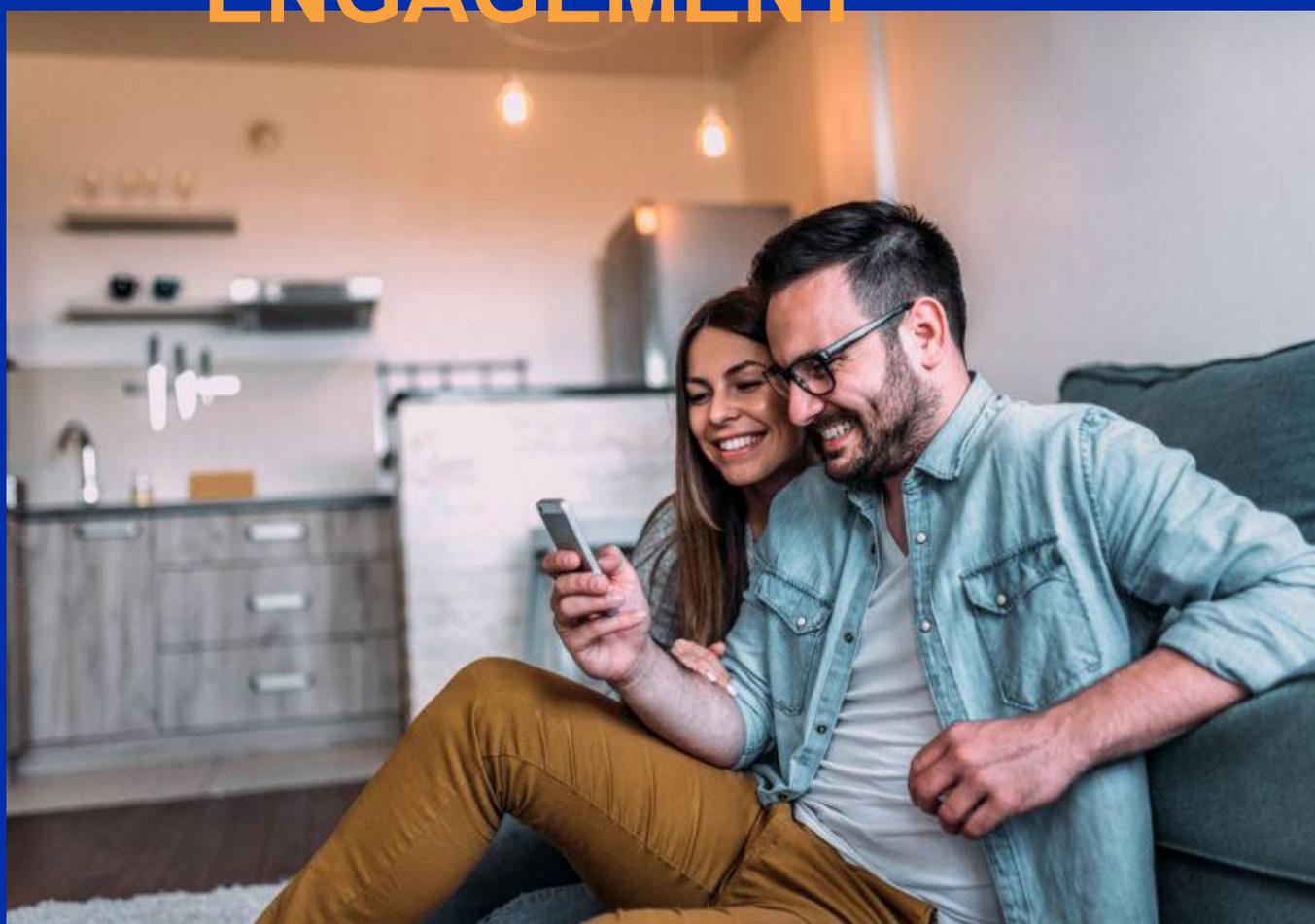


# AXA ADOPTS CALL DEFLECTION TO DRIVE DIGITAL ENGAGEMENT



**Discover how a World Insurance  
Leader is Improving Customer  
Experience with Call Deflection**

# AXA Adopts Call Deflection to Drive Digital Engagement



## WHY AXA IMPLEMENTED CALL DEFLECTION

AXA decided to increase the number of digital touchpoints it supports to deliver **frictionless service**. Customers [now have the choice](#) between **3 messaging apps (Facebook Messenger, Apple Business Chat, WhatsApp), Twitter, email, live-chat** or **phone calls**.

Promoting these channels is an essential step to encourage their use by customers. RingCentral introduced to AXA the concept of call deflection to support this objective.

