

# Customer experience

## The next competitive battleground



**Business  
Services**





# Customer experience: the next competitive battleground

**A memorable customer experience promotes loyalty, helps you retain customers, creates new revenue streams and encourages brand advocacy. It can turn new shoppers into loyal long-term customers and set you apart from your competitors.**

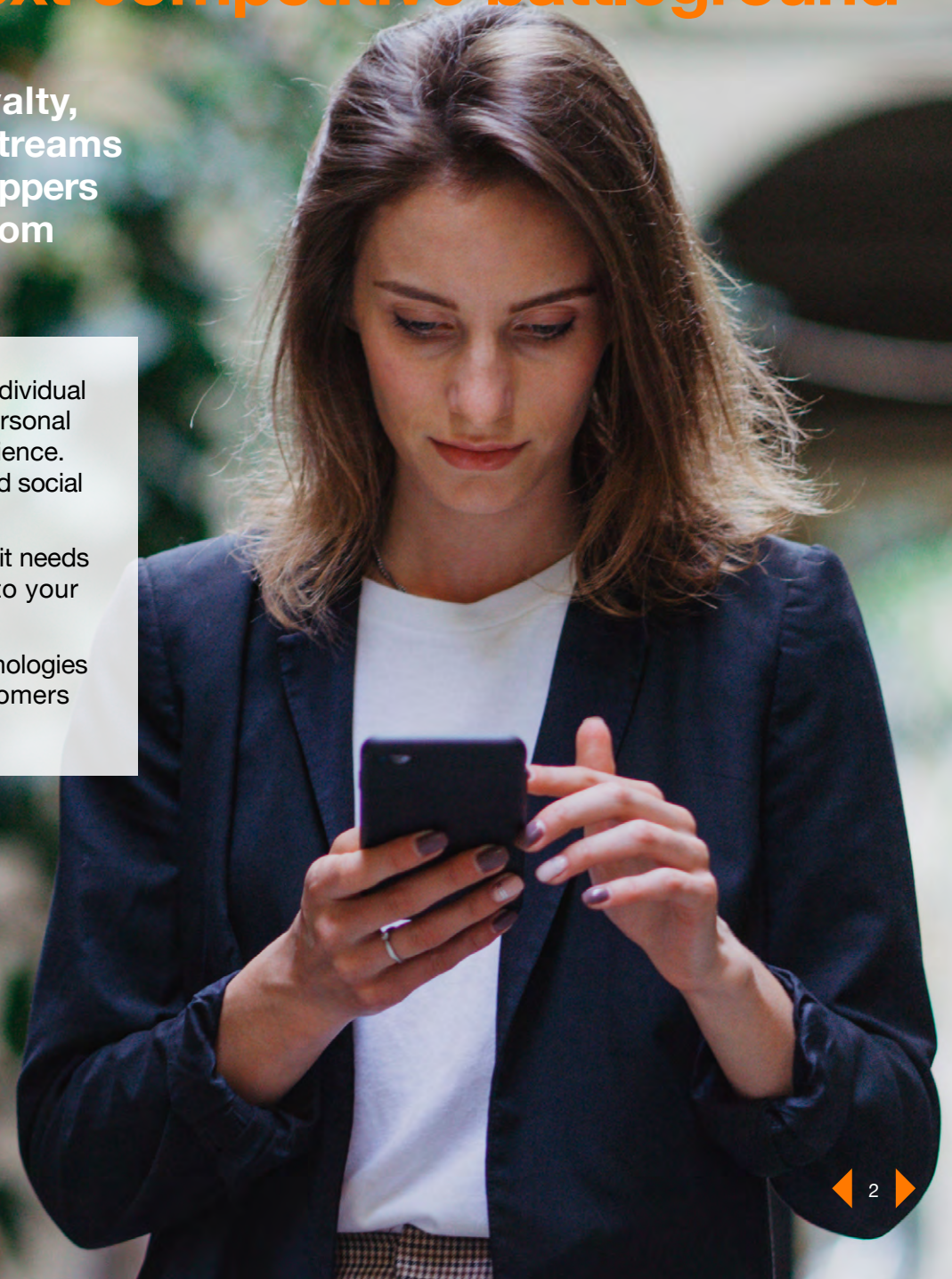
Customer expectations today are at an all-time high. They have specific individual needs and buying intentions, and will consent to give you their data and personal information. In return, however, they expect a memorable, personalized experience. If they have a positive customer experience (CX), they will tell their friends and social media, and will keep coming back to buy from you.

