

Customer Success Example – Business Process Outsourcer Governance Service

Customer Leading US Health Insurance provider

Customer Challenge: During their previous busy season, our client suffered major incidents with multiple BPOs that handled a significant portion of their customer interactions. These outages resulted in significant degradation of customer experience at the worst possible time, impacted expected revenues, and impacted the careers of the business and IT leaders charged with ensuring smooth customer contact operations during this peak season. The client needed to prevent a repeat of previous issues but lacked the domain expertise to review their partners and confirm that they were prepared to deliver in accordance with expectations.

Axim Solution: The client engaged Axim in place of a large international consultancy to identify potential risks that threatened our client's customer experience, and oversee remediation of critical risks before the next busy season began.

Working with internal stakeholders and representatives from more than a dozen BPOs, Axim's expert architects and business consultants delivered a Business Process Outsourcer Governance service, leading a deep review of all of the systems and process that could impact their ability to deliver the experience our client required.

For each BPO, Axim's team reviewed, analyzed, and documented:

- Architecture, including release levels and support for all relevant platforms
- Network, both carrier networks and internal networking infrastructure
- Security
- Business Continuity & Disaster Recovery Processes

Axim's consultants created a risk profile that categorized and weighted concerns based upon business needs (including the anticipated volume of traffic each partner would carry and the lines of business they served) and the individual severity of each issue, ensuring that our client and their partners spent their time addressing identified risks in order of potential business impact.

Our team prepared detailed reports for each BPO and an executive summary that the customer used as a guide for the ongoing remediation of issues with their partners.

The results: The client's performance next busy season improved dramatically. The client has retained Axim for three years (and counting) as an important part of their annual readiness program. Axim works with the client to evolve our engagement every year to build on the previous year's delivery and provide enhanced value to the customer as their business changes.



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Why Axim?: The client continues to work with Axim for several reasons.

1. **Domain Expertise and Experience.** Axim has decades of experience working with communications, contact center, networking, and carrier technology, truly understands the elements that comprise a large customer contact platform, and where to look for hidden risks that threaten stability and performance.
2. **Tested Process and Team.** Axim's engagement is led by a Senior Enterprise Architect who engages other specialist resources as needed, and is governed by our Project Management Office. We follow a proven process that delivers results for some of the most recognizable brands in the world.
3. **Business Acumen.** Not all risks are created equal – our team created business value by employing a model that prioritized risks based upon what matters most to our client so that they focused their attention where it would have the biggest impact.

For more information or to find out how we can make sure your partners are ready to properly represent your brand, contact us at askaxim@aximglobal.com, or visit us at www.aximglobal.com.