CREATING LASTING CUSTOMER EXPERIENCES

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

orange[®] 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

TODAY'S CHALLENGES

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

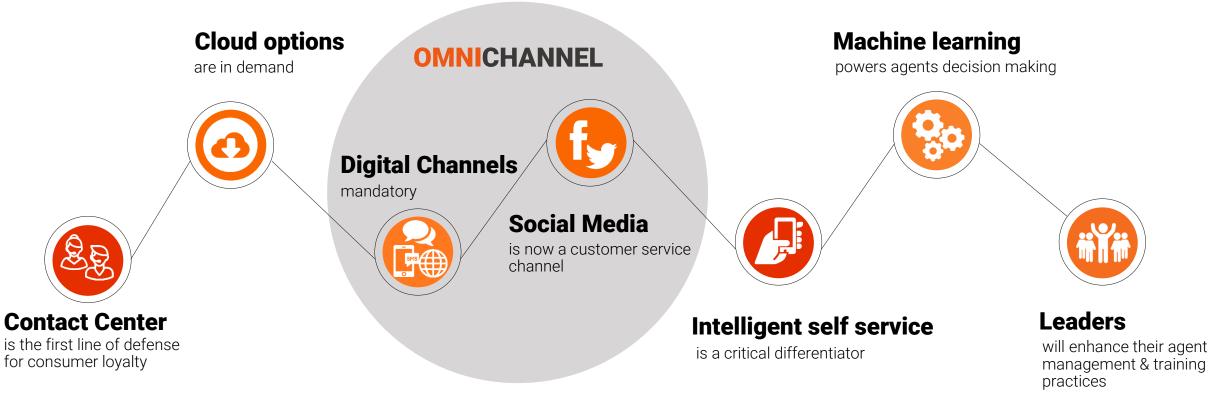
NEW REVENUE STREAMS



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



ORANGE MEETS THE NEEDS FOR CUSTOMER SERVICE

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

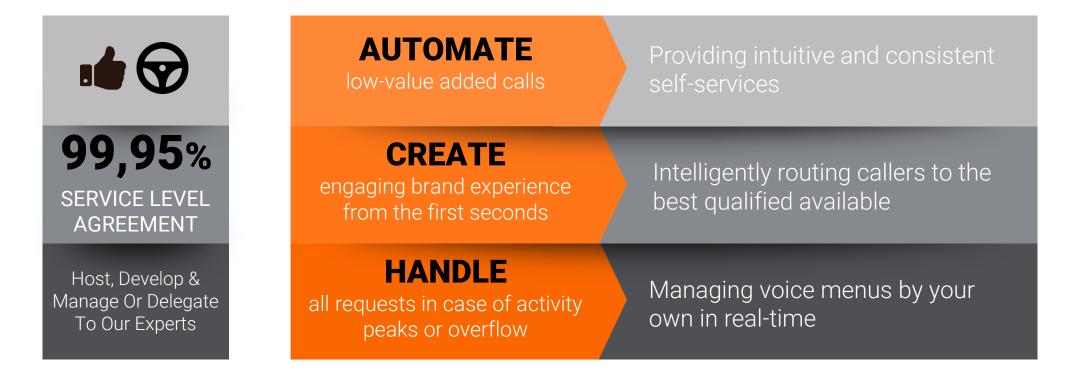
HYBRID

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

	ENGAGE customers through effortless journey succesfully	Combining digital interactive rich media with voice
PAY PER USE MODEL	ENSURE quick answer, expert support and first contact resolution	Gaining customer insights and breaking silos with back-office
END-TO-END & WORLDWIDE	EMPOWER 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

^eGENESYS[™]

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

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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

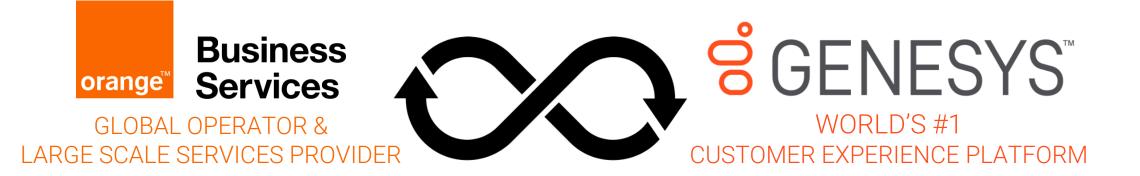
OMNICHANNEL DESKTOP WITH JOURNEY TIMELINE

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



A STRATEGIC PARTNERSHIP ENABLING OMNICHANNEL CUSTOMER EXPERIENCES IN THE DIGITAL AGE

BUILD WITH THE POWER OF

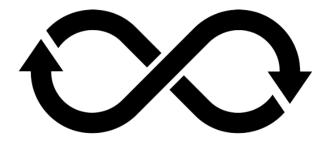


FOR A SECURED TAILORED OUTSTANDING CONTACT CENTER

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



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- 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[™]

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

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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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Solution Solution Solution

WIN WIN WIN

DISCUSS FURTHER!

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