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Reducing Operating Costs and Increasing Operational Efficiencies in a Hybrid Cloud Contact Center Consolidation

The Customer Challenge

One of America's biggest non-profits had virtualized their current premise-based customer contact solution into multiple CCaaS providers. Each line-of-business used a different CCaaS provider, producing a complex Hybrid cloud solution.

The client needed help in reducing operational costs of these individual CCaaS solutions into an efficient consolidated Enterprise solution, allowing them to share agent, application resources and providing a simplified transactional view of their customer's experience within the enterprise across various LOBs. This provided a single customer view of clients interacting across their enterprise.

The client needed help defining

- The Current Enterprise Customer Experience, a CX Baseline over all vendors and applications.
- Defining what a new optimized client experience would be for the LOBs and Enterprise.
- An extensible remote agent model for seasonal CC surging during unpredictable natural disaster events.
- consolidating client transactional data for easier use and analysis across their Digital Marketing and Contact Center users.
- Defining a non-disruptive migration strategy to accomplish the business needs goals.
- The cost savings of rationalizing their current disparate applications into a single Enterprise Strategy that was sensitive to the individual LOB business needs.
- Defining an Operational Governance strategy for the various internal operations and the cloud service providers so they could keep control and provide oversight of their internal and external enterprise operations.

Why did the client choose Axim?

The client chose Axim to make sense of the crowded CCaaS market and guide them to the right solution for them because of our deep expertise in Enterprise Communications Solutions and Transformation, proven business and technology consulting process, and vendor-agnostic approach. They recognized that we were uniquely suited to deliver a great outcome.

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The Solution Approach

Axim uses patented automated tool sets and an ISO 9001-controlled approach for all Hybrid Cloud Migrations and Operational Governance engagements. This execution consistency combined with the 100's of successfully executed Solution Migration projects gives Axim's clients the experience, planning, confidence, and control to successfully execute complex multivendor migration projects.

Axim provided:

- A concise analysis of the client's current customer experience model as related to the Enterprise Contact Center and the Digital Marketing Channels.
- Vendor Technical Selection Analysis that fit the client's operational needs.
- Cost baselining of the current enterprise and the proposed end state hybrid cloud solution with application rationalization.
- Current baseline costing, Rolling Migration ROI monitoring and End State Operational Governance analysis.
- An Extensible Agent model that covered internal resources, a flex volunteer community capability and outsourcer consolidation with cost minimization.
- High Availability Disaster recovery capabilities
- A new remote agent strategy that was immediately leveraged when the Covid crisis occurred during the project.
- Transactional Data Repository rationalization for Digital Marketing and Enterprise Communications, for a "Single Customer Data View", allowing a consolidated predictive interaction model client data model.

Axim performed a detailed review of the client's existing contact center environments, including multiple outsourcers, core technology, adjacent applications, carrier connectivity, networking and trunking. We worked with their line of business stakeholders to baseline the current operational state and document the requirements of each from Agent & Customer experience to disaster recovery. We compared this baseline with their business requirements to highlight key gaps that were causing inefficiency, risk, and lost revenue.

We used this to develop a vision state for the cloud consolidation and a supporting cost benefit analysis that projected cost savings across a five-year period.



Customer Benefit Highlights

Axim's analysis of the enterprise communications environment identified the heart of the problem: operational complexity and high expense due to a diverse and largely siloed organizational model with a segmented and diverse infrastructure, driven by highly varied individual LoB strategies.

The result: major duplication and overlap, unnecessary expense, major complexity, and inefficiency.

