

Membership Fulfillment Kits: Emergency Assistance Program

A CASE STUDY - POWERED BY MTI CONNECT

BACKGROUND:

AGIA, a travel and security membership provider based out of Carpinteria, CA, was seeking a print and data partner with expertise in digital variable printing, kit fulfillment, and deployment. With the need to welcome new members, the onboarding process rapidly became intricate at a national level with multiple, customized variables needing to arrive to homeowners in a timely and accurate fashion.

CHALLENGES:

- What capabilities exist to support an emergency program that is comprised of over 100+ customized variable elements that are printed and compiled within membership kits?
- What business rules can be applied to both complicated product codes and unique, appealing imagery in order for the membership kits?
- What guidance could be offered around membership kits specifically for efficient manufacturing and attractiveness?
- What procedures are in place to successfully provide on-time delivery, detailed level of accuracy, and fast turnaround time?
- How could a membership kit/onboarding program be activated at a regional, state, and national level? And methodologies were in place to take a national campaign to the international level?

SOLUTION:

Leveraging various creative assets from client-side agency partners, complex data from CRM databases, and adhering to manufacturing and logistical timelines, MTI Connect activated one of the most successful travel and security membership programs to date. These specialty membership kits designed with precision, highly customized content, and detailed level of accuracy at a national level continues to allow members to feel safe and in control when it comes to sudden illness, hospitalization, or emergency situations (e.g. car accident, emergency life flight, natural disaster and more).opportunities related to:

RESULTS:

- The Emergency Assistance Plus (EA+) Membership Kit was comprised of a guide, letter, and person ID card.
- Designing a CRM Reporting Portal, named Corby, we granted visibility into all documentation items, needs, schedules, fulfillment, and creative assets.
- Utilizing mail tracking, we reduced 10% of re-fulfillment request by allowing customer service teams for their Arizona inbound call center to gain visibility into documents to support daily requests.
- Given the challenge of creating this program entirely from scratch, all components were purely variable and highly customized down to the rooftop level (zip+4 of the household)
- The success of the program became extremely scalable with the ability to generate fulfillment for 132 partner-affiliates (under the parent organization of the EA+ program)

- **56,000+** new fulfillment annually

- **14,000+** in re-fulfillment and duplicates annually

- **Daily** cadence of fulfillment



Medical Evacuation

To get you the right care, at the right facility



Medical Assistance

EA+ is available 24/7 to coordinate your EA+ services with the physicians in charge of your care



Assistance for Companions

From bringing a loved one to your bedside, to transport home for a travel companion



Transportation Home

For you, a spouse if needed – even a vehicle left behind