# CREATING LASTING CUSTOMER EXPERIENCES

A strategic alliance partnership enabling omnichannel customer experiences in the digital age

orange<sup>®</sup> Business

<mark>e</mark>genesys™



# AGENDA



MAJOR CX CHALLENGES ON THE MARKET

**OUR SOLUTIONS & POSITIONING** 



**OUR PARTNERSHIP** THAT MAKES US **STRONGER** 

**KEY REFERENCES** 

**NEXT STEP** 

## END-USERS ARE NOW EMPOWERED & DIGITALLY CONNECTED

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## **PROLIFERATION** OF MOBILE DEVICES



#### MAKE IT OWN



#### DO IT BY MYSELF



#### **LEADING** WITH DATA



# TODAY'S CHALLENGES

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#### FRUSTRATED CUSTOMERS



- Inconsistent, impersonal experiences
- **No predictability** of outcomes
- Separation of voice and digital channels

#### **UNENGAGED** EMPLOYEES



- ► Unable to find information
- **Unfair distribution** of work
- Poor workforce performance & high turnover

#### MONEY DOWN THE DRAIN



- ► Operations remain **inefficient**
- Point solutions degrade customer experience, agent performance, increases operational expense

## ENTERPRISES USING THE GENESSS CX PLATFORM

CORRELATE IMPROVED CUSTOMER EXPERIENCE TO REVENUE GROWTH (1)

(1) Forrester total economic impact study for companies using Genesys CX platform

## ENTERPRISES USING THE GENESSSS CX PLATEORED ON OF THE PROPERTY OF THE PROPERTY

CORRELATE IMPROVED CUSTOMER EXPERIENCE TO REVENUE GROWTH (1)

#### **SATISFIED** CUSTOMERS



**50% REDUCTION** IN CUSTOMER ABANDONMENT

#### **ENGAGED** AGENTS



**12.5% IMPROVEMENT** IN AGENT HANDLE TIME

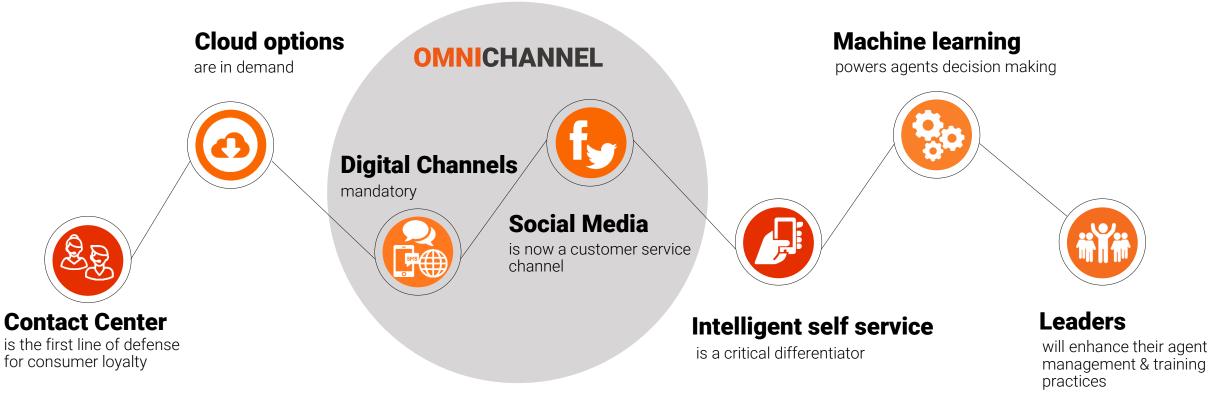
#### **NEW REVENUE STREAMS**



**30% IMPROVEMENT** IN ECOMMERCE CONVERSIONS

(1) Forrester total economic impact study for companies using Genesys CX platform

## MAJOR DRIVERS FOR CONTACT CENTER TO BE COMPETITIVE



## ORANGE MEETS THE NEEDS FOR CUSTOMER SERVICE



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#### **CREATE** VALUE

- ► Margin & sales
- ► Value of differentiation
- ► Improve CX



#### **DRIVE** PERFORMANCE

- Operational performance on all channels
- Break "silo management"



### KNOW CUSTOMERS

- ► Deep client analysis
- Personalize interactions
- Predict their needs





- ► Personalized training
- ► Boosting
- ► Decrease turnover







Intuitive self-services Interactive Voice Response Prompt response and resolution Contact Center

> Efficient and Effective Services Workforce Optimization Tools (**WOT**) Internet-of-Things & Data Analytics