Clearly, CX is not just essential to help you stay ahead of your competitors – it needs to be a key part of your business strategy. If you don't deliver great CX to your customers, you will lose them.

Orange has the consultancy skills, integration expertise, contact center technologies and data analytics tools to help you deliver the world class CX your customers expect. Read on to find out more.

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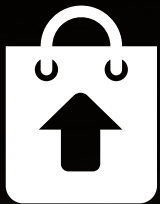
# Customer experience: the next competitive battleground

## CX in a major disruptive event

A globally impactful event like the COVID-19 pandemic makes CX more important than ever. Getting CX right during a period of disruption can improve results and keep your customers happy and loyal.

Research has demonstrated that in times of crisis, consumers can become anxious, stressed and indecisive, meaning brands need to be a steady presence. At times of uncertainty, customers want to deal with brands they can trust. You may need to adapt your offering, because consumers behave differently during a crisis: during the pandemic for example, there was an increase in online shopping, with e-commerce spending up 77% year-over-year<sup>1</sup>.

Your communications must evolve too, since consumers can feel increasingly isolated, particularly after sustained periods of working from home (WFH). Your communications with them will shift massively to digital channels to meet consumers on their terms. You also need to factor in convenience, health and safety and purpose. Research shows that 62%<sup>2</sup> of consumers will switch brands during a major disruptive event if another brand shows higher levels of product safety.



# 77%

increase in  
e-commerce  
spending  
year-over-year<sup>1</sup>





# A consulting partner that understands CX

Orange experts can help you formulate an effective customer strategy and create a roadmap that delivers your end goal: world-class CX.

**Examine your existing CX set-up:** the first thing Orange consultants work on with you is an understanding of what CX offerings you have in place, where you are today, and where you want to get to. We then recommend what you will need to do to get there.

**Seamless CX across your organization:** our consultants understand that you can't look at CX in isolation – it must work in harmony with all areas of your business.

**Maximizing ROI:** we work with you to make your operations data-driven and help you target your investments accurately to maximize ROI. We'll help you make the right investments in automation and other cutting edge technologies and map your processes to your technology architecture.

**Formulating a roadmap:** Orange CX consultants use creative thinking workshops to help you establish and understand what your customers want. We then design a roadmap which will deliver on all those expectations.

**Evaluating your omnichannel strategy:** we help you evaluate your customers' omnichannel communications expectations. If your audience is younger, you will need lots of social media activity, for example. And we help you make your messaging consistent.

**Making the right choices:** Orange CX consultants help you make the right steps from where you are to where you want to get to. We give you advice on the right technology investments and will never tell you to just throw money at CX for the sake of it. The right decisions at the beginning will deliver long term value and results.



Over 80% 

The number of companies investing in omnichannel experience has increased from 20% to over 80% since 2020<sup>3</sup>

# CX essentials: contact center

Contact centers are a key point of contact with your customers and support your CX offering alongside your digital and physical touchpoints. Orange can help you ensure your contact center is a powerful tool in keeping your customers happy and loyal.

Your contact center helps establish who you are in the eyes of your customers. It gives them support and answers, it operates as a data hub and is the foundation of your omnichannel communications. Ultimately your contact center is key to enabling a full 360-degree view of your customer's journey.

Orange has the tools to turn your contact center into a profit center powered by great CX.

## Best of breed contact center vendors

Orange works with market-leading vendors like Genesys, Nice inContact, Cisco and Avaya to provide a full suite of world class contact center offerings that will satisfy your needs. Your choice of contact center software reflects your business requirements: a clean, consistent UX that enables better decision-making, a focus on resource management, integration with your customer data platform, or enhancing your digital channels as part of your omnichannel strategy.



# CX essentials: contact center

## Deployment options

Orange gives you the flexibility to choose what you need most: a choice of on-premise, hybrid, private cloud and public cloud contact center options

- **On-premise contact center** gives you control by having all your contact center operations and infrastructure stored in your place of business. Your in-house IT team retains responsibility for installation, maintenance and upkeep.
- **Cloud contact center** enables you to scale services up and down in line with demand. It lets you add IT resources, more storage, new programs or functionality quickly and easily, and requires minimal installation and no integration issues. Cloud contact center helps you improve service reliability and enable unified communication and collaboration (UC&C) tools for your agents. It also enables intelligent call routing to give you better first contact resolution rates.
- **Private cloud contact center:** The Orange Managed Contact Center offering, hosted in a private cloud, give you bespoke development capabilities, exclusive management tools and the peace of mind and security of a private cloud.
- **Public cloud contact center:** Orange Unified Engagement Suite gives you an all-in-one, plug and play and evolutive solution, hosted on Amazon Web Services. It is designed for companies in need of scalability, operational agility and rapid access to new functionality.



