AXIM™

Case study

How do you invest in customer service and growth, yet save millions?

The challenge

A leading real estate software applications and hosted solutions provider was aggressively expanding from 100 to 250 agents in 2 years. This growth target compounded the many challenges of their current configuration: highly manual processes resulted in higher overhead costs, technology gaps and failures impacted efficiency and experience; and a lack of system redundancy threatened business continuity.

The need was a hosted unified communications and contact center solution that supported their growth and acquisition plans and maintained a commitment to excellent customer service.

The approach

Job number one was discovery so Axim undertook a solution analysis. Our enterprise architects audited current state architecture and call center operations down to agent performance and call handling. The key focus areas were:

- **Customer experience delivery: the KPIs that measured success and agent performance**

- **Operating costs: to drive the cost benefit analysis**

- **Operational efficiencies within call center, sales, and marketing**

- **Process and technology: consistency of use across LoBs**

- **Fit-for-purpose technology solutions: What's deployed? Is it used? What's missing?**

- **Organizational structure of call center, sales, and marketing**

- **Staffing: turnover, call center staffing mechanics, training and retention practices.**

The findings

The headline finding was the high chance of a catastrophic failure in the voice environment.

Not only would it immediately and severely impact sales revenues, the reputational damage could be significant. Then there was the increased time to restore service (thanks to a lack of backups and detailed documentation) as well as the need for upgrades across the contact center once the environment failed.

The headline finding was the high chance of a catastrophic failure in the voice environment.

The recommendations

Primarily, to update the core voice infrastructure to a supported platform with disaster recovery.

Additional recommendations included:

- Addressing the technology issues to provide an efficient contact center environment – updating auto call distribution features to effectively deliver calls and manage agent queues; and reviewing self-service voice applications (IVR) for adherence to customer experience best practices and to minimize mis-routed calls.

- Adding workforce management technology to replace manual reporting and scheduling processes.

- Implementing a screen pop to Salesforce.com to improve agent efficiency.

- Beginning to track phone usage of account executives to improve performance.

The business rationale

Axim calculated that these strategic recommendations could save $millions in risk avoidance and business efficiencies:

- Increased revenue from reducing revenue lost avoidance could reach $52K per month

- Operational inefficiencies documented could be reduced by up to $50K per month

- Properly managed systems could reduce outages and save $8K per month in lost sales

- Reduced risks and optimized costs across the network: $.18/min toll free

- Increased business agility with full service support, yet reduced operational and vendor risks.

Axim also helped inform compelling drivers to move to cloud:

- A complete outage could result in upwards of $5.9m in lost sales and recovery costs.

- Realize operational efficiency improvements within 6 months.

The primary recommendation was to update the core voice infrastructure to a supported platform with disaster recovery.

Axim has a range of contact center services that span legacy governance, enterprise architecture and performance analytics. We are partnering many Fortune 500 companies, and have worked with many more. Learn more about our customer experience management solutions, contact Rick Jones at rickj@aximglobal.com or visit 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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