



Orange Customer Experience (CX)



Business
Services

Make friends – make business
Great customer experience is not a coincidence

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.

Jeff Bezos

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffett

People don't just buy your products that they can see; they buy your attitude that they can sense.

Roxanne Emmerich

Make a customer, not a sale.

Katherine Barchetti

Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves

Steve Jobs

"There is only one boss.
The customer."

Sam Walton

When the customer comes first, the customer will last.

Robert Half

If you make a sale, you make a living. If you make an investment of time and good service in a customer, you can make a fortune.

John Rohn

Contents

1. Overview and Trends



2. Challenges



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2. Challenges



Customer experience (CX) - explained

CX is the result of every interaction a customer has with your business, from navigating the website to talking to customer service and receiving the product/service they bought from your company... it's the customers' holistic perception of their experience with your business or brand (across all touchpoints).

The battleground for customer loyalty has changed. Customer expectations are at an all time high.

59%

Value personalization
over speed (53%)
when it comes to
customer service

61%

Feel they're treated like case numbers
rather than people

92%

Will switch
to another
company after 3
(or fewer) bad
experiences

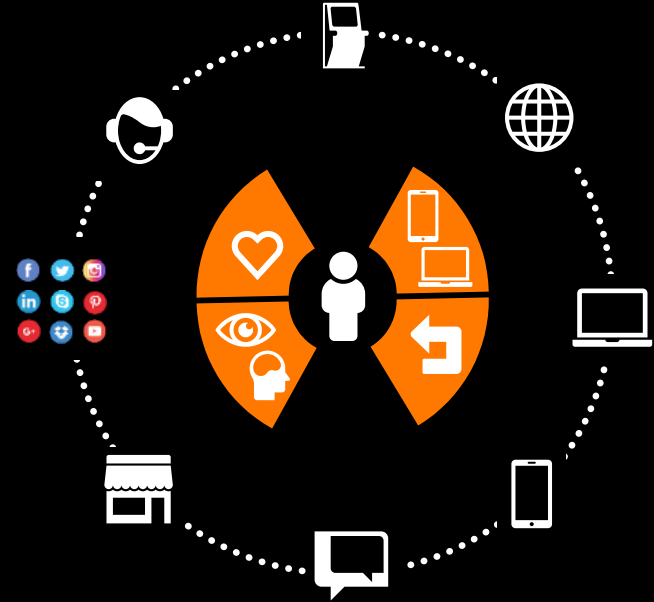
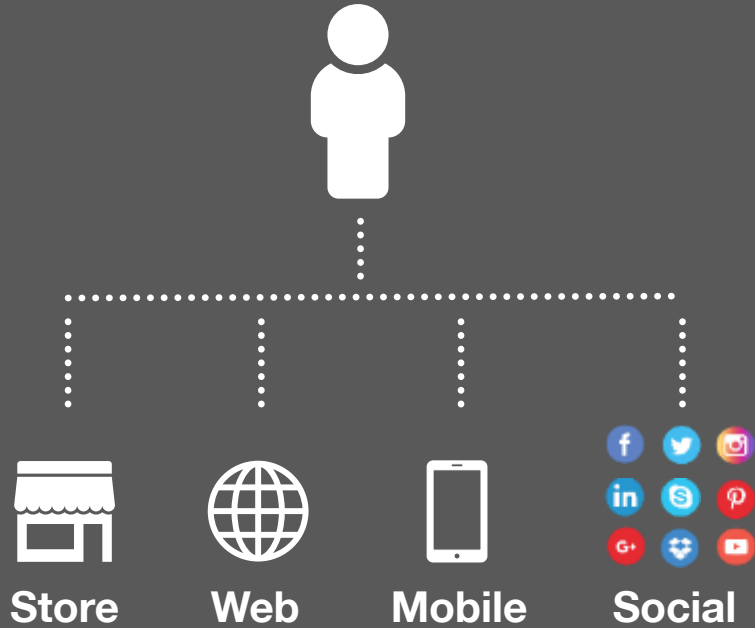
76%

