

# CASE STUDY



Axia  
Success with  
Salesforce



Axia FibreNet (Axia), a Bell Canada Company provides customers with technologically advanced and expertly engineered fibre networks. Axia's fibre services provide equal access for government, enterprise, carrier, small business, and residential customers across Alberta.

## THE CHALLENGE

Axia needed to implement a robust omni-channel solution, including email-to-case, phone and self-serve portal to deliver service faster to their largest customer base while meeting new Service Level Agreements (SLA).

## THE SOLUTION

Online built an end-to-end customer experience solution that enabled Axia's Service Desk Agents to effectively and efficiently serve their clients. The solution leveraged Salesforce Sales Cloud, Service Cloud, with integration to both Netcracker and Axia's self-service customer portal. The Online team collaborated with various parts of Axia, including key departments and executives, to define business processes and turn these into automated processes within Salesforce.

Additionally, Online helped Axia define a governance structure to handle change management at an enterprise level.

## Solution Features

- > Salesforce Lightning Migration/Enablement
- > Dynamic Page Layouts
- > Salesforce Service Cloud
- > Salesforce Sales Cloud
- > Agent Workspace
- > Self-Service Portal
- > Case Management
- > Escalation
- > Entitlements & Milestones
- > Reports & Dashboards
- > Record Types
- > Knowledge Management
- > Service Process Automation
- > Integration
- > Omni-Channel Routing

## Integrated Channels



Email



Web

## Custom Integrations



NetCracker



Customer Portal

## THE RESULTS

The project was launched successfully organization-wide.

For the first time, all Service Requests flow seamlessly from request to service activation.

- > AXIA Service Agents can capture cases, leverage Knowledge and automated cases from NetCracker to provide meaningful and timely information to customers. Cases are dynamically assigned based on case type. Milestones, notifications and escalations ensure SLAs are met.
- > AXIA Service Managers have access to SLA reports, channel reports, and agent management.
- > AXIA Network Operations Team, through the NOC, is able to make hardware defects visible in Salesforce for services agents. The NOC is also notified immediately when customers report issues through Salesforce.

This project not only positions Axia for the future, but ensures Axia can respond to the integration and business process requirements resulting from their acquisition by Bell Canada.



Online continues to work with Axia, providing Salesforce Managed Services.