**Only 35% of companies have an omnichannel strategy.**

**Only 24% have consistent messaging across channels.**

## Workforce engagement

We provide workforce management capabilities to help you maximize the quality and efficiency of your customer experience operations. It allows you to fully optimize your resources, boost employee performance, while reducing overtime costs and labor waste. The result is an improved ROI, with more satisfied customers, better employee scheduling and contact forecasting.

## Cutting edge technologies

Applying artificial intelligence (AI) and automation to augment human agents is an efficient way to enhance and futureproof CX. Robotic process automation (RPA) callbots and chatbots take routine enquiries away from human agents, freeing them to perform more complex, person to person tasks. AI and automation are crucial to developing an omnichannel communications strategy by providing rapid tailored feedback to customers even at the busiest times.



# An integration partner who can also operate

**You need a CX partner who can help you deploy and integrate effectively. Success in CX requires integration between your departments, people, tools and systems to break down walls between silos in your organization.**

Customer experience relies on integration to succeed, because it is a discipline that involves the entire organization.. Orange specializes in breaking down your silos to create a CX that exceeds your customers' expectations and drives business growth.

We work with you to choose and deploy the best CX solutions. Key to this is integrating your contact center with your back office and front office systems to improve data flow and communication between all your departments. This plugs any potential holes in the customer journey and ensures that data doesn't risk getting lost, which could lead to frustrated customers.

At Orange we combine the worlds of an integrator and an operator. We have the skillset to help you map out the best strategy for you, specify the tools to deliver on it, and then we run it with you. We can transform your customer journey and optimize your processes to optimize your CX offering.

## Multisourcing service integration (MSI)

Our MSI approach allows us to customize standard third-party applications and APIs or develop solutions from scratch that meet your needs, regardless of the technology. We integrate disparate applications as if they were one single solution and connect it with the rest of the IT environment, for seamless communication.

Orange MSI is designed to meet your unique requirements: we're both a provider and MSI partner. Our MSI teams act as brokers for services and can give your end-users a choice in solutions and devices from different providers. Orange MSI is designed to help ease the burden of complexity you can face, helping you control costs and optimize systems and applications.

Our Orange MSI services include:

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

## World-class voice capabilities

Voice is still vital to your contact center and needs to be integrated into your CX solution. Orange Contact Center Access is an inclusive solution that gives you different numbers such as toll free, geographical and toll share, call collect and routing, minus any technical or regulatory constraints. We offer you worldwide coverage in over 150 countries and territories, and you can pick either local or centralized billing.





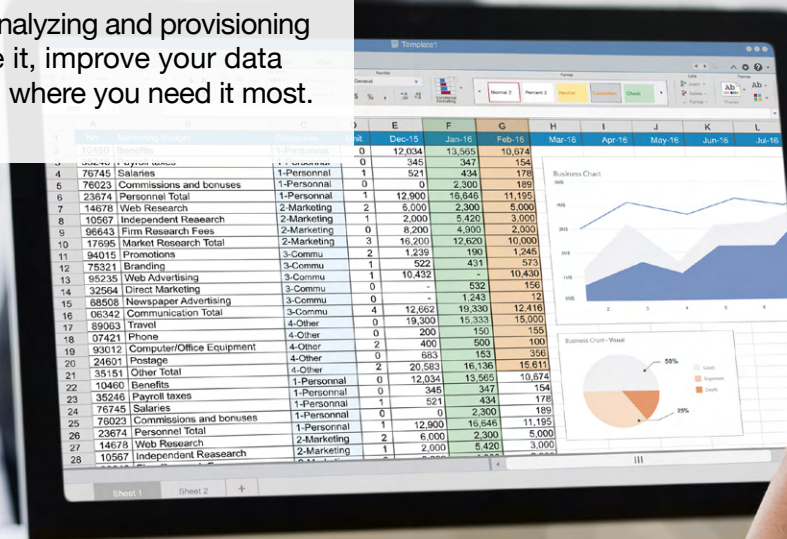
# CX essentials: data analytics

Data analytics tools help you turn data into insights that can transform how you interact with customers. Research has found that 90%<sup>4</sup> of global executives who use data analytics report that they improved their organization's ability to deliver a great customer experience.