Get conflicting answers
when dealing with
the same issue
with different
representatives

68%

Will pay more
for products and
services from a
company with a
strong record of
good customer
service

From multichannel to omnichannel CX



What end customers expect from an omnichannel experience

Know my previous interactions—30%
Follow up to ensure I'm satisfied—27%
Greet me by name—20%
Know my purchase history—15%

Consistency across channels is queen
Good service is the best marketing
Personalization over speed

Key factors for omnichannel experience



Convenience



Consistency



Relevance



Empowerment



Agility



Efficiency

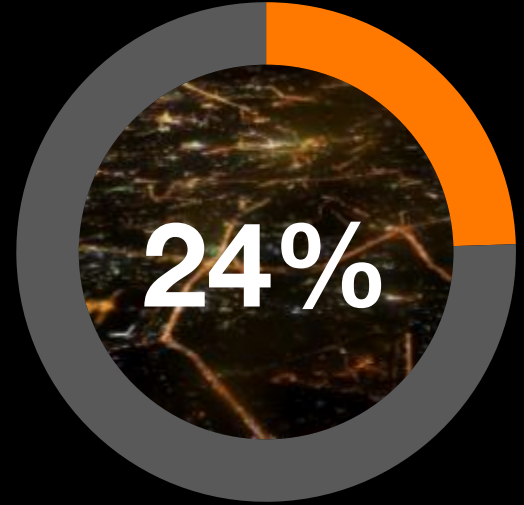
CX – A strong market potential



**Have an
omnichannel
strategy**



**Ensure
collaboration of
various CX teams**



**Have consistent
messaging across
channels**

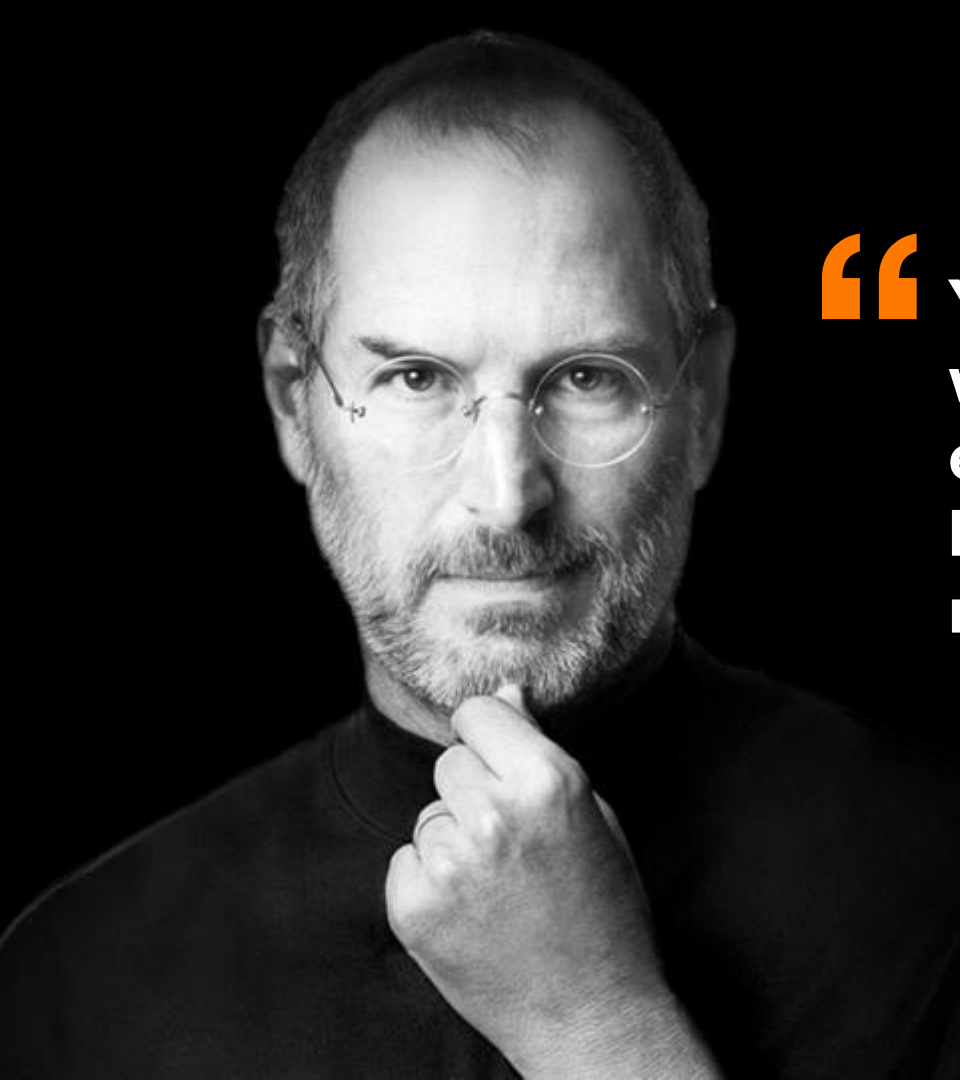
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**“ You have got to start
with the customer
experience and work
back to the technology-
not the other way round ”**

