



WAVES - COMMUNICATION ROADMAP PLANNING FOR A CONSUMER TRAVEL + SERVICE ORGANIZATION



Challenge

A consumer travel and service organization sought to improve customer awareness of its value-added services beyond the automotive and travel support capabilities for which it is commonly recognized. An enterprise-wide initiative was launched to significantly improve its real-time service/support telecommunication capabilities and to increase its upsell and cross-sell capabilities.

Customer service demands varied dramatically due to seasonality, resulting in contact center performance challenges that were demonstrated by unacceptable abandonment and poor agent occupancy rates. The legacy communication architecture was encumbered by an outmoded, monolithic architecture that was not economical. It was unable to provide business efficiencies, satisfactory service level performance, or valuable self-service options.

Operational and functional improvements were required to enable revenue growth, expense reduction, and customer experience improvements. A modern, optimized, and intelligent contact center was needed to realize benefits for the enterprise, contact center employees, and customers (members).



The Customer's Desired Outcome

To develop a comprehensive plan for communication system modernization that drives revenue growth and an enhanced customer experience.

Solution

ConvergeOne's Customer Experience Advisory Services applied its proprietary **WAVES - Communication Roadmap Planning** methodology to develop an architecture and strategic plan to meet the customer's immediate and long-term contact center and customer-facing communication needs. These needs—along with the functional use case requirements necessary to achieve results—were identified during interviews and workshops with business unit owners, executive management, and IT/communications. Significant findings were directly linked to the customer's strategic objectives and business outcomes (e.g., revenue growth, expense reduction, and risk mitigation).

Working with the customer's IT/communications team, the technical, operational, and management requirements were subsequently established along with security, compliance, reliability, and transport criteria. Communication system requirements were defined and substantiated based on:

- Important business, operational, and administrative drivers
- Communication services that must be supplied to assure compliance with federal, state, and local regulations
- Contact center and customer experience requirements
- Technical and system requirements (e.g., back-end application integration)

Results

A detailed communication system architecture, substantiated by clear business needs, was developed to address the customer's current and future-state requirements. The architecture was expressly designed using a modular component approach to provide the customer with the utmost flexibility in determining the capabilities to launch within each phase of its 24-month deployment. Furthermore, it maximized the ability to utilize public, private, and hybrid supplier components at the customer's discretion.

Facilitating this approach, implementation planning options were supplied to assure the customer's ability to successfully execute the roadmap at their own pace, with adjustments as needed based on the potential of changing business needs.

The final result included a solution path and feature deployment sequence based on business benefits, with strategic and tactical value defined in measurable terms.

TAKE THE NEXT STEP

Explore how we can help you establish a powerful, comprehensive communications framework and infrastructure customized to your needs. Contact your National Account Manager or email us at AdvisoryServices@Convergeone.com

