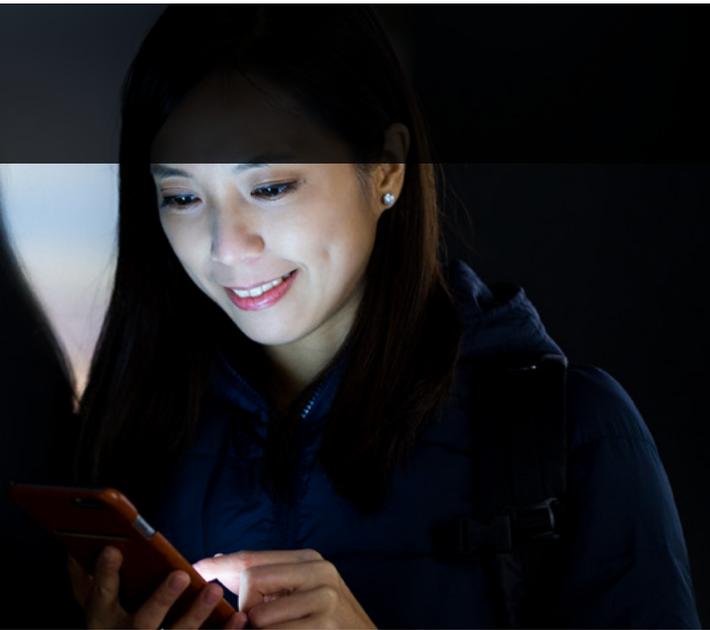




Legacy Governance

Turn aging legacy into new and better customer service.



80%
of companies think their customer service systems aren't fit for the future.

42%
of service agents can't resolve customer issues today*.

As businesses race to create new experiences and battle to retain customers, today's technology has never been under more pressure. Rip and replace isn't an option, the current estate must work harder. The answer is Legacy Governance. It helps businesses better govern legacy and make their current estate work harder.

How? By minimizing the risks of aging legacy on customer service; supporting new customer experiences with maturing technology; and migration-planning a seamless transition to new customer experience technology.

Axim will bring strong governance to your enterprise legacy.

We employ an Enterprise Sustainability Assessment™. It assesses the current enterprise architecture estate. Then it audits the current state environment, business drivers and CX capability and recommends where legacy technology can strengthen customer service or reduce business risk – and where change should be focused. It's a three-stage process:

- 1. Effectiveness audit** – Existing enterprise communications architecture; data sources and performance and risk metrics; and high level CX delivery.
- 2. Strategic analysis** – Current state compatibility; product feature planning; obsolescence risk management; and custom support.
- 3. Recommended direction and roadmap** – A weighted decision matrix; the definition of risk areas and impacts; and a legacy optimization timeline.

What could it mean for your business?

- Increase the investment return on legacy technology.
- Improve the effectiveness of the current state environment.
- Identify and optimize the latency in existing architecture.
- Contingency plan at-risk technologies in the enterprise estate.
- Better integrate new and old customer service technologies.

Enterprise Sustainability Assessment™ in the real world

Context

A global financial services company faced some big challenges with its aging contact center infrastructure. Limited resilience and disaster recovery severely impacted efficiency and customer service. Being end-of-life meant it couldn't deliver the advanced functionality to meet new customer experiences, or, contribute to a wholesale business transformation program. On top of this the hardware footprint was racking up costs.

Solution

An Enterprise Sustainability Assessment™ enhanced operating efficiency, created a platform to grow business functionality and evolve the customer experience.

Case 1

Mitigating the risk of legacy contact center technology – An ESA™ helped one of North America's largest cable providers identify and fix the big risks its legacy contact center technologies posed to its 6 million customers.

Impact

Increased operating efficiency – Efficiencies were brought to business continuity, productivity, data center management costs, and back, middle and front office integration.

Greater business functionality – Cross-channel capability was enhanced, a platform was created for next generation voice technologies as well as advanced empathy routing.

Richer customer experience – Outages were reduced cutting negative experiences, an enhanced self-serve capability spawned new experiences, and a migration plan ensured seamless customer service.

Case 2

Minimizing the inefficiencies in contact center platforms – An ESA™ helped a multinational computer technology company quantify and minimize redundancy in its contact center operations, and deliver increased operating effectiveness from a leaner operating base.

Learn more about how Legacy Governance and an Enterprise Sustainability Assessment™ could benefit your business, and our range of contact center solutions, contact Rick Jones at rickj@aximglobal.com,

Enterprise Sustainability Assessment™ legacy governance framework

Effectiveness audit

- Capture current state environment architecture
- Current business drivers effecting telecoms solution
- Current CX delivery and management tools

Strategic analysis

- Current state compatibility
- Product feature planning
- Obsolescence risk management

Recommended direction

- Weighted decision matrix
- Risk areas and impacts
- Legacy optimization timeline

Decision roadmap report

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



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