Steve Jobs

Challenges



Using CX to stay ahead of competition

Offering a unique customer experience to boost customer loyalty

- Tailored by customer segment and product line
- Predictive of your customer needs



Implementing simple, fully integrated supporting systems

Offering customers a seamless omnichannel experience

- Supported by the most intuitive touchpoint applications for your customers
- Supported by the best tools for your employees



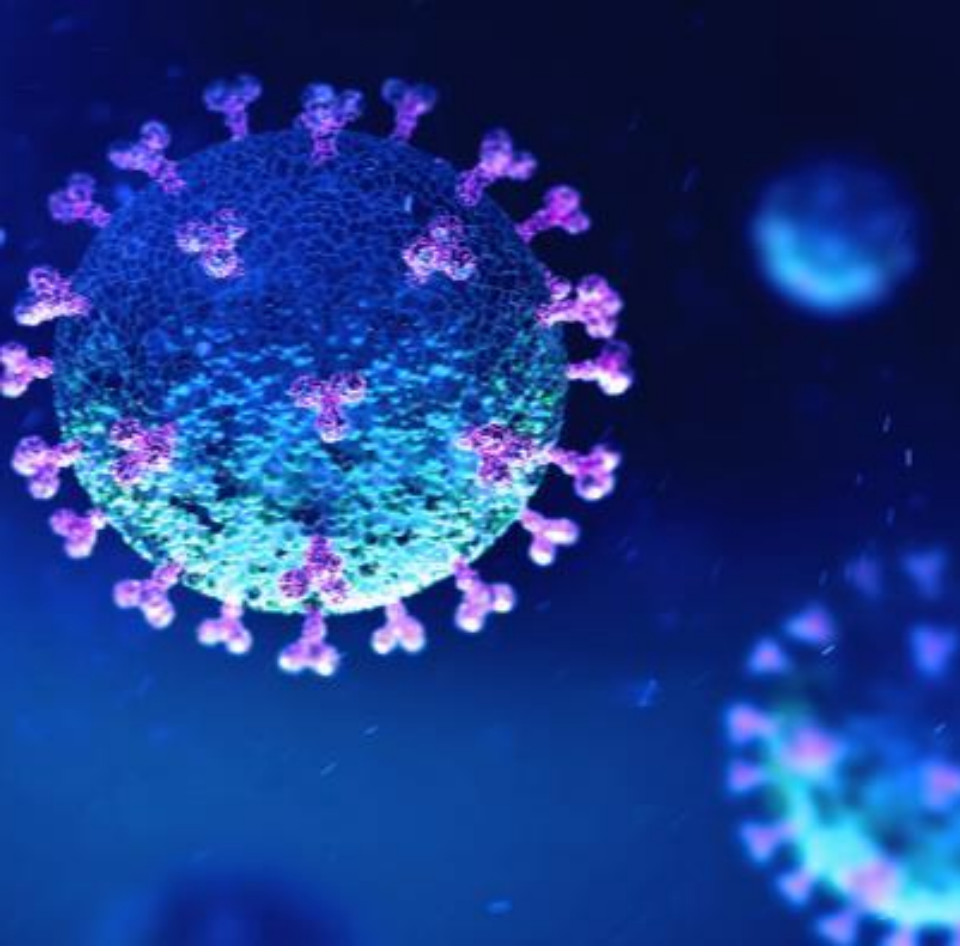
Having end to end visibility of your CX activities

