



North & East Ontario

2021 ANNUAL REPORT

The Year of Big Little Ideas

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With 2021 in the rearview mirror, I think it's safe to say we've lived through some pretty historic times. The pandemic, economic upheaval and climate change have all contributed to what historians will be writing about for decades to come. Looking back, it may also seem like the past 18 months were a time where we were lost but look closer and this era has also been the story of people thinking creatively about problems, rediscovering what's really important as they worked from home and building community.



Big little ideas

For us at CAA North & East Ontario, it was the Year of Big Little Ideas. What does that mean? Well, with disruption to the postal service and supply chains, we needed to create more stability around our book of business. We needed to find a way to make it easier to become or remain a CAA Member, without going to a CAA Store or showing up in person with a cheque. We introduced Web Joins and increased our online Members acquisition from 30% to 50%.

And, employing our front line staff who had been idle to proactively engage members, helped us reach the highest renewal rate in the history of the Club at 89.4%.

Doing better by going greener

We increased our digital marketing spend, while decreasing less sustainable environmental practices like direct mail. We're broadening the scope of our digital-first approach into 2022, by halving how many CAA Magazine issues we print and mail. Going forward, we'll print summer and winter issues for those Members who want print, but we'll be focusing our energy on four seasonal digital issues, complete with interactive content. We're also undergoing an emissions audit to determine our environmental footprint and how to reduce it, and we're continuing to explore alternative ways to get around, whether through our electric vehicles initiatives or through Bike Assist™.

Memberships as diverse as Ontario

Plenty of businesses hurt or were fatally impacted by COVID-19, and even more contracted their presence and cut or froze spending out of fear of the unknown. But we also realized that the pandemic could be an opportunity to redefine who and what we are – and how we make life a little better for our Members.

And so, we introduced tiered Membership. While every Membership level would retain its level of roadside assistance, we want our Members to make the most out of belonging to CAA. We responded by added more value to every level, so that the higher you go in Membership, the greater the value. Ontario is a diverse province and we wanted to respect the diversity

of lifestyles with different levels of Membership responsive to each unique person's needs. To that end, we did a profitability analysis and launched a Rewards® Membership. At \$30 a year, it's an economical way to get access to CAA discounts when you don't own four wheels. (For cyclists, Rewards now has Bike Assist, a sort of roadside for two wheels.)

New ideas, new ways of doing business

Across our Club, our agile and engaged employees put their hearts and minds into new ideas and products, some of which helped Members manage throughout the pandemic. Our CAA MyPace™ pay-as-you-go auto insurance payment program grew by more than 250% in one year – and now we've increasing the number of covered kilometres to 12,000. Later this spring, we'll be launching CAA Pet Insurance, too. And out of on the road, our CAA Mobile Tire Service has proven so popular (especially during lockdown) that we've widened the service areas in Ottawa and expanded into Thunder Bay and Sudbury.

What's the result of all this good news? More good news. We finished off the year with one of the highest new Membership acquisition rates in Canada, growing by an average of 6% over the final four months of the fiscal year. By retooling the very foundations of our Club, we've set a strong and steady course for the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Walker', with a long, sweeping underline.

