



# US National Service Provider Chooses Axim to Define their Future Customer Contact Strategy

## The Challenge

A national service provider based in the Eastern US relied upon a complex, multi-vendor, premises-based customer contact environment to serve their 7 million customers. Many parts of the environment approached end-of-life status, and they needed to make a decision about the future of their technology. The customer needed help answering three key questions:

1. Is cloud right for us?
2. If cloud is right for us, what is the right cloud strategy for us?
3. Who are the solution providers who can execute this strategy?

Their executives, technology leaders, and Customer Operation leaders held different opinions about the right strategy for them, and they needed an expert, agnostic third party to help them make the best choice for their specific situation.

## Why Axim?

The client recognized Axim's expertise with Communications and Customer Contact solutions, and our experience working at true enterprise scale and complexity. Axim's team included a unique mix of Business Consultants, Customer Contact Operations Consultants, and Enterprise Architects who have spent their careers working with clients to answer the questions our client faced.

Axim founders ran a global Enterprise Architecture Consulting organization for a leading communications solution provider. Our team has worked with some of the largest, most complex organizations in the world, helping them to plan and execute strategy for organizations with 100,000+ customer contact agents and millions of telephony endpoints.

Axim's Business Consultants work with diverse stakeholders to understand, document, and prioritize requirements, and show them the financial costs and returns achievable by addressing their technology challenges. Our Contact Center Operations Consultants understand what it takes for large, global contact centers to deliver consistently high-quality experiences to their customers.

Axim's combined team was uniquely positioned to help the customer answer their questions about cloud in a definitive, comprehensive manner.

## Approach

Axim's multi-disciplinary team

- Documenting the client's current state Enterprise Customer Contact environment, including 6000 concurrent agents, Production Systems, and three separate lab environments.
- Gathering Customer Contact Future Requirements from Finance, Technology, Customer Support Operations, and Executive Stakeholders
- Performing an operations review of the customer's current operational model, operational capacities, and current KPI (Key Performance Indicator) performance.
- Creating a high-level future state and a comparative matrix of solution providers capable of supporting the identified requirements.
- Identified risks and recommended remediations for any risks uncovered during the engagement.

The project culminated in a detailed Cost Benefit Analysis and Business Case for change. This deliverable documented:

- The cost & operational structure of the potential solution providers,
- The SLAs (Service Level Agreements) each solution provider offered
- How these cost, operational models, and SLAs aligned with the customer's required outcomes
- Potential savings vs. current costs by adopting the recommended strategy with each potential solution provider.

## Results

Our clients left the engagement with their questions answered definitively. They were clear on the right cloud strategy, what made it the right strategy, what the financial returns were for this strategy, and which solution providers were best equipped to deliver it.

Now that the lengthy, ongoing internal discussions were resolved, the client was ready to begin executing the strategy, and evolving their customer contact operations to meet the demands of their customers in a financially, operationally, and technically sound manner.



## About Axim

Axim uses an integrated solutions approach to building great customer and employee experiences via our expertise in Enterprise Communications Consulting, Experience Analytics, and Team Extension. Axim is ISO 27001 and ISO 9001 certified, giving our clients confidence that their sensitive information is handled appropriately and our work is done in adherence to processes that are mature and effective.

Find out how Axim's talented team of Enterprise Communications and Customer Contact Architects and Consultants can be your organization's advantage!

Contact [askaxim@aximglobal.com](mailto:askaxim@aximglobal.com) or visit [www.aximglobal.com](http://www.aximglobal.com) today!