

Cutting through the noise  
and doing business smarter for

## The Automobile Association of South Africa



### PART 1 – BUSINESS CHALLENGE

#### EXISTING ENVIRONMENT

## THE AUTOMOBILE ASSOCIATION OF SOUTH AFRICA

AA SA has been around since 1930, as an advocate for road users, and a roadside assistance service provider. They engage with governmental institutions around road safety, as well as providing a service for road users that includes roadside assistance, insurance, technical service and trade services. They offer this service around the clock through agents who provide assistance to drivers.

AA SA prides itself on the human element of its service - in an emergency, having a reassuring, competent agent on the other end of the call is imperative to a smooth resolution of any problems, especially where safety is concerned. Also imperative is the quick response time in emergencies so that drivers in high-risk situations are never left in a vulnerable position for longer than is absolutely necessary.

This almost 100-year-old organisation has the same service ethos as when it began, but it was time to update the way the service was implemented, by looking at a more cost-effective and efficient communications system.

#### THE CHALLENGE

## A LEGACY MOVES ON

Jaco Van Der Merwe, General Manager of IT at AA SA, was tasked with improving customer engagement by transforming their legacy contact centre to a digital enterprise system that made full use of the communications technology now available.

The existing contact centre was clumsy and becoming less effective with time, requiring expensive hardware updates. Van Der Merwe established that the way forward was digital transformation, with the ability to integrate into an omni-channel environment, thereby giving AA SA agents more flexibility and mobility when responding to calls. This included multimedia capabilities, outbound dialling and effective workforce management

With business growth in mind, another requirement was the ability to scale the platform across all functionalities, in a cost-effective and tech-savvy manner.

Full digital disaster recovery was another important consideration in an organisation that requires 24/7 uptime, with client safety at risk during service interruptions.

## DIGITAL TRANSFORMATION FOR THE AA AT COST-EFFECTIVE SCALE

ITEC MANAGED BUSINESS SERVICES

