

RingCentral®



# AXA Enhances Customer Engagement by Communicating Across Digital Channels

Discover how AXA achieved:

- **10x** Increase in case resolution
- **50%** Reduction in time to resolve issues

RingCentral®

A man in a dark suit, white shirt, and tie is shown in profile, looking down at a smartphone. He is also holding a white coffee cup with a black lid. The background is a blurred city street scene with bokeh lights. The overall color palette is dark blue and black, with a bright orange bar at the top of the image.

# ABOUT AXA



## The leader in Insurance

**AXA** has been providing stability and reliability to over 107 million customers in 61 countries since 1859.

**YEAR FOUNDED:** 1859

**EMPLOYEES:** 165,000 employees globally

**HEADQUARTERS:** Paris, France

**WEBSITE:** [axa.com](https://www.axa.com)

# A digital strategy part of a customer-first approach

---

AXA is the largest insurance provider in Switzerland with **1.9 million customers**, including 40% of all companies in Switzerland.

With its large size and incredible growth, AXA needed to continue to **make it easy for customers** to communicate with the company.

AXA realised that modern customers prefer using digital channels - such as **Facebook Messenger, Apple Messages, WhatsApp**, and **mobile apps** - to engage with the company's services. In response, it decided to increase the number of digital touch points it supports to deliver **frictionless service and support** and truly put the **customer needs first**.



*“We want to do everything for the customer and not for our internal processes.”*

- Christoph Schröder, Head of Front Office Customer Care



A man in a dark suit, white shirt, and dark tie is shown in profile, looking down at a smartphone. He is wearing glasses and has a beard. He is also holding a black coffee cup with a lid. The background is blurred, suggesting an office or public space. The entire image has a dark blue overlay.

# CHALLENGES AND SOLUTION



*“The era of hold music is over.”*

- Sarina Blatter, Head of Back Office Customer Care

## Making hold times a thing of the past

---

When contacting a company by phone, customers usually have to go **through an IVR (interactive voice response)** and wait. They are also restricted by the business opening hours.

With the shift towards digital for personal communications, customers are now expecting to **use a variety of channels**. They are looking for **quick answers and do not want to wait**.

To be closer to these expectations and tackle the issues of phone calls, while keeping a conversational experience, **AXA was looking to adopt new digital channels**.



*“Customer service should be as easy as messaging a friend.”*

- Sarina Blatter, Head of Back Office Customer Care

## Messaging as an alternative to phone calls

---

Thanks to **asynchronous messages**, customers can post their questions on their messaging app of choice and return for the answer **at a time that is convenient to them**. Companies can then easily prioritise **how to respond to incoming enquiries**.

Agents can immediately process interactions and have time to provide answers if **multiple messages come in at once**. This is quite different than handling customer service on the phone, where agents can **only respond to one customer** and are expected to **immediately provide an answer to any question**.



## Previous digital customer service solutions **fell short**

---

The previous solution used by AXA **did not provide any context of past interactions**. Agents had to search each digital channel to see if a customer had written a message or a comment on a Facebook post, for example.

This process made it difficult to track the interactions and forced agents to **spend a lot of time searching for information**. These limits translated in **longer response times** and forced customers to repeat themselves, ultimately having a **negative impact on customer satisfaction**.

AXA needed a solution to **optimise the management of digital channels** and **simplify customer engagement** with conversational user interfaces.

## A variety of channels to adapt to customers' preferences

---

Previously, **AXA Contact Page** only featured phone and web forms.

Now, customers get a much more personal experience by having the choice between **3 different messaging apps**.



