ITEC
Tiyende

Cutting through the noise
and doing business smarter for

The Automobile Association of South Africa

PART 2 – THE SOLUTION

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 round-the-clock roadside assistance, insurance, technical service and trade services through agents.

Jaco Van Der Merwe, General Manager of IT at AA SA, was tasked with improving customer engagement. The 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.

Van Der Merwe opted for digital transformation, mandating Itec to convert their clumsy and costly legacy contact centre to a digital enterprise system that included an omni-channel environment, full digital disaster recovery and could scale across all functionalities. The goal was to give AA SA agents more flexibility and mobility when responding to calls.

ITEC'S SOLUTION

DIGITAL OMNI-CHANNEL

Itec worked with AA SA to develop a Mitel communications solution that virtualised their existing business processes, integrating their mobile app with multiple channels including voice calls, SMS and other forms of communication.

Van Der Merwe was particularly impressed by the well-defined APIs provided by Itec, that enabled a smooth transition and set-up when integrating the AA SA app into the Mitel communications platform. He also commented that the platform itself was easy to understand and operate.

The solution enabled full portability from the legacy to digital systems, with the added benefits of full disaster recovery options, secure connectivity and easily-integrated new dialers.

In an agent-based operation, workforce management is imperative, and the Mitel system is one of the few that has it as a native component, which makes it both cost-effective and easier to integrate. Van Der Merwe noted that they are already seeing the benefits of a properly managed workforce. With the consideration of mandatory uptime, Itec worked closely with the AA SA team to ensure a smooth transition between platforms. There was a good synergy between the teams, and the agents adapted easily to the new system.

DIGITAL TRANSFORMATION FOR THE AA
AT COST-EFFECTIVE SCALE

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