Our data analytics consultancy practice helps you formulate how best to invest your money, ensure that it delivers ROI and measure that success. We can show you what's working in your organization and what is not, or which contact center agents perform better than others, and why.

Orange data analytics enables you to review CX measurements like NPS and evaluate support metrics like average call handling time, first contact resolution and self-service deflection. You can check data from KPIs like referrals from existing customers, expansion growth rate and customer/revenue retention rates to understand how customers feel about your company and products. There is value to be found in what your customers don't like as much as what they do. Orange can help you uncover these insights.

Our proven methodology is based around capturing, analyzing and provisioning data to make it useful: we then structure and secure it, improve your data quality and then utilize it according to your needs and where you need it most.





## CX essentials: data analytics

### Visibility is vital

You need visibility to capture the most relevant data at the right touchpoints on the customer journey. It helps you create tailored data insights that can support your decision-making, and gives you full visibility of service levels and overall performance.

Visibility also helps you manage your workforce effectively, enabling you to allocate the right number of agents, at the place, and at the right times. It also helps you differentiate your CX investment strategy to ensure you get the maximum ROI.

Data-enabled insights let you tailor your offerings to customers' expectations and segments, and give customers a feeling of being valued more. Personalization through data-enabled insights now trumps speed in customer experience: 42% of consumers<sup>5</sup> say they will pay more for a friendly, welcoming experience, and 52%<sup>6</sup> will pay more for a speedy and efficient CX.

### “Voice of the customer”

We provide a “voice of the customer” service that leverages data to spot trends and patterns from your contact center interactions and gives you real-time insights into customers' experiences. It helps you pinpoint recurring issues, and empower agents with tailored coaching. Orange voice of the customer helps you exceed the expectations of demanding customers and reduce risk of churn.

**65%** 

**of companies say that improving their data analysis is a very important factor in delivering a better customer experience<sup>7</sup>.**





# Why Orange?

**We offer expertise in CX from design through implementation and support along with world-class connectivity and security.**

Orange can help you build best in class CX with our end-to-end services. We accompany on your CX journey from building an initial strategy all the way through to implementation, integration and orchestration. Our consultancy practice married to best of breed technology solutions helps you differentiate your offering, remove complexity from your operations and enjoy full visibility, in order to deliver world class CX to your customers.

## **End-to-end connectivity**

Every touchpoint on the customer journey is interconnected, between your contact center in the cloud, your omnichannel communications strategy reaching out to every customer via social media, chat apps, your website and other mechanisms. It connects your physical stores and your human agents to your POS systems to your inventory management to your administrators and accounts department.

Orange is a network native company and we understand the connectivity challenges you face. Our portfolio includes a full suite of connectivity solutions, underpinned by integration and operator know-how, to help you provide the best CX to your customers.





# Why Orange?

## World-class cybersecurity

With so much data from your customers to be gathered and analyzed, more touchpoints on the customer journey, and your systems opened to cloud and social media information, cyber risks increase.

Orange CyberDefense helps you ensure the security of your infrastructure, assets and data, give peace of mind to your customers and protect your brand integrity. Customers are simply less likely to engage with you unless they feel safe and secure, and a good security image helps drive loyalty and recommendations to customers' peers. Every step of the customer experience must be secure, from visiting your website to storing their data in your data centers to sharing of data in contact centers.

## Orange CX in brief

- **Multivendor approach**
- **One-stop shop**
- **Massive pool of experience and experts**
- **Global footprint, 24/7 support**
- **Integrator and operator – don't just integrate, don't just operate – do more**
- **Bespoke solutions**
- **One of largest global voice networks**
- **End-to-end capabilities**





**3,400+** Service desk experts  
**550+** Certified contact center experts  
**2,400** Data intelligence experts  
**600+** Consultants  
**500+** Service providers managed  
**20+** Years of partnerships with key players

**If you would like to learn more about CX and how Orange can help you make it a competitive differentiator, please read our white paper and factsheet by visiting [www.orange-business.com](http://www.orange-business.com)**

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