



Drive new customer experiences with legacy technologies.



Can you step-change your contact center experience without step-changing your technology?

The gap between legacy systems and customer expectations is growing, yet digital transformation equals time and risk.

The answer? Apply digital solutions to legacy so it's more agile and responsive to customer demand.

80%

of companies say their current customer services systems won't meet their future needs¹.

Legacy call center infrastructures are failing to deliver the digital engagement customers expect, or the simplicity agents demand. For contact centers to drive business growth and build customer loyalty big changes are required.

¹DimensionData

What will the contact center of the future look like?



Legacy is failing...

Legacy is being left behind by digital transformation and cloud migration and as its obsolescence accelerates and the business risk intensifies.

42%

of service agents cannot efficiently resolve customer issues due to disconnected systems, archaic user interfaces, and multiple applications².

89%

of customers get frustrated because they need to repeat their issues to multiple representatives³.

75%

of customers believe it takes too long to reach a live agent⁴.

But transformation comes with problems...

...your customers are impatient.

Contact center technology must be modernized so businesses can meet growth targets, exceed customer expectations and empower call center agents to deliver consistent experiences throughout the customer journey. But contact center transformation can take time, and customer experience transformation can take many years. What's certain is that your customers won't wait for you.

56%

of customers have higher expectations than a year ago⁵.

89%

of customers have stopped doing business with a company after experiencing poor customer service⁶.

⁵Microsoft ⁶RightNow

Legacy is unsustainable and rapid transformation is unrealistic... so what's the answer?

A third way...

The answer is to intelligently supplement legacy with tailored digital solutions, designed to meet your critical customer demands and your biggest business challenges. It focuses legacy modernization where it's most needed, fastest. It requires looking at your legacy technology in a very different way...

...don't rip and replace, refocus and re-energize.

It's a smarter way of updating contact centers for the 21st century that helps businesses be agile and responsive to customer demand: by maximizing the potential and mitigating the risk of contact center legacy. And it's the solution to 2018's big contact center priorities.

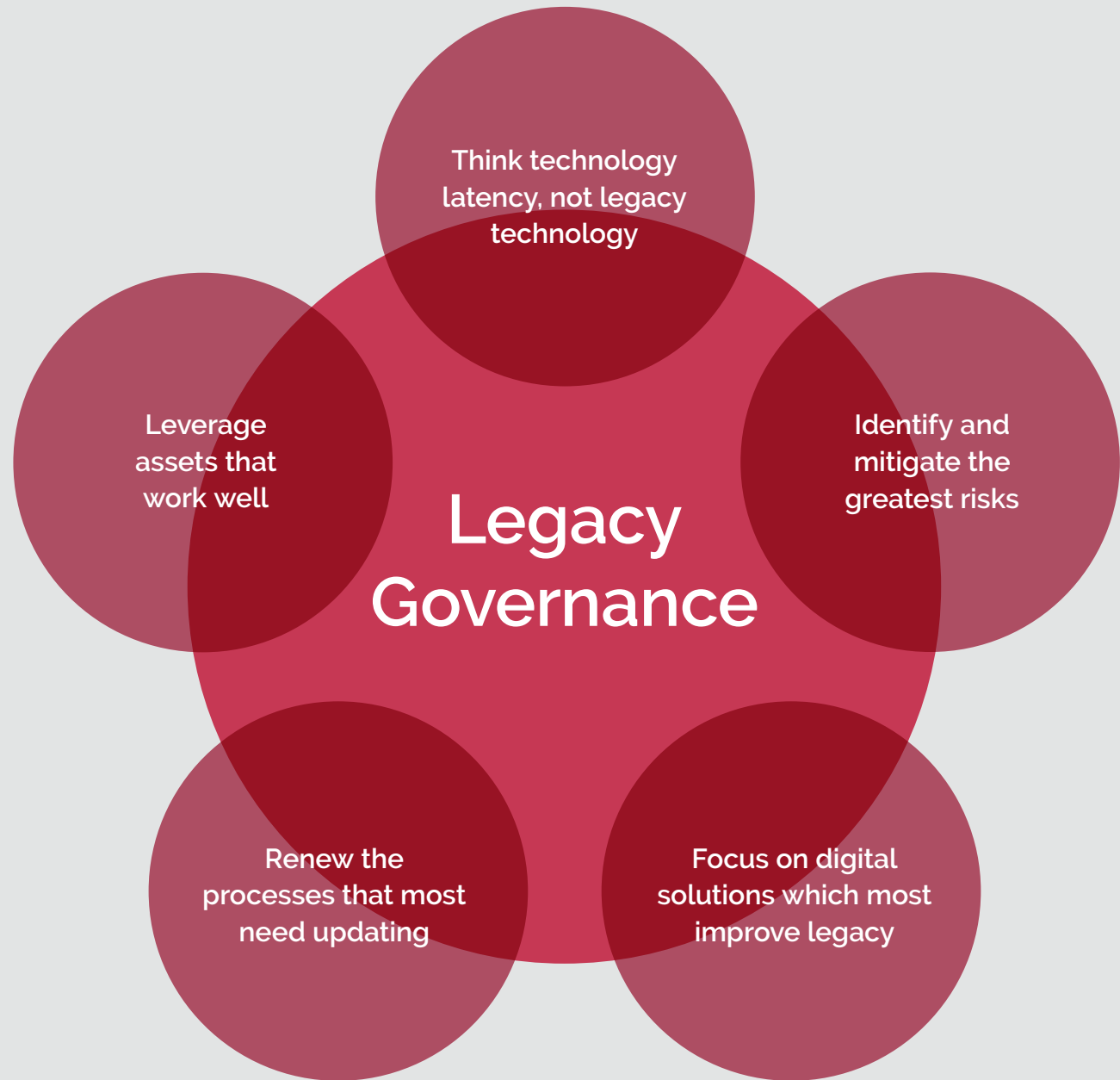
Ranking the top 10 contact center priorities for 2018, 8 focus on optimization, only 2 focus on transformation⁷.