# Centralising all digital channels with RingCentral Engage Digital



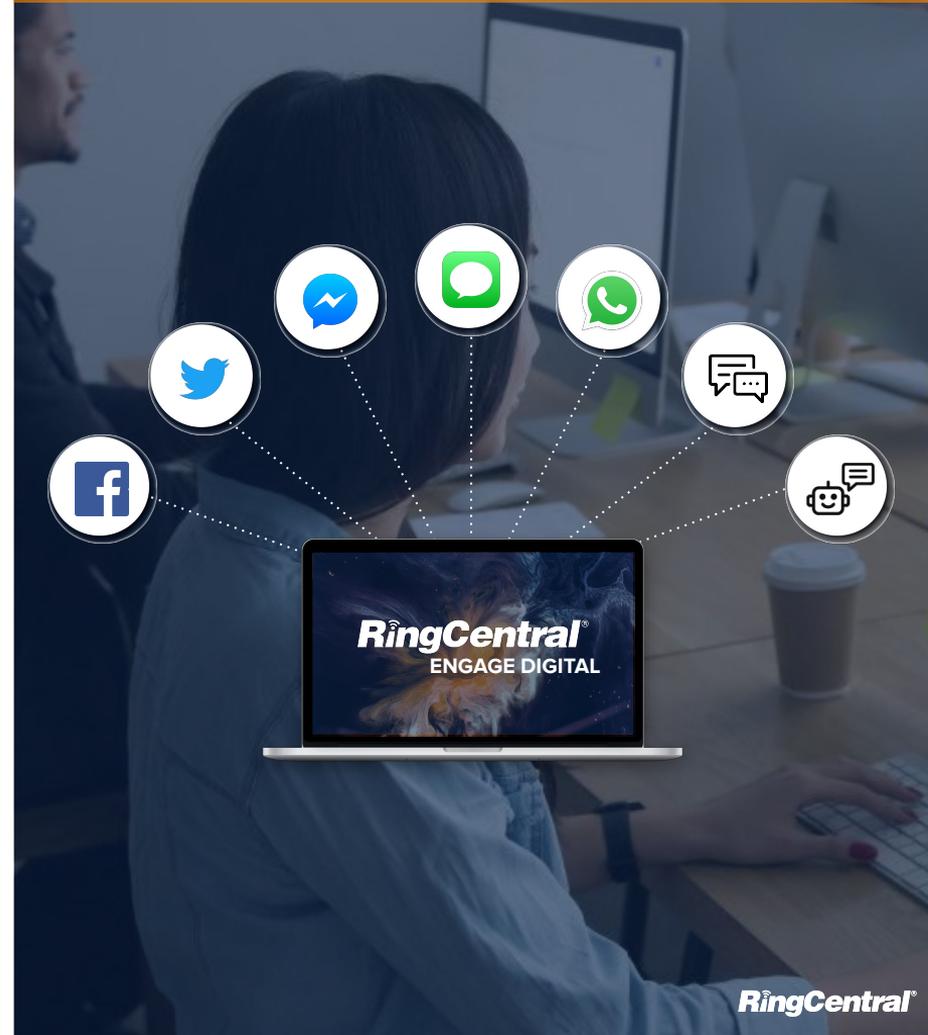
A single platform to manage **digital interactions from all channels**



**AI-based smart routing** categorises incoming messages and pushes them to the right agent based on urgency and skills



**Customer identities are merged** across multiple channels into a single profile to improve resource handling and eliminate duplicate conversations



# Handling more interactions faster

---

- AXA is using **RingCentral Engage Digital** to manage interactions from **messaging, social media, and live-chat**
- Thanks to the **platform's unified interface**, each agent can answer enquiries from all channels **rather than being dedicated to a single one**
- Customer Service Representatives can **handle multiple interactions at the same time** and switch easily **from one channel to another**



**30 minutes**

Response time promise  
on Messaging channels

A man in a dark suit, white shirt, and dark tie is shown in profile, looking down at a smartphone. He is wearing glasses and has a beard. He is also holding a white coffee cup with a black lid. The background is blurred, suggesting an office or public space. The entire image has a blue tint.