Acquiring 360 view

- Of your customers journey
- Of your channels and employees performance

to boost your efficiency

Challenges and impacts of the COVID-19 crisis



- **Increase of customer touchpoints**
- **Need for tools & equipment (connectivity, VPN, software, headsets, ...) perfectly adapted for remote-work**
- **Need for agents to be empowered in working from home and provide similar/higher quality of customer service**
- **Need for team leaders to learn how to manage and coach their agents remotely: keep the teams motivated, flexible and efficient**
- **Need to cope with exponential increase of workflow via stronger process automation**

Using CX to stay ahead of the competition

Key OBS BU enablers

Data Analytics

Cloud

Contact Center

Services

Connectivity

Security

Key challenges

- Creating the best omnichannel experience
- Knowing who your customers are
- Appraise your customer buying profile
- Ensure shared customer knowledge across all channels
- Propose predictive / real time offering

Key OBS solution enablers



Expertise in CX strategy and Data analytics



Cutting edge technologies



Best in class Contact Center capabilities

Using CX to stay ahead of the competition

Our solutions

350 + certified Project Managers

550+ certified Contact Center experts

Technological partnerships with many R&D labs worldwide

400+ Service Managers (ITIL/CSM)

3400 + Service desk experts

600 + Consultants
World's largest network, secured by design

Expertise in CX strategy and Data analytics

Business strategy consulting

Creative thinking workshops

Data analytics consulting

1

Cutting edge technologies

Artificial Intelligence (A.I.)

Robotic Process Automation (RPA)

2

Best in class Contact Center capabilities

Vendors: Genesys, Avaya, NicelIncontact, and Cisco

Models: On-premise, hybrid, private cloud, public cloud

Outstanding Workforce management capabilities

3

Together we create the best experience for your customers –
from a business and technical stand point

Website customization for customer segments resulting in improved customer experience and conversion rates



A leader in the automotive industry (one of the largest car manufacturer in the world and the 3rd largest car manufacturer in Europe), providing mobility solutions to its customers around the world

Challenge

- Customize their web-site in real-time
- Deliver better customer experience and improve conversion rates

Solution

- Connection of the company website with a Data Management Platform (DMP)
- Technical pre-study in pre-sales (with Oracle) to prove technical feasibility
- Integration of solution: implementation of Oracle RTD and connection with DMP Krux and existing ecosystem
- Deployable worldwide

Benefits

- Adapted content to customer behavior
- Increased the generated lead rate
- Optimized media purchases

**Website customization for
customer segments resulting in
improved customer experience
and conversion rates**

A leader in the automotive industry



- **Adapted content to customer behavior**
- **Increased the generated lead rate**
- **Optimized media purchases**



The biggest shift in the company's history starting conversations about smoke-free alternatives



A leading tobacco company, HQ in New York; over 81,000 staff, 48 production facilities in 32 countries and products sold in 180 markets worldwide

Strategy to create smoke free future by converting existing smokers to Reduce Risk Products (RRP)

Challenge

- Launch IQOS, a new and highly strategic line of smoke-free product
- Pursue their customer service digital transformation while laying a solid foundation for future scalability and upgrades

Solution

Unified Engagement Suite based on Genesys PureCloud, deployed and managed by Orange