Jeff Walker
President & CEO
CAA North & East Ontario

CAANEO by the Numbers 2021*

Total CAA Members Nationwide

6,644,099

Total CAANEO Members

318,077

Club Membership Renewal Rate

89.4%

New Club Members

40,520

Renewed Club Members

277,557

CAANEO Member-Households that
Receive CAA Magazine

219,969

Sales Transactions from Member
Exclusive Collection

2,814

CAA Travel Tours and Cruises Sold

564

Club Members who Attended a
Virtual CAA Travel Talk

1000

CAA Rewards eStore Transactions

244% growth

CAA Home and Auto Insurance
Policies in Force

45.5%

YOY growth

CAA Home & Auto Insurance
Renewal Retention Rate

93.2%

CAANEO Members with
CAA MyPace™

101.3% growth

CAA Mobile App Downloads

35,687

CAA Mobile App Clicks

56,929

Unique Website Visits

850,000

Club Blog Views

85,652

Club Newsletter Opens

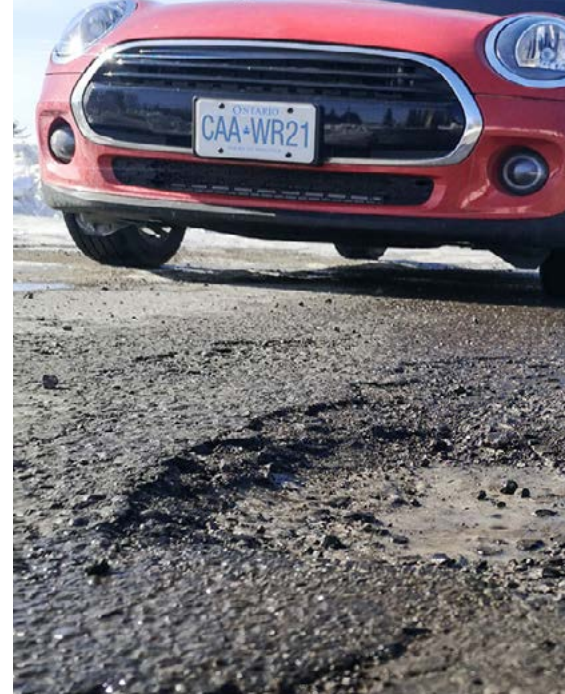
758,960

Roadside Assistance Service Calls

Total 132,594

NPS Score for Roadside Assistance
Service Calls

86



Worst Roads 2021

It's CAA's annual coast-to-coast public safety campaign and this year CAA North & East Ontario made it bigger and better than ever with a full-scale digital ad campaign to attract even more votes.

CTV/Bell Media Digital Ads
65,008 Impressions
168 Clicks



246,541 Reach
557 Clicks



113,747 Reach
217 Clicks

2021 Total Votes
2036

Y-O-Y Growth in Votes
62%

*All figures current as of Oct. 1, 2021.

We Hear You!



Our SUV died right at a busy intersection. In 5 minutes, the tow service appeared, towed us and drove us home with our groceries. Talk about service beyond the call.

RONALD LABONTE
CAA PLUS®



I called CAA and in less than 10 minutes the service person was there. In under two minutes, he started my car and was on his way.

LORRAINE GUILMETTE
CAA PLUS®



I saved \$954 and my husband saved \$1200 by switching to CAA Home & Auto Insurance! I was so pleased with the degree of professionalism from ALL the customer care people I dealt with. We couldn't be happier.

EVELYN FOSTER
CAA PREMIER®



I switched my home and car insurance to CAA when they offered me rates. I only wish I switched to CAA earlier!

ROSLYN RICHARDSON
CAA PLUS®



My daughter broke down on her way to work and was in a panic because she was in charge of opening the store. CAA was there practically before she hung up.

MARCO CAMPAGNA
CAA CLASSIC®



I have been with CAA for many years and I'm very happy with the service that I receive. Whenever I have a problem, it is always solved in a quick and orderly manner. CAA staff always make me feel like I matter.

MARGARET FILLATOR
CAA PLUS®

A Membership that fits every lifestyle.

Ontario is a beautiful place – with lifestyles as diverse as its landscape. That's how we view our CAA Members, too. We believe that every Member is unique, so their Membership should be unique to them, as well.

That makes so much sense to us, we have a new way of giving you more value for every level of Membership.

CAA Roadside Assistance remains the same reliable and helpful service you've come to expect from Canada's Most Trusted Brand™, but now, every Membership level has unique benefits for things like insurance, travel, Mobile Tire Service, and in-store purchases.

We're putting more into every CAA Membership, so Members can get more out of it – at every level.

Life isn't one-size-fits-all. Neither is CAA.

Find out more about CAA's tiered Membership benefits at caaneo.ca/membership.



Auto
Insurance
Rewards
Travel

caaneo.ca