# RESULTS

# Key benefits of RingCentral Engage Digital for AXA



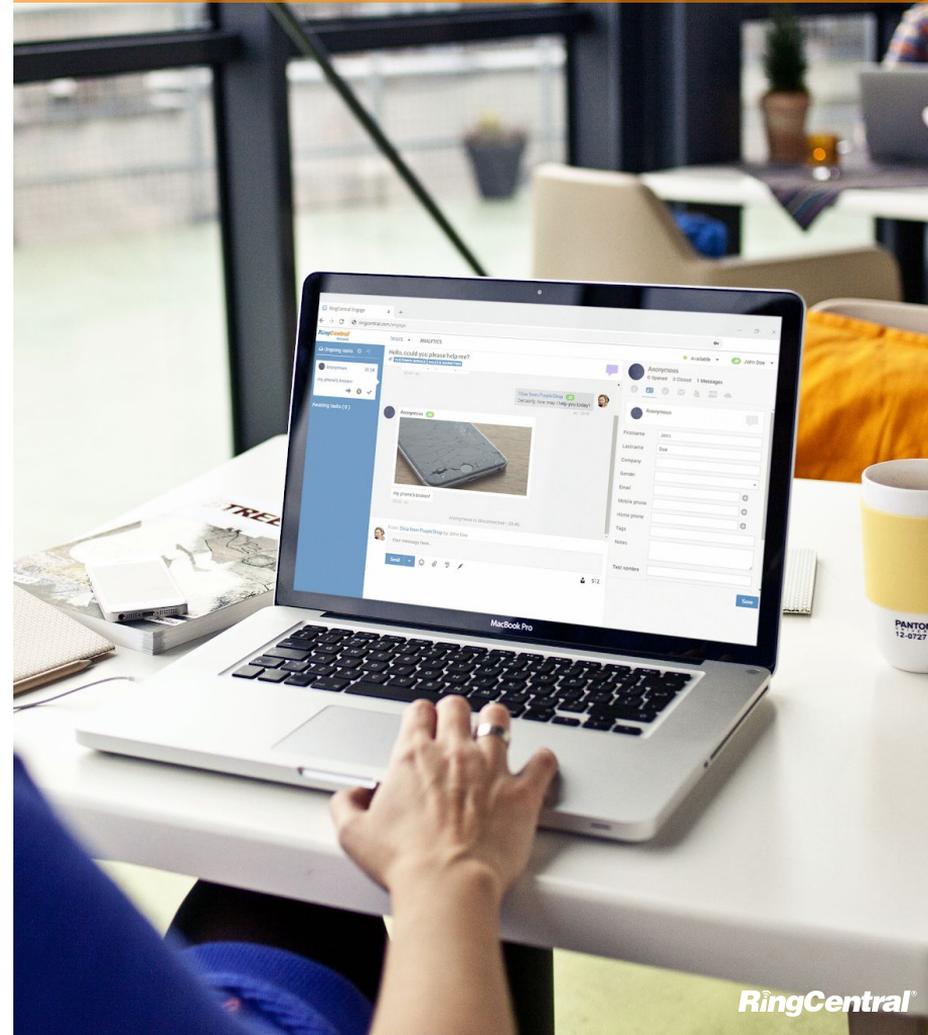
Providing agents with a **single and intuitive interface**, reducing the need for training



**Increasing productivity:** handling larger volumes while reducing response time



Accessing a **unified conversation history** across all digital channels



# A win for both **EX+CX**



**“RingCentral Engage Digital is easy for our agents because messages pop up in their dashboard. They can immediately answer questions but have time to provide answers if multiple messages come in at once.”**

---

Christoph Schröder, Head of Front Office Customer Care

**“For our customers it’s a much more personal experience. And our agents really love it.”**

---

Harald Felgner, Digital Experience Designer, UX Innovation



**“With RingCentral Engage Digital, our response time is super fast. The digital customer service dashboard is amazing and easy to handle.”**

---

Sarina Blatter, Head of Back Office Customer Care

## A positive response from AXA customers

When AXA launched **new messaging channels**, customers immediately started using it and sent **excellent feedback**.

Customers enjoy the fact to contact the company with their **favourite messaging apps**.

Customers are using the same tone as with their friends: **short messages, less formality, emojis...**

*How cool it is to talk  
to you on WhatsApp! 🙌*

*Thanks so much for your  
quick answer 😊*

*I'm trying Apple Business  
Chat for the first time,  
that's amazing 😍*



**50%**

of additional monthly digital interactions  
easily managed with Engage Digital

---



**10x**

increase in case resolution

---

# A future-proof solution to anticipate the next innovations

---

RingCentral® +



Whatever channel or software AXA wants to support, it **simply plugs into** the platform, and agents can access all customer interactions **from a single dashboard**. This **eliminates the need for agents to switch** applications or screens and makes it easier for them to provide answers to previously asked questions.



“There’s a huge potential for change in the coming years. That’s why it’s important to have a central platform connecting all those channels in use today.

There might be different popular channels one year from now, but it won't matter. RingCentral Engage Digital easily allows us to integrate more digital channels”

Harald Felgner, Digital Experience Designer, UX Innovation

## 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.

With a full history and precise account of each interaction, companies can now analyze and better manage customer activity while increasing overall satisfaction. Visit [ringcentral.com](https://ringcentral.com) and reach out for a free demo.

