

## AAA AUTO CLUB SOUTH EXTENDS ADOPTION OF PORTRAIT CUSTOMER ANALYTICS FOLLOWING SUCCESSFUL IMPLEMENTATION

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Boston, MA, 10 February, 2010 - Portrait Software, a leading provider of insight-driven customer interaction software, announces that AAA Auto Club South has expanded the number of users for Portrait Customer Analytics (PCA) following a successful live implementation last year. AAA Auto Club South, which provides its members with travel, insurance, financial and automotive-related services, as well as member-exclusive savings, uses Portrait's marketing analytics and predictive modeling primarily for targeting communications with its members.

"We chose the Portrait solution because of its ease of use, flexibility and speed of analytic process," commented Ernesto Díaz, Managing Director of Insights, AAA Auto Club South. "Traditional analytic modeling processes are often too slow and difficult for the average analyst to understand. Portrait gives Auto Club South the ability to keep our predictive models 'fresh' and to swiftly diagnose behavior so we can take immediate action on member insight."

AAA Auto Club South is also looking to target its marketing efforts in a much more data driven way and plans to integrate PCA into its campaign management system in order to drive campaign segmentation. Unlike generic analytics tools that show how customers behaved in the past, PCA is a predictive modeling environment that helps organizations to discover most likely scenarios for decision support. PCA generates predictive models from customer data and applies these models to show which customer segments are most likely to defect or which are most likely to take up a special offer.

"We are delighted that AAA Auto Club South has extended its marketing platform to include PCA – the business managers will be able to increase the speed of their decision making and drive insight into action," commented Mark Smith, EVP, Portrait Software. "This will enable improved member service and loyalty, up sell and cross sell capability and increased retention," he added.

### About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: [www.portraitsoftware.com](http://www.portraitsoftware.com)

About AAA Auto Club South

AAA Auto Club South is the fourth largest affiliate of AAA, with 77 branch offices serving more than 4.1 million members in Florida, Georgia, West and Middle Tennessee, and Puerto Rico. Since its founding in 1938, AAA Auto Club South has worked to protect and advance freedom of mobility and improve travel safety. AAA Auto Club South also provides its members with travel, insurance, financial and automotive-related services, as well as member-exclusive savings.

For more information on AAA Auto Club South please visit [www.aaasouth.com](http://www.aaasouth.com)

Portrait Software  
125 Summer St.  
16th Floor  
Boston, MA 02110

Cheryl Gale/Lillian Dunlap  
[portrait@marchpr.com](mailto:portrait@marchpr.com)  
617-960-9872

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