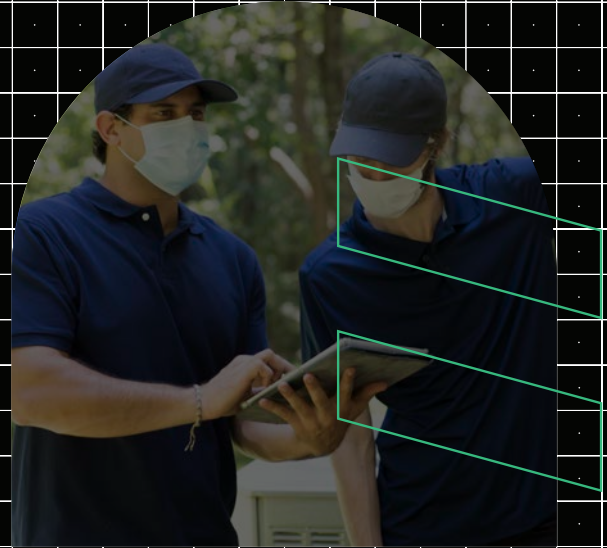# NEXON

Flick Anticimex Pest Control

How a leading pest control and hygiene company embraced digital transformation with Nexon to enhance productivity and enable growth.

Flick Anticimex (Flick) is a leading pest control and hygiene brand with a strong presence across Australia and New Zealand. However, Flick's management understood that its legacy IT infrastructure was not fit-for-purpose as the company sought to achieve significant business growth.

Being overly reliant on on-premise servers housed in a variety of data centres, its operations were being constrained and it was beginning to risk being unable to deliver the exceptional experiences that customers had come to expect from their brand.

A substantial digital transformation was required to ensure Flick had the right foundations to grow and to continue serving customers into the future.

The situation

Commencing operations in 1918, Flick has over 780 technicians servicing over 300,000 customer sites annually. Flick protects over 55,000 commercial sites and 180,000 residential customers from pests every year. They also keep commercial customer premises hygienically clean by servicing over 54,000 washrooms sites. Flick Anticimex is regarded as Australian number one and one of New Zealand's Leading Pest Control and Hygiene companies.

As a well-established household brand, Flick is trusted by over 1.2 million residential and commercial customers. It is committed to meeting and exceeding customer expectations by always delivering exceptional experiences.

However, Flick management was realising that its ability to make additional acquisitions and surpass changing customer expectations, including the transition to a managed services business model, was being hampered by its legacy IT infrastructure.

For over eight years, Flick was encumbered by on-premise network infrastructure that impeded the ability of its employees to provide the level of dynamic experiences customers expect nowadays. Integrating new acquisitions was cumbersome, whilst data extraction and analysis was suboptimal due to a range of hardware systems that were not fully integrated.

Flick's technology environment was undermining the company's ability to achieve its objectives, both in terms of growth and in delivering for its customers. A new, cloud-based modern IT infrastructure was urgently required that offered both flexibility and scalability.

The Solution

Flick chose to partner with Nexon due to the fully integrated nature of the proposed solutions, as well as Nexon's values-led approach.

Nexon's methodology was to deliver a holistic end-to-end technology solution for Flick that always placed Flick's business goals at the centre of the scope of works. Certainly, it was important that the technologies chosen were best-of-breed, but equally important was Nexon's commitment to delivering outcomes with care and in full collaboration with Flick. For example, the migration from an on-premise legacy system to a cloud-based system required careful planning and coordination in order to avoid any unnecessary business disruption that would impact Flick's customers.

At a glance

Industry
Pest control and hygiene

Business challenge
To embrace fully integrated and cloud-based IT systems that optimise customer experiences and enable future growth.

Solution
A new cloud-based Genesys contact centre platform for over 300 agents, Nexon private cloud network, SD-WAN architecture to connect employees across 55 ANZ sites, Level 1 Service Desk for 550 employees.

Outcome
Flick now has the right foundation to support its long-term growth and innovation, at the centre of which is an ability to deliver exceptional customer experiences. Its new technology infrastructure also allows Flick to fully pursue its acquisition and expansion plans.

It's this type of commitment that convinced Flick to trust Nexon to deliver such a complex digital transformation transition.

In conjunction with their need to embrace a scalable and flexible cloud-based network, Flick needed to ensure their 300+ agents, distributed across 55 ANZ sites, would always possess the ability to remain fully operational, particularly with the prevalence of remote work due to the pandemic. Implementing SD-WAN was critical to facilitating this. Additionally, with customer expectations higher than ever, an omnichannel CRM platform was needed to deliver exceptional customer experiences. This would also enable the collection of significant amounts of data that could drive a range of operational, sales and marketing enhancements.

Nexon's commitment and collaborative approach became indispensable in achieving a successful outcome when it emerged that the entire digital transformation process would need to be fully implemented within a six-week period, as opposed to a six-month period. This contraction in the delivery timeline became necessary due to a realisation that Flick's legacy systems would need to be unexpectedly taken offline.

Top-level management at both Nexon and Flick resolved to take whatever steps necessary to achieve a successful outcome, despite the challenging timeline. A core project team was convened that brought together stakeholders from both Nexon and Flick. Adopting a combination of agile and PRINCE2 methodologies, the project team encompassed a practice lead and an engineer from each business line that was being impacted by the scope of works. This was overseen by a steering committee of senior management from both companies, which was instrumental in ensuring that rapid decision-making could take place.

Over a six-week period, the entire project team remained in constant communication, including into the evenings and over the weekends. Such close coordination was critical to ensuring a successful outcome.