2018 contact center priority rankings

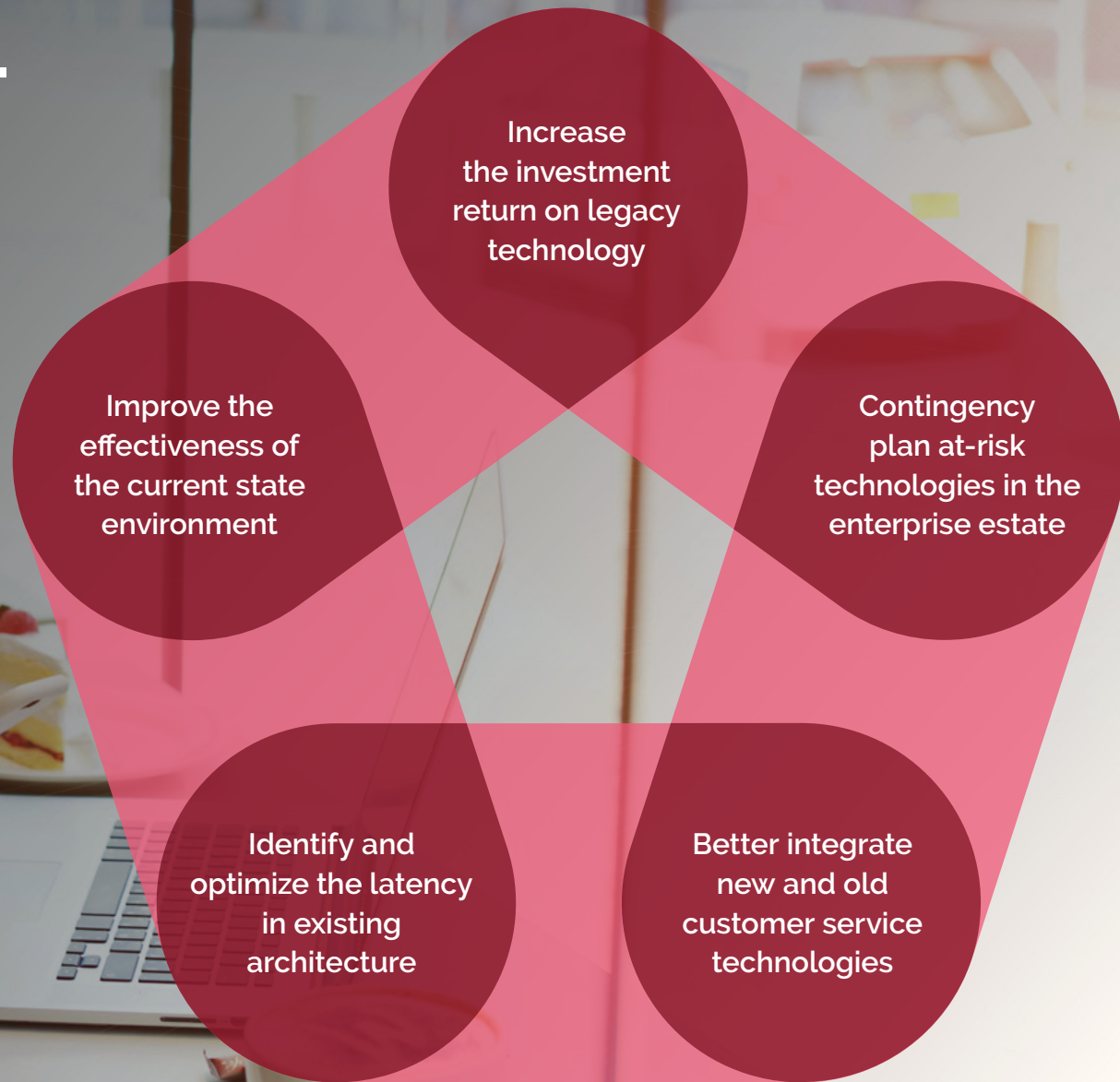
- 39% Reducing customer effort
- 37% CX automation (for engagement e.g. chatbots)
- 34% Improving Voice of Customer/intelligence strategy
- 33% Customer journey mapping
- 33% Improving agent experience
- 31% Using customer insights to personalize CX
- 30% Upgrading technology
- 29% Optimizing training/learning
- 28% Improving collaboration with other departments
- 27% Integrating contact channels

How can it be achieved?

Don't think digital transformation, think...



What it could mean for your business...



How Axim is helping others...

Axim brings strong governance to contact center legacy. We employ an Enterprise Sustainability Assessment™. It assesses the current enterprise architecture estate. Then it audits the current state environment, business drivers and CX capability and recommends where legacy technology can strengthen customer service or create business risk – and where change should be focused. It's a three-stage process:



Discover how an Enterprise Sustainability Assessment™ could benefit your business, visit aximglobal.com or contact Rick Jones at rickj@aximglobal.com

Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit www.aximglobal.com



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