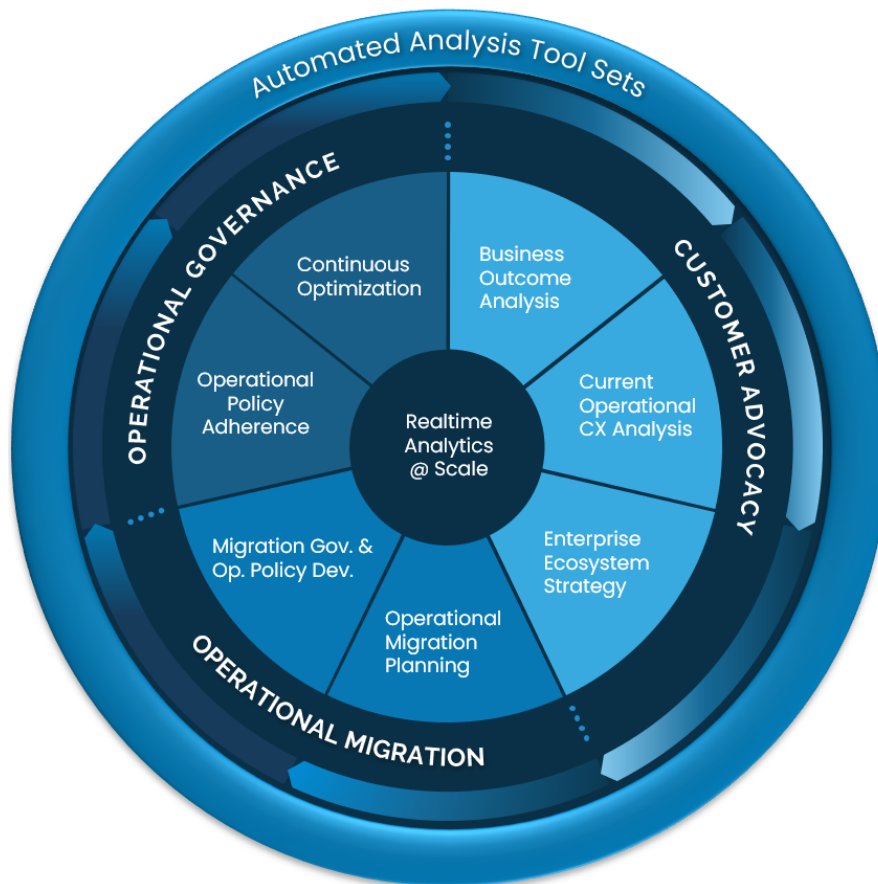
Axim recommended migrating from their individual LoB contact center strategy to a single centralized enterprise contact center platform that provided a common tool set, consistent customer experience, and accommodated surges in demand by easily expanding the pool of available agents in emergency situations.

We identified more than **\$10million in cost savings** through by reducing multiple technology providers, multiple carrier connections, Agent resources and Vendors, and introducing new digital capabilities that increased donations via the customer's existing digital footprint, reducing friction and cost in the donation process. Axim identified strategies to improve customer delivery and enable a single, comprehensive view of donors and customers.

Axim helped the client select the best potential solution providers to deliver the client's vision state, using our expertise to evaluate proposals and sort the pretenders from those vendors who could truly deliver our customer's expectations. We created a custom scorecard built to empirically highlight the best potential solutions for our customer's specific requirements.

Working with the organization's finance team Axim created a clear financial picture of the shortlist vendors, modelling expected cost savings, implementation and operation costs. We projected the Net Present Value of the Net Benefit over a five-year period. The chosen vendor was able to deliver \$10 million+ in savings via cloud consolidation across the whole call center operation, with a 50% saving over current spend on call center technology costs alone.

How Axim Delivers Cloud Transformation



Axim proven three-staged process to transform the Enterprise Communication cloud includes:

Customer Advocacy

Axim puts you in control of your cloud strategy from day one, identifying your critical risks; defining the applications, technology and data to rationalize; enabling 'best-fit' vendor selection; and operational business needs of the individual LOBs and the overall Enterprise Strategy.

Operational Migration

Axim reduces the risk of cloud migration failure by thorough migration success planning; managing adherence and compliance; rationalizing your applications, technology and data to reduce complexity; and rigorous validation.

Operational Governance

Axim employs a suite of performance metrics and measurement tools to maximize the business impact of cloud transformation. We drive continuous optimization, vendor compliance and business and customer satisfaction.



About Axim

Axim builds great customer experiences using integrated solutions based upon our expertise in Enterprise Technology Consulting, Business Consulting, Enterprise Analytics, and Enterprise Team Extension services. Contact Us today to learn how we can help you!

Find out how Axim can help your organization transform its customer contact and communications environment - contact askaxim@aximglobal.com

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