

EVENT DRIVEN ARCHITECTURE BASED COMPOSABLE CUSTOMER DATA PLATFORM (CDP)

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MEETING AGENDA

- AAA / ACA Introduction
- Data Strategy at ACA
- CDP Strategy at ACA
- WSO2 at ACA

AAA and AAA Club Alliance (ACA)

Across the United States

57.6	19	1.27%	87.4%	17.11%
Million Members	Clubs	Total Growth Rate	Total Renewal Rate	Population Penetration



2023 AAA Club Alliance Inc. At-A-Glance Business Review

Total Membership Growth
7.3
Million Members
3rd largest Club servicing
13 states and D.C.

ERS Total Satisfaction
86.1%
Totally Satisfied
Member Rating

Member Engagement
83.2%
Used a AAA product or
service in the past year

Associate Workforce
5,533
Associates

AAA Club Alliance (ACA)

Key Highlights & Business Areas

Membership:
- Renewal rate: **88.03%**
- Population penetration: **17.62%**
- Business accounts: **425**
- Total products and services: **116**
- Average annual Member savings: **$170**

Insurance:
- Personal, commercial, life and health, and pet insurance
- Policies in force: **509k**
- Written premiums: **$1.0 Billion**

Car Care:
- Auto repair and maintenance services
- Club-owned facilities: **68**
- Approved auto repair facilities: **577**

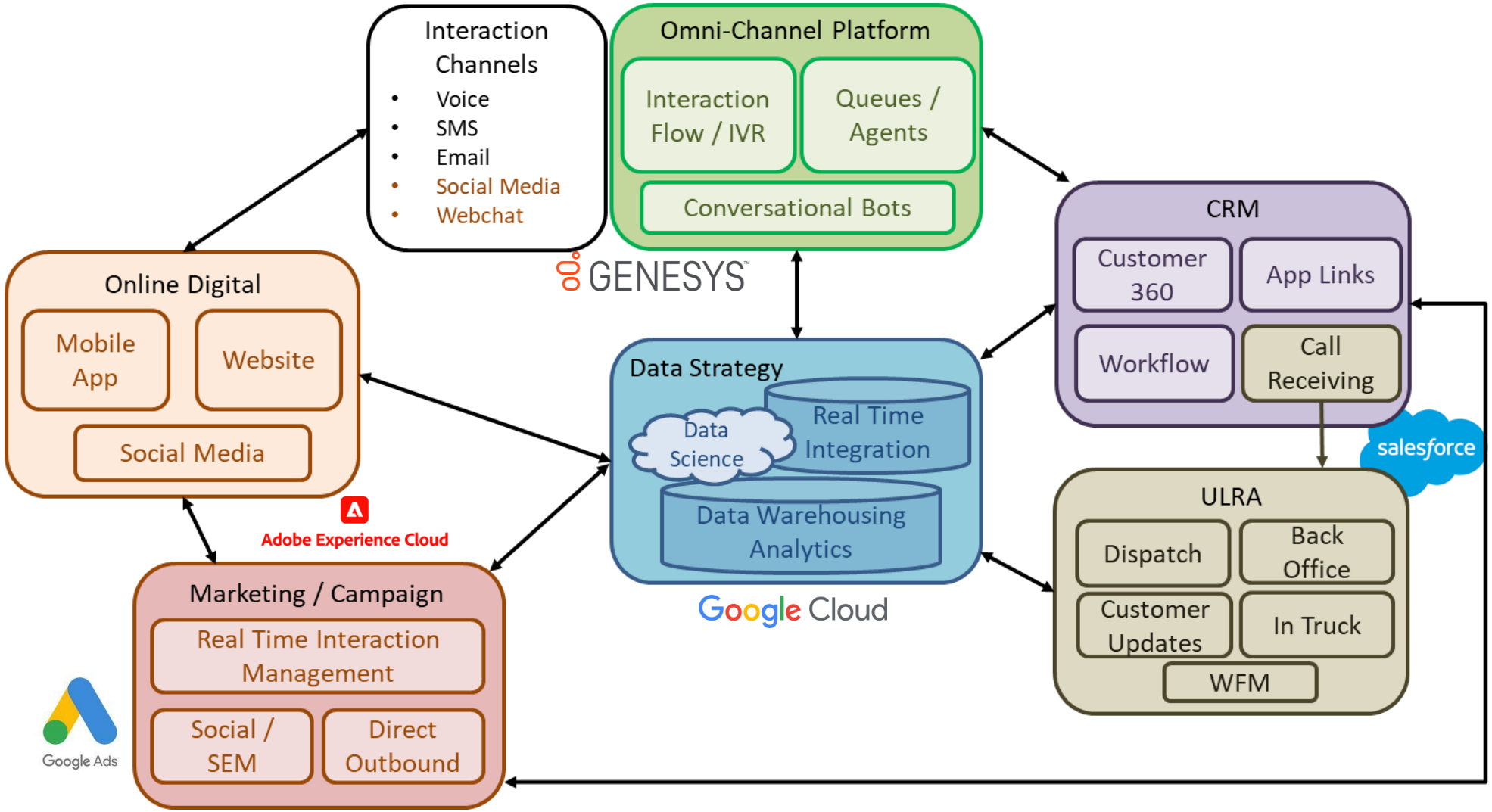
Travel:
- Corporate and leisure travel services
- AAA Travel is the 2nd most trusted Travel & Hospitality brand in America (Morning Consult, 2022)
- Retail Locations: **149**