### **OUR EXPERTS LISTEN TO YOU** TO CREATE THE SOLUTION MATCHING YOUR NEEDS

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**PROFESSIONAL** 

**SERVICES AND EXPERTS** 

TO FINE TUNE YOUR STRATEGY

CLOUD

ON-PREMISE

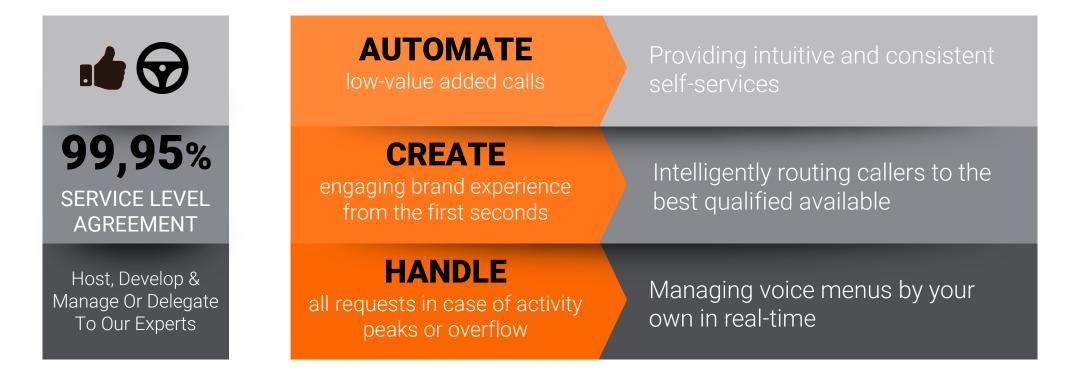
HYBRID

AvailabilityFlexibilityScalabilityScalabilityCustomizationCost-efficiencyDisaster recoveryUpdate / upgradeCompetitivenessSecurity



## **MANAGED VOICE PORTAL**

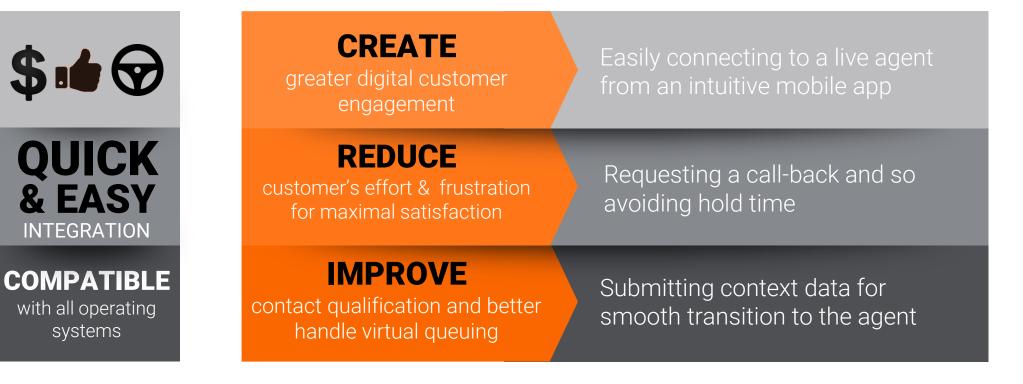
Successfully Handle Customer First Interaction





## **SMART CONTACT**

Embrace a mobile engagement strategy







## **MANAGED CONTACT CENTER**

Turn customers into brand ambassadors

	<b>ENGAGE</b> customers through effortless journey succesfully	Combining digital interactive rich media with voice
PAY PER USE MODEL	<b>ENSURE</b> quick answer, expert support and first contact resolution	Gaining customer insights and breaking silos with back-office
END-TO-END & WORLDWIDE	<b>EMPOWER</b> both agents and administrators	Leveraging on intuitive tools and real-time analytics





## **WORKFORCE OPTIMIZATION**

#### Significantly boost your performance











#### GET THE RIGHT SUPPORT ALONG YOUR DIGITAL JOURNEY

- Best-in-class Contact Center providers
- An international network (data traffic) / Research and innovation in 220 countries
- Call collect in 110 countries
- Service management for end-to-end solutions
- +3,000 multinational customers
- 24/7 business continuity delivered by 5 Major Service Centers

# <sup>e</sup>GENESYS<sup>™</sup>

#### DELIVER NEXT GENERETION CUSTOMER EXPERIENCE TODAY

- Best-in-Class Contact Center solutions that drive customer and business success
- Make every customer journey great across digital channels and voice
- Increase business results while improving Customer Experience
- 25b contact center interactions per year in the cloud & on-premises
- **5,000 customers** of all sizes
- 27 years focusing on customer engagement as a pure play

orange<sup>™</sup>

## **KEY STRENGTHS**

Global end-to-end portfolio & cloud infrastructure Multi-technologies for smooth transformation Full lifecycle management services Exclusive contact center operational tools

