

Attribute Definitions

Various forms of Attribute Definitions for Use in Member Communications

Core Attributes	Thesaurus Definitions	How Would You or Your Members Define
Cares for Customer	Mindful of your needs. Provides attention to detail. Nurture	<ul style="list-style-type: none"> • Looking for best interests • Not selling, but helping • Service – best of class, 100% satisfaction • Concern – not indifferent, better than “average bear” • Information-unique, believable, trustworthy • Hand-holding and leading (offer car rental, hotel reservations, TripTik, etc.) • Remember me - don’t keep asking if I’ve been here before; knows my history and preferences; personalization • Respect for me and my time • Friendly, accessible • Convenience –easy to business with online, offices, phone
Leader	Sets the standards for their marketplace	<ul style="list-style-type: none"> • Goes beyond products/services; goes out to the community • Authority/expert • AAA approval • Initiator – safety; auto legislation • Innovator • Vocal • Advocate • First –sets the standard • Information resource
Trustworthy	Dependable, can be counted on	<ul style="list-style-type: none"> • Honest • Respected • Believable • Consistent • Dependable • Accountable • Reliable • Won’t let you down; 24/7; omnipresent • Honor of commitment
Reliable	Always there when needed, provides consistent level of service	<ul style="list-style-type: none"> • Accountable • Dependable • Doesn’t break and fail • Consistent • Heritage/proven history • Guaranteed • Endorsement from trusted source
Best Brand	Leading brand in their industry	<ul style="list-style-type: none"> • First place • Without peers • Likeable

		<ul style="list-style-type: none"> • Stands for high quality • Innovator • Intuitive • Always delivers • Consistent • Aspirational, hero, a place for me, personalized • Recognizable • Progressive • Persistent
High Performance	Performs at peak, excels in level of service and knowledge	<ul style="list-style-type: none"> • Delivers our promise • Available 24/7 • Positive experience • Consistent • Service Excellence • On time • Responsive • First • Peace of mind • Exceeds expectations • Satisfaction • Top box • Efficient • Accurate • Authority
Worth More	Provides value for the money.	<ul style="list-style-type: none"> • Value • Priceless • Experience • Comprehensive • Levels of value • Extras • Quality • Dependability • Prestige/status • Affordable necessity • Peace of mind • Trustworthy • Freedom of mobility

Dominate Attributes	Thesaurus Definitions	How Would You or Your Member Define
Authentic	Genuine, valid, bona fide, the real thing	<ul style="list-style-type: none"> • Real Deal – Not a copy • Walk The Talk • Actions Speak • Unique • Originator/Original • Heritage • Expert • Grass Roots • Unpretentious • Confident • Roots
Original	The first, Premier, Unique, Innovative	<ul style="list-style-type: none"> • Starter of Roadside Assistance, Auto Travel Assistance • Continual Innovation • Anticipating Needs • Adaptable • Leadership • Creative • Cutting Edge • All American • Iconic
Intelligent	Bright, Sharp, Capable, Gifted, Smart	<ul style="list-style-type: none"> • Mentally Bright • Sharp • Capable • Resourceful (wide reaching) • Smart / Wise • Intuitive • Knowledgeable • Simplicity • Design • Identify Unmet Needs

Strengthen Attributes	Thesaurus Definitions	How Would You or Your Member Define
Unique	One of a kind, Distinctive, Matchless, Irreplaceable	<ul style="list-style-type: none"> • One of a Kind • (Awareness) Combination of Services • Peace of Mind • Customized For Me • Not Available Elsewhere • Members Only (exclusive) • Special
Distinctive	Individual, Distinguishing, Uncommon	<ul style="list-style-type: none"> • High Quality (class) • Out of the Ordinary • Stands Out • Individual • Uncommon • Special • Very Unique
Dynamic	Energetic, Forceful, Self-motivated, Vigorous	<ul style="list-style-type: none"> • On the move • Versatile • Changing • Multi-faceted • Adaptable • Progressive • A Force • Energizing • Strong Presence • Makes Things Happen – Beyond Status Quo • Fast Paced • Actionable
Innovative	Ground breaking, Pioneering, Inventive, Modern, Novel	<ul style="list-style-type: none"> • Cutting Edge • Thinking • New • Evolving • Risk Taking • Entrepreneur • Advancement • Young – Youthful • Creative • Why Didn't I Think of That

Build Attribute	Thesaurus Definitions	How Would You or Your Member Define
Daring	Bold and Courageous	<ul style="list-style-type: none"> • Out of Character • Confident • Heroic • Progressive • Taking a Chance • Gutsy • Trail Blazer • Trend Setter • Risk Taking • Youthful • Strong • Carefree • Explorer / Adventurer • Challenges the Norm • Outside the Box • Next Level
Fun	Pleasurable, Enjoyable, Cool	<ul style="list-style-type: none"> • Light Hearted • Happy • Travel • Energizing • Uplifting • Positive • Pleasurable • Enjoyable • Sense of Humor (degrees of – Belly Laugh vs. Cute)
Different	Special, Separate, Unusual, Singular, Out of the Ordinary, Diverse	<ul style="list-style-type: none"> • Diverse • Non-traditional • Class of your own • Special • Not Status Quo • Unique