- Pilot: 83 users in Portugal and Bulgaria
- Global production: 8 contact centers operating in 35 markets and 25 languages (2020)
- Salesforce and Distributed Control System integration, SMS scripts customization

Benefits

- Omnichannel contact center aligned with their brand positioning
- Increased visibility on operations and outsourcers
- Better cost control - eg: **50% savings on voice**

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A leading tobacco company



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Implementing simple, fully integrated supporting systems

Key OBS BU enablers

Tools	Cloud
Contact Center	Services

Key challenges

- Implement easy to use, adaptive applications
- Implement reliable and secured supporting systems
- Ensure full communication, interaction between the tools, both front office and back office
- Guarantee worldwide integration of the various tools
- Balance new systems investments with cost savings
- Choose the right application & tools to support your CX strategy

Key OBS solution enablers



The right IT strategy, tools and systems



Integrate & run smoothly

Implementing simple, fully integrated supporting systems

Our solutions

400+
Service Managers
(ITIL/CSM)

500+
Service Providers
managed

3400 +
Service Desk experts

20+ years of
partnerships with key
players

International
Consulting
and Systems
Integration group

Unmatched voice
coverage

The right IT strategy, tools and systems

Customer Journeys' transformation

Process optimization

Cloud & Security solutions

1

Integrate and run smoothly

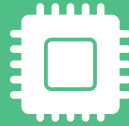
Multisourcing Service Integration (MSI)

- Service desk & support
- End-to-end performance
- Lifecycle and contract management
- Unified service catalogue
- Transition and transformation
- Governance

2

We take away the complexity so you can concentrate of what really matters to your business.

Flip the switch on better customer service with Orange Cloud Contact Center



A global technology leader that designs, develops and supplies semiconductor and infrastructure software solutions. HQ in California with over 15,000 employees working from 80 sites in 32 countries worldwide.

Challenge

- Many acquisitions over the years, but still working in silos
- Need to align internal processes and create a seamless customer journey worldwide

Solution

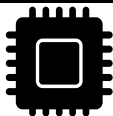
- Orange Flexible Contact Center for 80 agent seats in APAC, Europe and USA
- 34 call collection numbers
- Applications with end-to-end SLAs worldwide
- Tailor-made solution integrated with Wolken, non-standard CRM package
- Project & Partner Management