521 Cloud contact center customers

## 10.800

Full cloud contact center **concurrent peak platform** 

## 105.145

**Business** 

Services

cloud contact center positions



Cloud contact center **yoy growth** 

## **GENESYS**

# **KEY STRENGTHS**

 Native support for voice & digital channels

 Cross- Channel SLA management

 Orchestrated customer-to-agent matching

 Integrated workforce management across all channels

HYPER-PERSONALIZED SERVICE

MANAGE WORK WITH UNIVERSAL AND VIRTUALIZED QUEUE

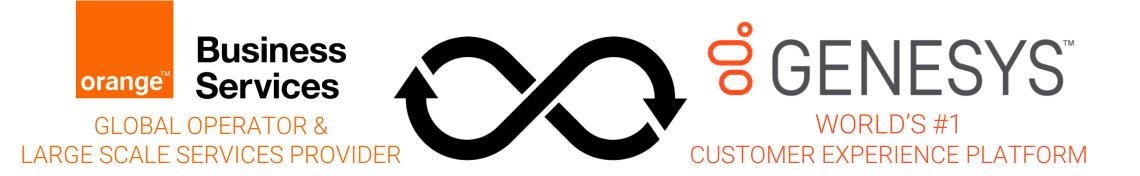
OMNICHANNEL DESKTOP WITH JOURNEY TIMELINE

PROVEN FOR HIGHLY SCALABLE, **MISSION CRITICAL** OPERATIONS



## A STRATEGIC PARTNERSHIP ENABLING OMNICHANNEL CUSTOMER EXPERIENCES IN THE DIGITAL AGE

**BUILD WITH THE POWER OF** 

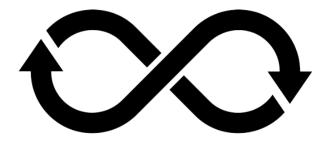


#### FOR A SECURED TAILORED OUTSTANDING CONTACT CENTER

## TRANSFORMING TO OMNICHANNEL ENGAGEMENT



- Private & hybrid networks
- Global IT/ private own cloud infrastructure
- Cloud, Hybrid, premise delivery
- Fixed & mobile connectivity
- Exclusive contact center operational tools
- Internet of Things



# <sup>e</sup>GENESYS<sup>™</sup>

- Native support for voice & digital channels
- Orchestrated customer-to-agent matching
- Omnichannel desktop with journey timeline
- Cross-channel SLA management
- Integrated workforce management across all channels

# A UNIQUE POSITIONING

#### INNOVATION



- **Co-development** for strategic agent desktop
- **IoT integrated** into contact center
- Intelligence Artificial
- Strong **R&D** capability
- Value

#### SOLUTION BREADTH

- $\leftrightarrow$
- Multinational customers with worldwide delivery
- Virtual contact center, traffics, network, security for all deliveries: cloud, hybrid, premise



- **35+** common global **customers**
- 20+ years experience
- All Genesys
   portfolio coverage
   and knowledge

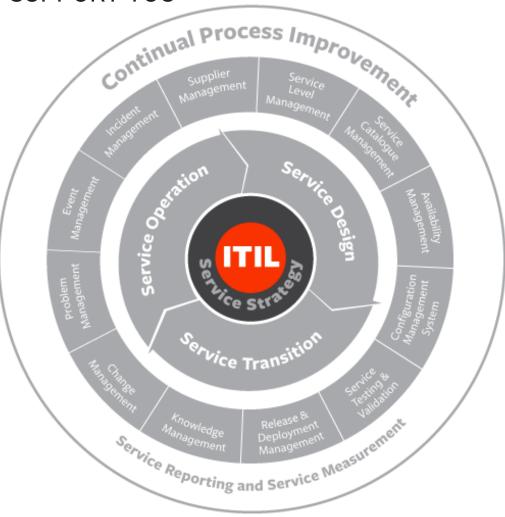
#### PERFORMANCE



Certifications:
ISO 9001
ISO 20000
ISO 27001
ISO 15408

## **CUSTOMER SERVICE MANAGER:**

#### A UNIQUE ENTRY POINT TO DELIVER SERVICES AND SUPPORT YOU



•	Monthly meeting with CS	SM
	<u></u>	

- SLOs / SLAs
- Monthly performance reporting
- Service Improvement Programs



**SLA** 

- Monitoring: Pro-active by eSMC and reactive by CS&O incidents managed by Service Desk 24/7
- CSM provide a monthly report on the incident, incident diagnosis and resolution based on SLA levels

#### PROBLEM

- Remote access will be used
- Proactive identification of recurring incidents via the monitoring tools

CHANGE

**KNOWLEDGE** 

- CSM will give a monthly report on changes Change lead time
- CSM as single point of contact for change requests
- Orange performs the MAC upon customer's request according to the change catalog

