

Legacy Transformation

Minimizing the threat of Contact Center Legacy to Customer Service

The challenge

One of America's largest life insurance companies needed to understand the risk exposure of a legacy on-premise contact center solution, used domestically and internationally by their agents.

Why? Investment in the contact center solution had been limited, and the alignment of the contact center to an ongoing digital and CX transformation program was critical to deliver the customer service advances that would enhance their customer's experiences.

The engagement required the technical skills to dive deep into the details of the current solution, and the knowledge to understand how the current platform aligned to the customer experience.

Why Axim?

Axim is an Enterprise Communications Transformation specialist. We have evaluated and migrated all major CCaaS and CRMaaS providers, SI resellers, and CC manufacturers in the Enterprise Communications space.

Our architects are industry experts at identifying critical operational and business risks, and our CX consultants can help customers solve their big customer challenges, like frictionless and seamless experiences, employee engagement and true omnichannel.

Axim has a suite of proprietary processes, tools and metrics to appraise, analyze, business-case and transform Enterprise Communications.

Our approach

Axim worked with the IT and Telecoms leadership to fully understand the current solution, its architecture, geographic distribution, operational performance and resilience. Results were collated, documented and validated with the customer prior to analysis to identify and document issues with the solution.

In addition to the technical analysis, Axim also met with the lines of business utilising the system to understand how the solution met their business needs and drove their operational performance. Gaps and issues from this perspective were also identified and captured.

Axim undertook a CX baseline exercise with key contact center decision makers and users to identify the internal CX maturity. Axim also worked with the transformation program to review Voice of the Customer and Voice of the Employee results, to bring more context into the analysis phase.

High legacy risk, operational inefficiency and CX weaknesses were threatening the customer service that's so critical in Financial Services.

The results

Increased Risk Management

Axim created a Risk Map, that enabled the customer to tightly manage the major threats in their on-premise contact center solution. We documented the single points of failure, out-of-support technologies, functionality gaps, and the lifecycle changes to be addressed to prevent the system becoming unsupported.

Operational Improvement

Axim identified the critical operational issues with the contact center solution that needed to be addressed. We highlighted where a reduction in customer service capability was impacting the lines of business. We defined the key elements of the solution that were short falling on performance. And we categorized the capabilities that were being lost in the business because of technology shortcomings.

CX Transformation

Axim's analysis of customer experience maturity highlighted a critical misalignment between the digital and CX strategies: that digital wasn't delivering the customer needs and expectations.

The reasons lay in the channel strategy, inefficient systems integration and the call handling process. Axim's recommended digital contact center strategies that would enhance the customer experience, and, accelerate the transformation program

Learn how our Architects, processes, tools and management frameworks could transform your legacy Enterprise Communications: email info@aximglobal.com