Benefits

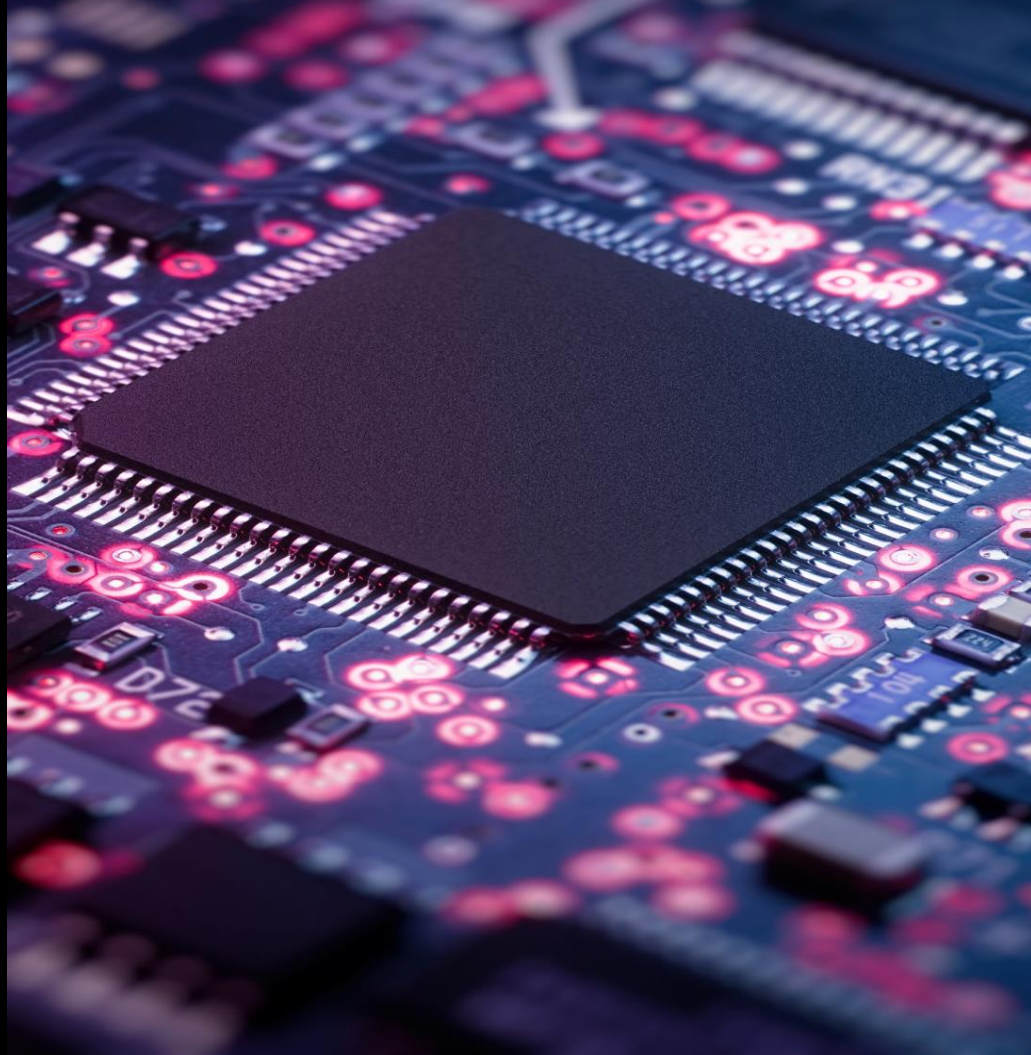
- Secure, reliable, scalable service enables agent productivity
- Enhanced customer journey with real insight on behaviour patterns
- Proven international call center solution with strong cost and service management - **reduced spend by almost 20%**

**Flip the switch on better
customer service with Orange
Cloud Contact Center**

**A global
technology leader**



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To support their exponential growth they needed a global partner



One of the most promising startups in UAE.

HQ in Dubai they are #1 employer for people in the region impacting the lives of the majority of people, 50+%, there.

Challenge

- Solve local issue for transportation (50% of population cannot drive)
- Biggest challenge: language
- Exponential growth
- Address their end customers in the different regions / countries

Solution

- Call Collection (& operation)
- Business Talk
- Business VPN

Benefits

- Over **400 agents taking 10000 calls** from different countries
- Local landing number / local number in country (quickly)
- Catch any customers with matching language
- Centralized, managed solution with global voice coverage

To support their exponential growth they needed a global partner

One of the most promising UAE startups



- Over 400 agents taking 10000 calls from different countries
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Having end to end visibility of your CX activities

Key OBS BU enablers

Data Analytics

Cloud

Security

Services

Key challenges

- Capture the most relevant data @ the right customer journey touchpoints
- Offer tailored data insights to support each department decision making
- Get full visibility on service levels, outtakes and overall channel performance
- Smartly manage your workforce to have the right number of agents at the place at the right time
- Differentiate your CX investment strategy to ensure highest ROI

Key OBS solution enablers



Capture analyze and provision data



Enable full visibility and reporting



Optimize service & processes

Having end to end visibility of your CX activities

Our solutions

2,400 Data Intelligence experts

Technological partnerships with many R&D labs worldwide

A Data Lab Innovation team dedicated to the identification and realization of innovative topics

Capture data, analyze and provision

Structure & secure it, improve quality, analyse it according to your needs and maximize business efficiency

1

Enable full visibility and reporting

Data provisioning

Advanced CRM integration

Predictive tools

2

Optimize service and processes

Continuous process and tools improvement

Capture, categorize and analyse data to turn it into actionable insights and shared intelligence

3

Collect the right data at the right time with the right analytics to enable the best decisions

Voice of the Customer tool empowers agents and boost sales



A world renown subsidiary specialized in selling single-serving "capsules" containing ground coffee, and specialized machines to brew espressos from the contents of capsules. It employs more than 4000 employees and operates around 200 stores

Challenge

Launch of new limited edition capsules offered to their most loyal customers, Need to assess:

- The performance of their contact centers agents (identify the ones that excel at selling limited edition products)
- Which promotions have the biggest impact.

