



## Migrating AXA's D&P call centres to a cloud-based inbound solution with advanced call routing and business continuity

AXA faced the challenge of replacing the legacy telephony infrastructure of its Direct & Partnerships division, transferring several thousand numbers from 10+ call centres to a new resilient call routing solution. We project managed the entire transition to a highly flexible and cost effective cloud-based system that provides exceptional resilience and essential business continuity benefits.



### Challenge

AXA recognised that the aging systems serving its Direct & Partnerships division had an inherent lack of resilience, and were restrictive in the management of call routing. They were also expensive to maintain, particularly as they were reliant on their current supplier for any system changes, which made modifications costly and time-consuming, dramatically reducing their ability to react to the demands of the business.

Moving to a new system would require the migration and implementation of several thousand numbers from one carrier to another – a task that presented considerable risk to the business.

The scale of the transfer, the testing requirements and the introduction of a new solution all compounded to pose a significant challenge that would require close collaboration, meticulous planning and a rigorous approach to implementation.

“ Completely overhauling the inbound telephony for our UK call centres has been a huge undertaking. Adam Phones has been instrumental in managing and delivering this project to an exceptionally positive outcome. ”

**Matt Potashnick, IT Director**



### Solution

Having established the key requirements for a new system, the decision was made to migrate all inbound call features to a proven cloud-based solution. To mitigate the risk of the transfer, we undertook an extensive programme of service validation and testing on several thousand lines, ensuring the successful migration of the solution. The entire transfer process was managed out of hours in order to reduce the impact of any potential problems.

Having successfully migrated from one carrier to another, the new call centre systems were enhanced with a carrier-grade advanced call routing solution - delivered over 08 numbers - designed to handle all inbound sales and claims calls for AXA D&P.

The extensive call routing features include IVR's, auto attendants, call groups, delivery by time of day and day of week, as well as the production of management information including advanced statistics and bespoke reporting.



### Result

AXA's leading edge solution routes incoming calls through a system that is easy to manage and entirely cloud based, making aging legacy hardware systems redundant. The new platform delivers carrier-grade resilience with key business continuity benefits, enabling AXA to re-route calls within minutes should any incident render a location inaccessible.

The solution is self-administered, so staff are easily enabled to deliver changes and support. This not only yields valuable cost-savings on upgrades, maintenance and support, but also affords AXA crucial flexibility to make instant call-capacity changes according to demand.

The transition to the new inbound platform was implemented without significant capital outlay. Furthermore, with no on-going maintenance charges, AXA benefits from considerable savings in comparison to the annual cost of the previous solution.

To find out more about our bespoke, innovative and highly resilient fixed line connectivity solutions contact us on 0800 123000.