Emergency Roadside Service:
- Fleet & contractor network: **6,113 trucks**
- Dispatched roadside events: **3.9 Million**
- Battery installs: **262,267**
- QSS driver/technician satisfaction: **91.4%**

Business Innovation:
- Salesforce investment: Roadside dispatching and CRM
- Model-agnostic machine learning approach
- Member centric data science models

Strategic Growth Partners:
- Bread Financial, AAA card services
- Experian, ProtectMyID®
- CSAA Insurance Company
- AAA Life Insurance Company
- T-Mobile
- NAPA
- Hertz
- Penske
- The Parking Spot

BRIEF HISTORY OF DATA STRATEGY & CX AT ACA



EVENT DRIVEN ARCHITECTURE AT ACA

Integration design pattern supporting the detection, publishing, subscription and consumption of business events / corresponding data across multiple systems in a loosely coupled, asynchronous real time manner

Business Process Triggers
Application owning the Business Process publishes the occurrence of the business "event" (step in process)

Business Entity Change Triggers
Application owning the Business Entity publishes the occurrence of a change in that entity as an "event" (CRUD)



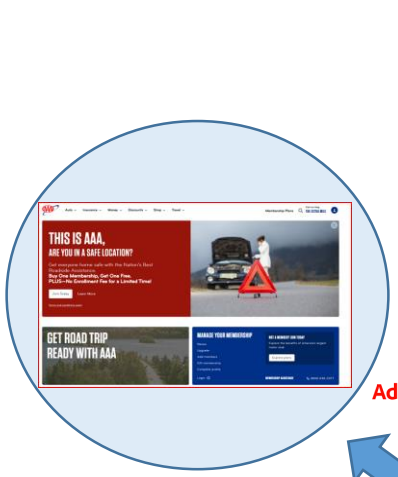
Trigger Downstream Workflows
Service subscribing to the event uses the identification to kickoff a downstream process

Synchronize Data
Service subscribing to the event uses it to update the data in a downstream application

- *Customer abandoned web shopping cart*
- *Emergency Roadside Driver assigned to customer ticket (ticket status change)*
- *Customer changes address; adds email address*

- *Kickoff next step in customer journey (marketing campaign)*
- *Notify customer of estimated ERS Driver arrival time*
- *Update Customer 360 Profile*

CUSTOMER DATA PLATFORM & CX AT ACA



Web Visits

Adobe Experience Cloud



In Store

salesforce



Contact Center

GENESYS

CDP is queried in real time during customer interactions from multiple interaction channels