By redirecting calls to digital channels, call deflection:

- **Shortens waiting time** for customers
- **Eases the activity management** of contact centres
- **Reduces costs** of customer service



*“Digital interactions are the future, and we need call deflection to support this transition from phone calls, which is still the first contact channel for most companies.”*

**Christoph Schröder**  
Head of Customer Care Front Office

# HOW IS IT INTEGRATED IN THE CUSTOMER JOURNEY?

Call deflection is offered to customers calling AXA's customer service from a mobile phone, as it is managed via a text message.



During a call, customers first go through the **IVR (Interactive Voice Response)**.

Depending on the situation, they may be offered **digital channels** as an alternative to his call.

At this stage, customers can **press 1** to switch to a messaging channel or wait to proceed with the call.

Customers pressing 1 are receiving a text message with links to **3 different messaging apps**.

After choosing their favourite one, they can start the conversation with AXA.

## WHEN IS CALL DEFLECTION OFFERED?

**For specific types of enquiries**

Customer service requests or damage claim

**During opening hours**

To make sure customers get an answer on digital channels

**When customers leave while waiting**

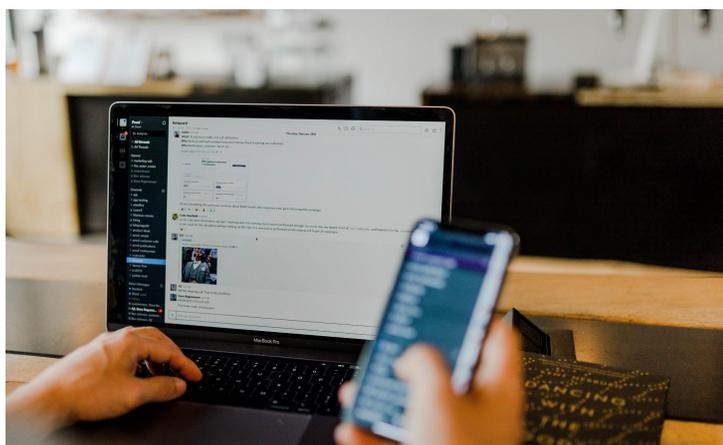
For damage claims, customers get a message offering to use digital channels

# THE IMPLEMENTATION PROCESS

AXA used a global approach that made call deflection adapted for any digital channel. In total, the project was implemented in approximately two months.

The implementation of the strategy was made by joining three tools:

- **Digital customer engagement platform** RingCentral Engage Digital
- **Call centre solution** to manage the phone number identification
- **Outbound text solution** to send a message to the customer with links to messaging apps



## WHAT ARE THE RESULTS OBSERVED?

The adoption of call deflection allowed AXA to **lower the number of phone calls** and better satisfy its customers. When switching to digital channels, customers enjoy an excellent experience: a recent study from [Xeit](#) outlines the **responsiveness, personalisation** and **welcoming aspect** of AXA Switzerland's digital customer service.

**1 000**

calls deflected to digital each month

**5%**

of customers calling to get documents choose digital

**x2.5**

growth of digital conversations

These results from the first months of implementation confirm the relevance of call deflection in the customer journey, encouraging AXA to roll it out at a larger level.

# THE FUTURE OF CALL DEFLECTION FOR AXA

Building on these positive results, AXA will continue to improve the call deflection process in the next months:



**Call deflection in the queue:** Offering call deflection multiple times to customers in the call queue. For example, if the customer chooses to proceed with the call but stays too long in the waiting line, they will be re-offered a switch to messaging.



**Connecting a chatbot:** when a customer is calling for a basic enquiry, a chatbot could handle it after the call is deflected. For example, AXA is currently receiving 6 000 calls per year for green card requests. In the future, the company is planning to implement a chatbot that is able to send customers their green card, 24/7.



*“Our customer base includes more and more digital natives who do not want to call customer service. Call deflection allows us to increase the focus on asynchronous communication with RingCentral, which makes the activity easier to manage and lowers our costs.”*

**Christoph Schröder**  
Head of Customer Care Front Office



**Offering call deflection on weekends and evenings:** AXA is evaluating the possibility to extend its customer service hours via messaging apps. This would make it possible to offer call deflection on larger time slots.

## ABOUT RINGCENTRAL ENGAGE DIGITAL

RingCentral Engage Digital facilitates digital transformation by helping businesses expand, direct, and nurture their digital customer relationships. The RingCentral Engage Digital platform tracks all interactions in a single system, redistributing inquiries automatically according to availabilities, customer profiles, or types of requests.