



North & East Ontario

2023 ANNUAL REPORT

# The R(Evolution) Continues





## The R(Evolution) Continues

How do you handle 'downtime'?

Maybe an extended quiet period is perfect to reflect and relax. Or you might use it to plan ahead.

At CAA North & East Ontario, the unexpected downtime of the pandemic was actually one of our busiest periods when it comes to rethinking, reimagining and setting out the building blocks for the future.

While others managed their way through that time, we used it to figure out new ways of doing things. We introduced a new brand vision and expression. We dug into operational efficiencies, such as acquiring insurance expiry dates, and implementing a new state of the art marketing automation platform. And, we rethought every aspect of what drives profitability.

That was the evolution of CAANEO. With the building blocks in place, we are ready for the revolution.

### Diversify to give Members even more value

In 2023, CAA North & East Ontario began to forge a new business model for doing business as a club.

At the heart of what we do is offering Member value in everything – literally everything. Every Reward partnership, every insurance policy, every travel booking is made through the lens of Member value.

But post-pandemic, it's clear that the traditional way of doing business also needs to change. Our first step in that evolution was to diversify our business beyond the roadside-and-rewards model into paid services that still offer Members discounts.

So, this year, we expanded our Pit Crew services to include Mobile Detailing and Mobile Auto Repair, in addition to chip repair, tire swaps, oil

changes and battery sales. In 2024, we'll add even more services and expand into home services, too.

We also did something no other small club our size has yet done. We created our own life insurance agency, CAA Protect, to ensure our Members have access to the best policies in the market. (As a side note, we currently have 74,449 auto and home insurance policies in force. We're on track to hit 100,000 policies within the next 18 months!)

We've added new partnerships offering great benefits, too. In November, we went live with a Member benefit at all three Ottawa-based Ingenium Museums, where individuals get 25% off tickets. We're in our second year with the NHL's Ottawa Senators, too, with Members taking advantage of up to 32% off select home games. And for the kids, we are the title sponsor to the Sens Skills competition, a high-energy day of family fun.



We also continue our drive for diversity and inclusion into action by partnering with First Nations and Inuit events, the LGBTQ community and all manner of small but important community organizations in our north.

And, of course, there's CAA Everyday. Our non-roadside Membership level (at just \$30 a year!) has turned two and has fans across North America. Not only has CAA Everyday shown incredible growth of 25% in just one year, but it has been adopted by several major AAA clubs with tens of millions of Members. In Canada, almost every club the CAA federation has implemented some form of the CAA Everyday model.

## The R(Evolution) continues

The more we diversify our business, the more secure we are about our future.

So, what's the impact on our bottom line?

In 2023, we reported \$51 million in revenue. For 2024, we are on track to post \$57 million. From 2020 to 2023, Membership grew from 310,000 to 355,000. Our next goal is 400,000.

As we look ahead, we'll continue to find opportunities and invest in our future by diversifying our

business. We'll continue to grow our Membership.

And most importantly, we'll increase the everyday value of CAA to each and every Member and their families.

Sincerely,



Jeff Walker  
President & CEO  
CAA North & East Ontario

“

I received prompt, courteous service. The agents on the phone were friendly and helpful and the tow truck driver was also! CAA made my unpleasant experience of breaking down as stress free as possible! Thank you for the great service!

**VERLA SHERHOLS**



# CAANEEO by the numbers 2023

Total CAA Members Nationwide

# 7,057,771

Total CAANEEO Members

# 355,736

Unique Website Visits

# 2,171,385

CAA Magazine  
Stats 2023

# 420K

organic search  
impressions

Club Membership Renewal Rate

# 89.5%

Roadside Assistance Service Calls

# 142,291

# 1667%

increase in organic  
Google search clicks

New Club Members

# 49,303

NPS Score for  
Roadside Assistance  
Service Calls

# 83.1

# 9:23

average time on page

Household Penetration Rate

# 27.2%

Shell Member Transaction Volume

# \$17.8 million

# 118K

Unique visitors

CAA Home and Auto Insurance  
Policies in Force Growth Rate

# 28%

Total Discounts Received  
by Members Using  
the Rewards Program

# \$10.9 million

CAA Home & Auto Insurance  
Renewal Retention Rate

# 90.1%



# Testimonials



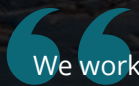
It's the best money I spend on my car! I have no concerns if my car breaks down. The value you get for the membership is worth it. Have had CAA since I started driving and will never not go without it. Recommend it to all my friends and family. Recently also got my husband on CAA.

**AMINA MIRZA**



Wow! I certainly saved a bundle for folks who don't use up much mileage. My premium is 50% less than what my former insurer was asking and the coverage compares!

**PHYLLIS B**



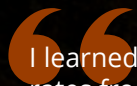
We work with one of your Orleans [CAA] Travel Consultants... and have for almost 30 years. She is excellent to work with, she's kind, she listens to what you're looking for, and has guided us to some of the most memorable vacations ever!

**PAMELA D**



Spoke to rep and quickly received confirmation that service would be on the way within an hour. Received text update with expected time of arrival. Truck arrived 15 minutes earlier and was on my way quickly. Very professional and a relief that I knew I would not be ripped off by towing.

**CHRISTOPHER HAYNES**



I learned from a family member that he had received great rates from CAA on his home and auto insurance. As my policies were coming due I made an appointment with the local office and was extremely surprised by the money I would save on switching to CAA. My coverage remained identical to the coverage from my former insurer and I saved over \$1,500.00 a year for both my home and auto insurance. If your policies are coming up for renewal I suggest it might be worth your time to get a quote. There were also some surprise benefits such as Canada wide health coverage and partial reimbursement for flat tire repair. It was well worth my time to talk to a CAA insurance representative.

**KEN B**





Everywhere.  
Every week.  
Every day.

How often do CAA Members benefit from belonging? Every day and in every part of their lives. Our Members enjoy unique savings on everything from insurance, travel and fuel to sports events, household items, tickets and day-to-day purchases, both big and small. We're also everywhere in North & East Ontario when it comes to supporting communities, celebrating diversity and advocating for safety on our roads. And for those who need a helping hand out on the road, we're just a call away.

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





Auto  
Insurance  
Rewards  
Travel

[caaneo.ca](http://caaneo.ca)