel Mathieux, Director,
> Marketing Insights & E-Business, AAA National

Since AAA began working with RedPoint, the volume, velocity, and complexity of its data has soared. "We've gone from managing millions to billions of rows, with essentially the same staff," Mathieux says. "Moreover, when we started, clubs were fine with getting their member files monthly. Now they want fresh data every day – sometimes more often. Combine all the new channel data with the need for speed, and it's mindboggling.

"But, with RedPoint, we can check every column and row at an element level, determine data density, make sure we have everything we need – and do it all as fast as the data flows in. It's actually quite remarkable and impressive we can do all that."

Better data management contributes to quantifiable performance improvements at the club level. With more accurate data, clubs have optimized cross-channel marketing campaigns. This enables them to align timelines with relevancy, thus improving response and take rates. AAA is also moving to extend personalization into social channels. Meanwhile, it has reduced attrition even in the face of growing competition – in part, by targeting more relevant offers to "low usage" or new members.

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About RedPoint Global Inc.

RedPoint Global offers a comprehensive set of world-class ETL, data quality and data integration applications that operate in and across both traditional and Hadoop 2.0 / YARN environments. The company also offers data-driven customer engagement solutions that help companies derive insights from customer behaviors and create consistent, relevant and precise messaging across any and all channels required. All RedPoint applications offer a unique visual user interface that eliminates the need for programming skills, allowing enterprises to utilize all data to achieve their strategic business goals. For more information please visit www.redpoint.net or email contact.us@redpoint.net.

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