

Cutting through the noise
and doing business smarter for

The Automobile Association of South Africa



PART 3 – KEY FACTORS & FUTURE

KEY FACTORS AND FUTURE

SERVICE AT SCALE

The future for AA SA's communication strategy is about customer service. The main focus will be to increase agent reaction speed, with the goal of a mere 20 seconds between notification of emergency and the agent's call. This will enhance the reassurance the customer receives during a breakdown or accident.

The call centre is a key focus, streamlining the functionality and making it work most efficiently on a practical level. They are also looking at using AI and bots for initial data capture, to streamline and speed up the entire engagement with the customer.

AA SA wants to engage with its customers based on their needs, customising the user experience to include a wider range of channels, such as WhatsApp or social media. They want to take full advantage of the omni-channel environment, scaling it deep and wide, by rolling out to a higher number of both agents and customers.

Jaco Van Der Merwe, General Manager of IT at AA SA, noted that they have seen a 5-figure reduction in cost per annum compared to their previous solution, which is an obvious excellent ROI.

The Itec rental model, in this case, included no escalation, so AA SA can accurately budget for the next four years, giving them the ability to scale the solution as their business grows.

Another benefit is the reliable service provided by Itec, which in the 24/7 environment of emergency response, allows AA SA to provide excellent service in turn. This includes up-to-date technical maintenance of the Mitel products, at a much lower cost than before. With a platform that doesn't have technical limitations, AA SA can cost-effectively take their business to the next level, improving their already excellent customer service, by partnering with Itec as a value-adding supplier.



DIGITAL TRANSFORMATION FOR THE AA AT COST-EFFECTIVE SCALE

ITEC MANAGED BUSINESS SERVICES

