



Architecture Governance

Architect new and better
customer experiences.

75%
of customers
expect a consistent
experience.

40%
of businesses
can't deliver it,
due to enterprise
complexity*.

Enterprise communications architectures must rapidly evolve to mitigate the risk of poor CX and drive new and better experiences. How do businesses realize it? Axim has created Architecture Governance. It helps businesses to re-architect their enterprise communications around the customer experience: satisfy the expectant customer, to seamlessly integrate new technologies and integrate the corporate digital transformation roadmap.

Axim will help you manage your enterprise architecture more effectively.

We employ Enterprise Experience Architecture. It's a 6-staged optimization and governance program that:

1. - Audits current state enterprise architecture and business needs and deliver a current state application overview.
2. - Baselines CX capability and technology roadmap, and recommend an end-state enterprise re-architecture.
3. - Develops high-level design to deliver end-state enterprise re-architecture, including cost and timing.
4. - Architects a complete design solution for implementation.
5. - Delivers design and technical governance.
6. - Monitors metrics, KPIs and KRIs and provides continuum governance.

What could it mean for your business?

- Real-time visibility of enterprise architecture current state.
- Increased effectiveness, minimized risk and big gaps plugged.
- Greater agility to new customer experience demands.
- Improved omni-channel capability and better customer service.
- Accelerated digital and business transformation.

Enterprise Experience Architecture in the real world

Context

A global information and professional services provider had outgrown their contact center architecture. They recognized their legacy systems were no longer fit for purpose, unable to fully support a business model built around CX. There was also a need to expand and include a single unified solution for call recording, quality management and work force management functionality.

Solution

Using the EXA™ methodology a new platform was architected. The Solution Recommendation focused on 5 key areas: improving resiliency and capacity; correctly mapping technology to the new business functions; upgrading the elements that supported core business functions; redeploying underutilized assets and decommissioning older units; and better utilizing the agent base.

Impact

Richer customer experience

- Better resilience improved CX
- Ease of use aligned with customer needs
- Core issues addressed first to quickly optimize CX

Optimized technology for better business

- Technologies correctly mapped to new business functions
- Maximized critical tech and business assets
- Tech fit for next stage business transformation

Increased workforce efficiency

- A single pool of agents to leverage
- Improved processes
- Call recording, quality and workforce management functionalities added

Learn more about Architecture Governance and how an Enterprise Experience Architecture could benefit your business, contact [Rick Jones at rickj@aximglobal.com](mailto:rickj@aximglobal.com)

The Enterprise Experience Architecture process

Audit current state enterprise architecture and business needs, and deliver a current state application overview.



Baseline CX capability and technology roadmap, and recommend an end-state enterprise re-architecture.



Develop high-level design to deliver end-state enterprise re-architecture, including cost and timing.



Architect a complete design solution for implementation.



Deliver design and technical governance.



Monitor metrics, KPIs and KRIs and provide continuum governance.

Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit www.aximglobal.com



www.aximglobal.com