- *Unified Customer Profiles*
- *Personalization / Next Best Action*

Customer Profiles

CDP

Cloud SQL

Real Time EDA
Pub / Sub

WSO2

Published Business Events

ADW

Google Big Query

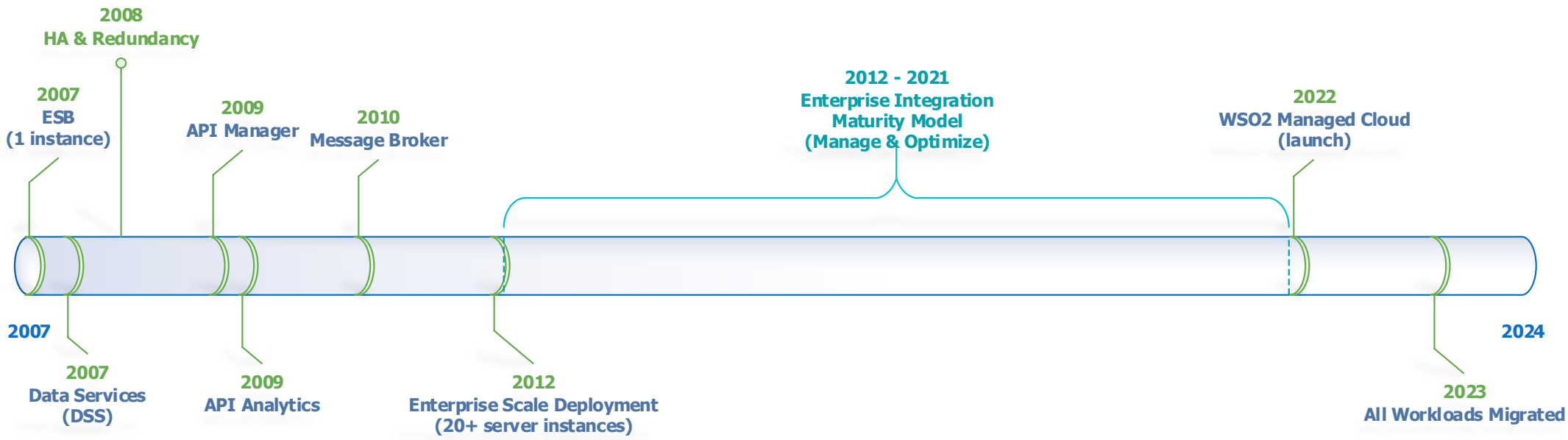
Data Science

vertex.ai

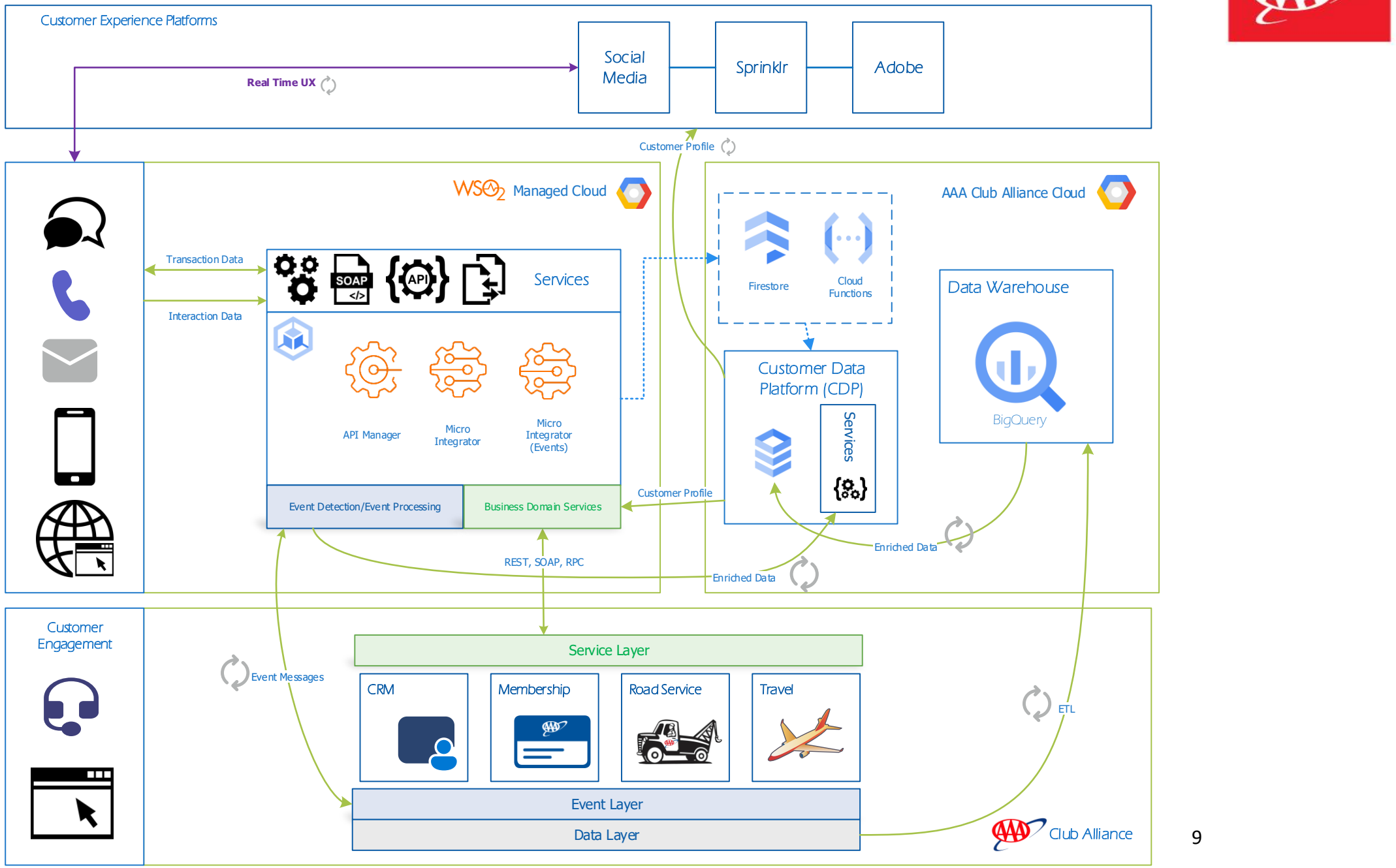
CDP is populated through combination of:

- *Batch integrations from Big Data and Data Science environment and…*
- *Real time EDA from assorted systems*

WSO2 JOURNEY AT ACA



DIGITAL TRANSFORMATION WITH WSO2



Thank You!

Q&A?