Solution

- Automatically analyze 100% of calls
- Highlight repeated poor practices of agents
- Dive into top performers' interactions to highlight sales and branding best-practices, share them with the whole team
- Provide targeted coaching to contact centers agents

Benefits

- Empowered agents (able to approach end customers in new and more efficient ways, based on analysis of former interactions and sales)
- Increased average basket size (most effective promotions content are now pushed to the best "opportunity" moment)

**Voice of the Customer tool
empowers agents and boost
sales**

**A world renown
subsidiary**



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Advanced data science to better measure performance and develop a predictive model to anticipate future activity



The world's largest restaurant chain

by revenue, with a presence in over 120 countries. They are present in France since 1979, where their more than 1380 restaurants serve over 2 million meals a day

Challenge

Their French subsidiary was facing a historic decline in activity due to new competition. They needed:

- A more effective way to measure performance of their restaurants
- Use of data science to better anticipate future activity.

Solution

- A Data hub crossing 19 data sources (including 4 external sources and 5 years of history)
- A factorial algorithm to determine restaurant KPIs
- A Predictive model that explains/predicts activity based on restaurant location and features

Benefits

- **Doubled turnover** of largest subsidiary in the world
- Better understanding of restaurant performance and effects of outside factors
- Valuable information used for establishing new restaurant locations and optimizing prices

Advanced data science to better measure performance and develop a predictive model to anticipate future activity

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Why Orange ?

Using CX to stay ahead of the competition

Implementing simple, fully integrated supporting systems

Having end to end visibility of your CX activities



- + Multi-vendor approach**
- + One-stop shop**
- + One of the largest pool of experts**
- + Global footprint with 24/7 support**
- + Integrator and operator**
- + Bespoke solutions**
- + One of the largest voice global networks ever**
- + End to end capabilities**
- + We provide great customer experience to our end customers**

What analysts say about us

“Orange Business Services’ MSI strategy looks good. True network/provider agnostic MSI capabilities can work as a good differentiator for Orange Business Services, especially for complex international setups.”

Gartner

Orange Business Services positioned (1) Leader in the Magic Quadrant for Unified Communication as a Service, Worldwide and (2) Leader in the Magic Quadrant for Contact Center as a Service, Western Europe, in 2018

Gartner

“MSI represents a key advantage for Orange Business Services”

IDC
Analyze the Future

Orange Business Services awarded Service Provider of the Year for (1) UCaaS & IP Telephony in Europe and (2) CCaaS in APAC

