



Case study

# Reducing Operating Costs and Inefficiencies Through Contact Center Cloud Consolidation

## Challenge

One of America's biggest nonprofits needed to consolidate a large number of inbound and outbound contact center systems, CRM platforms and Case Management solutions operated in-cloud by multiple Lines of Business.

They had a mature cloud contact center and cloud application approach, but weren't seeing the cost or operating efficiencies from it. By reducing their disparate systems to one common platform they could reduce duplication, cut costs, and provide the basis for consolidated customer data repositories which would be the cornerstone to improve the customer experience.

They needed a partner who could span enterprise communications, the cloud and customer experience.

**Axim identified significant opportunities to rationalize, standardize and consolidate cloud contact centers and applications – and tens of \$millions of savings.**

## Approach

Axim performed an Enterprise Transformation Audit™ on more than five cloud-based contact center systems and multiple outsourcers. We identified the systems in use, the surrounding applications, networking and trunking. We baselined the current operational state and captured the high-level requirements of each LoB, from Agent extensibility to disaster recovery. And we measured current CX maturity and delivery, to identify performance gaps.

From this Axim developed a vision state for the cloud consolidation and a supporting cost benefit analysis that projected cost savings across a five-year period. Forming the first phase of the cloud migration journey, outputs from the Enterprise Transformation Audit™ were also used to inform the cloud migration design and future cloud governance.

## Headlines

Axim's analysis of the enterprise communication's environment identified the heart of the problem: a diverse and largely siloed organizational model with a segmented and diffuse infrastructure, driven by individual LoB strategies. The result? Major duplication and overlap, unnecessary expense, and major complexity and inefficiency.

A vision state recommended migrating from the present LoB contact center strategy to a single centralized contact center architecture platform. This would provide a common channel set, consistent CX and meet extensibility needs to easily leverage all Agents in times of need.

Significant opportunities were identified to rationalize, standardize and consolidate the cloud contact centers and to leverage new digital capabilities to drive further savings.

The CX audit highlighted how to achieve operationally excellent customer delivery, supported by centralizing data management to achieve a single customer view, driven by one platform.

## Findings and Recommendations

Axim's Enterprise Transformation Audit™ identified a mature cloud contact center and cloud application approach whose commercial impact was diluted by a diverse and largely siloed organizational model, as well as a segmented and diffuse infrastructure. The picture was the same for the enterprise communication application architecture. In both cases the driving force was a decentralized and siloed LoB structure.

Axim recommended migrating from the present LoB contact center strategy to a single centralized contact center architecture platform that would be virtualized, consolidated, and rationalized. This vision state would bring operational efficiencies and improve CX delivery. But most critically it would trigger cost savings, by reducing multiple technology providers, multiple carrier connections, Agent resource and Vendors.

Working with the organization's finance teams Axim modeled the cost savings and factored in implementation costs. We projected the Net Present Value of the Net Benefit over a five-year period, leveraging Axim's experience with similar enterprise migrations and rationalizations. Our projections were a 10% saving of this cloud consolidation across the whole call center operation, which added up to tens of millions of dollars, with a 50% saving on call center technology costs alone.

## A New Approach To Cloud Transformation

Axim has created a three-staged process to transform the Enterprise Communication cloud:

### Customer Advocacy

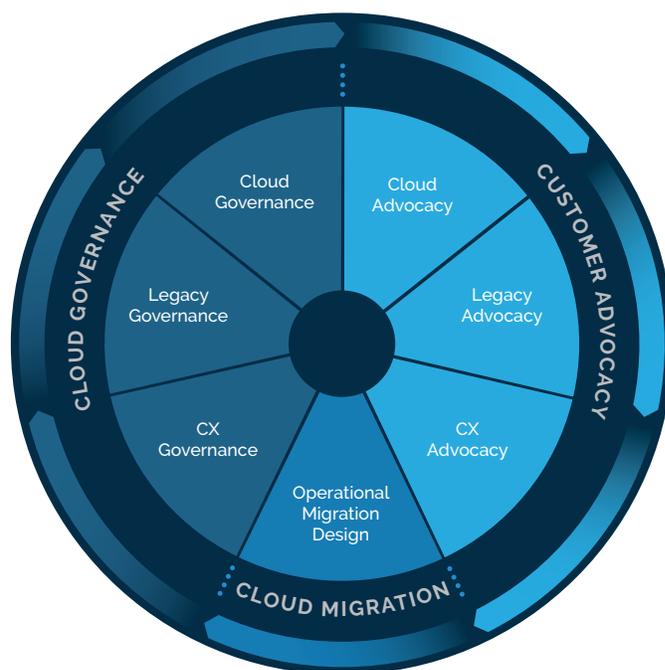
Axim puts you in control of your cloud strategy from day one, identifying your critical risks; defining the applications, technology and data to rationalize; enabling 'best-fit' vendor selection; and building the business case.

### Cloud Migration

Axim reduces the risk of cloud migration failure by better migration 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 improvement, vendor compliance and business and customer satisfaction.



Talk to us about Enterprise Communications Cloud Transformation, contact [info@aximglobal.com](mailto:info@aximglobal.com)

Axim is the Enterprise Communications expert in your corner. We provide the process, tools and management framework to help you navigate vendor confusion, manage complexity and risk, and better cost control Enterprise-class, managed hosted and cloud-based solutions.

Axim has evaluated, designed, virtualized and rationalized 100's of enterprise communications and adjunct applications systems. We are leading experts in transforming enterprise communications, and one of the few companies in the market today that provide cloud to cloud consolidation with integrated digital application rationalization.

Learn more, visit [www.aximglobal.com](http://www.aximglobal.com)



[aximglobal.com](http://aximglobal.com)