

# CAA Atlantic

*“Stericycle has proven to be a terrific business partner. We have worked with Stericycle for many years and have truly enjoyed our working relationship. In particular, their responsiveness to our needs and their ability to find innovative solutions that meet our objectives have stood out. I consider Stericycle a business partner, rather than a supplier.”*

*Karen Stanley, Director, Marketing & Communications, CAA Atlantic*

## Background

CAA Atlantic has a long history of providing Atlantic Canadians with services and information they need to travel safely, both at home and around the world. Renowned for their roadside assistance program, they also provide insurance, maps, travel guides, and other vital information to their members in addition to advocating for the public on issues of transportation safety.

## Challenges

Because CAA is such a household name, many feel they know what it has to offer, and decide for or against membership without thoroughly investigating the benefits. CAA needed cost-effective sales support representatives who could thoughtfully educate potential members about the variety of services available, as well as a marketing support team that could track the success rates of the several direct response campaigns they were already running.

## Solutions

CAA Atlantic partnered with Stericycle Communication Solutions to provide outbound calling services. Stericycle Communication Solutions' operators represent CAA Atlantic seamlessly, giving notice of renewal to current members, generating leads among potential members who want to know more before joining, and even completing the sale of a new membership when appropriate. CAA Atlantic also relies on Stericycle Communication Solutions for answering calls generated by its direct response advertising campaigns and tracking campaign success.

Contact us for more  
information regarding  
outbound calling services

[stericyclecommunications.com](http://stericyclecommunications.com)

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