The Benefits

By engaging Nexon to lead its digital transformation process, Flick successfully achieved five key business outcomes:

Enhanced Customer Experience (CX)

Providing both residential and commercial patrons with an exceptional customer experience is critical for Flick.

Customers now expect companies to have digital platforms in place that facilitate seamless interactions through multiple communications channels. Flick's legacy systems were insufficiently dynamic to meet these changing customer expectations.

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>
> Rejele Sydney,
> Flick Anticimex General Manager IT / PMO

Nexon helped transform Flick's customer engagement capabilities through the introduction of Genesys, a best-of-breed contact centre platform. As an omnichannel platform, Genesys facilitates both inbound and outbound communications with customers via telephone, email and online chat, including the introduction of a new customer call-back feature. For Flick, the contact centre represents a very significant business driver. Getting the contact centre right was critical to the overall success of the business.

A major impetus for embracing Genesys was the need to access features and functionality that supported market expectations, including Flick's client management systems.

Deeper Analytical Capabilities

Without access to the right information, no business can thrive.

Flick's legacy infrastructure was hampering management's ability to extract the data required to make informed business decisions. The challenge was particularly acute in terms of the call centre's operations.

With a fully integrated, end-to-end solution, Flick's management is now able to obtain real-time analytics into all aspects of the call centre operations through customised dashboards. Full visibility is now possible into a wide range of metrics, including the number of customer interactions, modes of interactions, duration of interactions, as well as variances across different locations and times. With access to granular data of this nature, management has the ability to plan effectively, allocate the right business resources to allow on-demand scaling to meet changing workloads and ensure all aspects of the operations run efficiently.

Such data also feeds into the company's growth plans, as it allows for more effective data-driven marketing. Flick is able to extract specific data around marketing leads that help drive greater sales conversions.

With access to such data, management is able to enhance the ways they manage their teams and are even exploring the potential of machine learning and automation to deliver further operational efficiencies.

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Network Infrastructure to Enable Growth

As a business, Flick has a strong focus on growth, including through new acquisitions across Australia and New Zealand. However, its ability to achieve its ambitious expansion goals was being constrained due to legacy network infrastructure that was primarily built upon a traditional MPLS environment. Flick's on-premises hardware, much of which was not fully integrated, gave it a large footprint across data centres. This structure was inefficient and not ideal for any modern organisation with strong growth ambitions.

To overcome these constraints, Flick required IT infrastructure that was both flexible and scalable. Key priorities included the adoption of cloud infrastructure and an nbn-first approach. Rather than hosting its proprietary application on servers in data centres, Nexon migrated to private cloud infrastructure. The implementation of SD-WAN architecture ensured staff could securely connect to the application from multiple locations.

These initiatives paved the way for Flick's 550 office-based employees to operate and collaborate efficiently from any of its 55 sites across Australia and New Zealand, as well as remotely during the pandemic.

Flick now has the right foundational platforms in place to pursue its expansion plans as it can easily onboard new acquisitions and add additional sites to the network as required.

Reduced Risk

Risk management is now a core priority for all Boards. This is particularly the case in the current environment in which organisations face a range of potential disruptions, such as cyber breaches. For the Flick Board, a key desired outcome from their digital transformation process was the enhancement of their Disaster Recovery and Business Continuity plans.

Flick's reliance on legacy on-premises infrastructure was seen as suboptimal, as it was overly centralised. Any downtime of this centralised infrastructure would severely impact business processes. By transitioning to Nexon cloud services across multiple data centres, Flick benefits from a distributed model which helps it avoid potential single points of failure. It ensures Flick possesses a greater ability to securely back up critical data, recover rapidly from any downtime and maintain business continuity in all circumstances.

This results in Flick meeting its risk management obligations by ensuring the organisation will be more resilient in the face of any potential disruption.

Optimised IT Resources

Flick leveraged Nexon's Australian-based Level 1 IT Service Desk solution for its employees. By being the first point of contact for a range of IT-related issues, through the provision of basic support and troubleshooting, the Nexon Service Desk augments Flick's internal IT capacity. In this way, the Nexon team behaves as an integral part of the Flick team on all IT-related matters.

Nexon's Service Desk has the capacity to handle telephone, email and online chat communications with Flick employees. With experts always on hand to troubleshoot or escalate IT-related issues, Flick provides its employees with access to a larger and more skilled support team.

This allows Flick to focus its internal IT resources on other business priorities. With Flick employees not being consumed by troubleshooting Level 1 tickets, they now have the ability to focus on driving greater efficiencies, improving core business functions, delivering new innovations and facilitating digital transformation.

The Level 1 Service Desk offering is underpinned by a service delivery management framework that guarantees IT-related matters will be handled in an efficient and effective manner in line with Flick's high expectations. It aims to resolve Level 1 IT issues in the first call.

About Nexon

Nexon Asia Pacific (Nexon) is an award-winning digital consulting and managed services partner for mid-market, and government organisations across Australia. We have a uniquely broad suite of solutions to service clients who require end-to-end capabilities coupled with specialist expertise in security, cloud and digital solutions.

Our end-to-end solutions help clients to solve problems, address frictions and accelerate growth. Committed to the highest standards of responsiveness, competency and transparency, Nexon is built on a unique client care model that is fuelled by continuous feedback. With over 400 staff, we employ some of the country's most experienced consultants and empowers teams to make decisions that accelerate change for client organisations.

As a certified and accredited local and state government provider, CREST and ISO-certified, Nexon partners with world-class technology vendors to deliver innovative solutions and service excellence.

We help our clients move from a position of overwhelm to empowerment, looking forward to a more agile and digital future.

To find out about Nexon, Call us at **1300 800 000**, email us at **enquiry@nexon.com.au**, or visit **nexon.com.au**

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