**FROST
&
SULLIVAN**

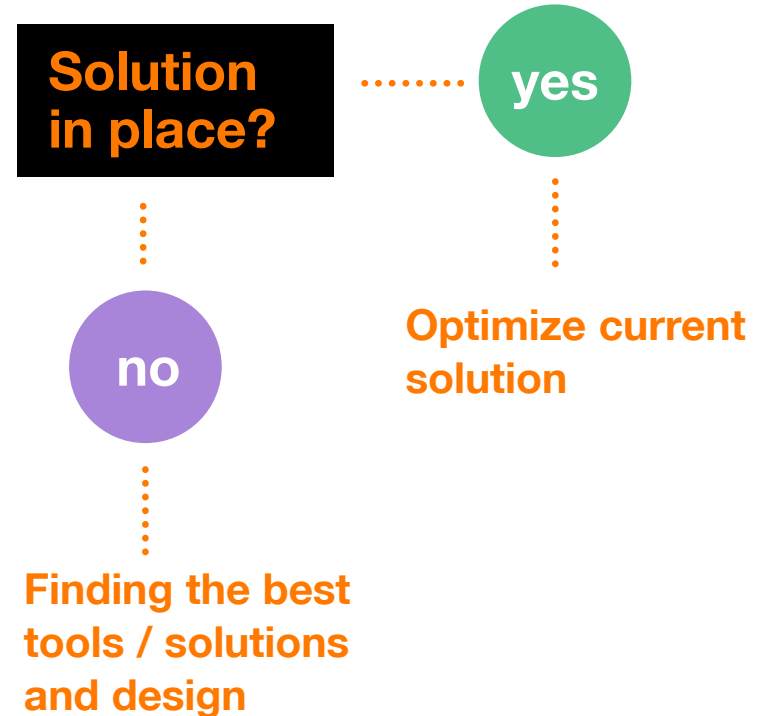
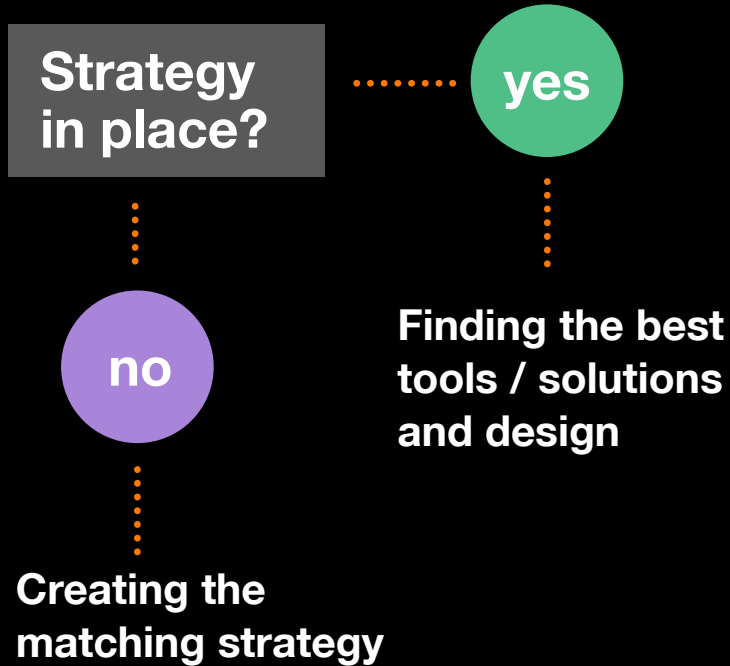
Orange Business Services/Business & Decision mentioned as “Vendor to Watch” by Gartner in Market Guide for Data & Analytics Service Providers

Gartner

**“Business consulting on top of Technical consulting is a strong element”
Analyst Day 2019**

Ovum

CX- Profiling customer needs



CX – Assessing Contact Centers performance needs



Standard

Voice only: phone support and outbound calls

Manual planning and scheduling

Multiple siloed databases disconnected from operations



Operating

Multichannel: disjointed voice and digital channels

Unified desktop

Agent self-assessment and personalized coaching

CRM – Contact Center integration



Performing

Omnichannel: seamlessly integrated channels

Voice of the Customer: root-causes analysis and next-best-action

360° customer view: browsing behavior, interaction and purchase history



Leading

Predictive and AI-powered journey: virtual assistants, predictive contact, extended digital experience

Robotic Process and Desktop Automation

Workload management, scoring and predictive matching, gamification, bonus calculation

Providing best in class customer experience

We accompany our customers, end to end, worldwide from initial strategy all the way to implementation, integration and orchestration

Strategy and Roadmap

Best CC partners and tools

Matching Data analytics

Multi-delivery approach

Right infrastructure:
Connectivity, Security, Cloud



Differentiate through CX

Take away complexity

Have full visibility

Thanks.

We're Listening



Business
Services