• Remote access will be used

- configuration backup of all the critical components is done by Orange
- The CSM will do the technical documentation update

### **MY SERVICE MANAGEMENT WITHIN YOUR MY SERVICE SPACE PORTAL** TO MANAGE SERVICES EASILY, EFFECTIVELY, ANYTIME, ANYWHERE

#### **DIRECT ACCESS** ON TABLET & SMARTPHONE

STATE-OF-THE-ART APPLICATION FOR SERVICE MANAGEMENT INCIDENTS ONLY **Integrated in my service space portal** for PC access

Empowered by market leader **ServiceNow** 

Hosted in Orange Business Services internal Cloud

## MY SERVICE SPACE





- Manage solutions, user's profiles and user services
- Access information on services usage



Manage the entire lifecycle of your incidents
 Receive alarms in real time & quickly create incident



- Request and track changes
- Submit changes from change catalog / device inventory



- Request and track your quotes
- Validate proposals and track your orders



- Manage your disconnect requests & track their status
- ▶ Receive fine-tuned notifications.



- Download invoices/credit notes, traffic usage and view 24-month history
- Track your billing inquiries, analyze your account data and build reports.

 Be automatically notified of upcoming planned & expedite Orange network maintenance



- Contact our support team by email.
- Use the online help with tutorials, videos and a Q&A

## **INDUSTRY RECOGNITION** CONSISTENT LEADERSHIP POSITIONS

## **GENESYS**<sup>™</sup>

FROST グ・ SULLIVAN

2014 Mobile Customer Engagement Company of the Year 2013 Contact Center Company of the Year 2013 North America Top 3 Cloud Contact Center Provider

#### orange

## Analyze the Future

Orange is the epitome of the global service provider



2015 Market Leader in Contact Center & Software Infrastructure



2015 Market Leader aligning experience with expectation



2016 Leader in Contact Center Infrastructure MQ 2015 Challenger in Workforce Optimization MQ 2014 IVR Market Scope Strong Positive: Highest Score Gartner

2018 Leader in Network Services MQ worldwide2017 Leader in Managed M2M Services MQ worldwide2017 Leader in Contact Center as a Service MQ in Western Europe2017 Leader in Unified Communication as a Service MQ worldwide



2015 Market Leader in Multi Channel Cloud Contact Center

FROST グ SULLIVAN

2017 APAC Cloud Contact Center Service Provider of the year

### WE LEVERAGE ON GLOBAL INFRASTRUCTURE AND EXTENSIVE EXPERIENCE



## ALREADY SATISFIED CUSTOMERS THANKS TO OUR JOINT SOLUTIONS





#### FOR A FAMOUS AMERICAN INFORMATION TECHNOLOGY COMPANY

# SOLUTION

- MVP / MCC Genesys, IVR and Contact Center cloud solution based on Genesys technology
- 9,690 agents based on 36 countries
- Global coverage: EMEA, APAC and the Americas
- CCA call collect in **120 countries**
- Multimedia channel: email and chat

# ISSUES & CHALLENGES

- Migrate the worldwide customer support & services, sales & Shopping and Global functions contact center
- Deliver best in class post sales CX while generating upsells at point of support
- Use support intelligence to influence NPI and Product Design Quality to drive Average Failure Rate below 3%

## RESULTS & BENEFITS

- Digital experience and quality services for end-users
- Improved competitiveness
- An infrastructure, processes and skilled workforce supporting services portfolio evolution

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#### **ORANGE GENESYS CONTACT CENTER INTEGRATION WITH LYNC**

#### FOR A LEADING TOBACCO PRODUCT MANUFACTURER

# SOLUTION

- Unified Contact Center based on Genesys solution certified for Microsoft Lync
- The platform is collocated with the Lync 2013 pools in our Data Centers
- Solution used by 7 JTI Contact Centers in 6 countries
- Advanced features follow the sun, voice routing, IM queuing routing, self-care portal and contextual integration with Siebel and SAP

# ISSUES & CHALLENGES

- In process of migrating to Lync
- They were looking for a fully integrated multi-channel Contact
   Center to support the external sales and marketing activities
- Reduce their dependency on the legacy Avaya solution while increasing the value provided by the Contact Center to their user and customers

## RESULTS & BENEFITS

- A end-to-end contact center solution perfectly matching JTI needs
- Enhanced customer experience
   with a multichannel contact center
- **Upgrade** their contact center

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## A STRATEGIC PARTNERSHIP ENABLING **OMNICHANNEL CUSTOMER EXPERIENCES** IN THE DIGITAL AGE





**Solution Solution Solution** 

# WIN WIN WIN

# **DISCUSS** FURTHER!

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