



orange™

**Business
Services**



Accelerate your CX with a data-centric approach

To make the difference in your market and ensure the loyalty of your clients, it is essential to deliver a great customer experience. Making the most out of your data and assets or infrastructure is not always easy, but this is what gives you a competitive advantage.

Having an expert by your side to guide you and recommend how to take your CX to the next level can accelerate your transformation and deliver faster value.

Is your CX strategy delivering the results you need fast enough? Do you see the real business outcomes of your investments? But most of all, are your customers happy with their customer experience?

Orange consultants can help you to build the experience that your clients deserve.

...improving digital CX ROI?

You've invested in and implemented a strategy that includes cutting-edge technology, yet you have not received timely return on investment. We've helped many businesses reassess what great CX looks like for them, aligned that with their current set up, and through a data-centric approach optimized existing digital tools, processes and solutions to make that vision a reality.

What is your CX goal?

...delivering personalized experiences across multiple channels?

Hyper connectivity has fueled customer demand to use the channels they prefer when talking to your business. But to deliver an effective experience means being able to personalize conversations across multiple platforms. Our consultants and solutions experts enable you to get your different channels working together, and highlight how your use of data can drive a proactive and tailored approach, no matter where or how the customer wants to interact with you.

...extracting value from data?

Data fuels the delivery of great experiences. Through our longstanding expertise and our subsidiary Business & Decision, we are adept at marshalling Big Data, artificial intelligence and advanced analytics to unlock the value of your data. Our experts help identify the data you're looking for to create and industrialize the apps and AI-led deployments you need to deliver new types of experiences.

...mitigating the impact of the Great Resignation on your CX?

You know that your employees are critical to delivering the right CX, but how do you handle the churn when workers are increasingly prepared to leave? We look at both creating a place where people want to work to help attract and retain the talent needed to deliver great CX, and putting in place the processes that mitigate the impact of unavoidable departures.

We've helped major companies just like you get more from their CX investments.

Start

A retailer was struggling to integrate new digital channels with its contact centers. We aligned and standardized processes between relevant departments, integrating with contact center platforms. This generated more detailed insights and a 360-degree customer view, improved communication, faster resolutions and a better agent experience.

Accelerate

A mobile operator wanted to increase sales volumes and overall customer satisfaction. We developed and industrialized a machine learning model to match calls with the most relevant agent. This led to an ongoing increase in sales and is also used to improve CSAT by reducing transfer rates.

Optimize

A bank needed to drive leads across all its channels. Marketing and contact center functions were integrated with data science models to inform automated personalized communications. This led to higher conversion rates, accelerated time to market for new offers and improved marketing automation capabilities.

What's next?

To help these customers achieve their goals, we put them through our four-step CX accelerator program.

This program will accelerate the transformation you've already started, bringing together our consultants, solution and data experts with your relevant departments and subject matter experts to fix problems that are stopping you from realizing your CX potential.

You will come out of the CX accelerator with a list of actions ranked by value and feasibility, allowing you to decide what to fix next.

- 1 We spend time to understand your business and assess your maturity level.
- 2 We identify challenges and areas of improvement and use cases.
- 3 We then find ideas and scenarios to solve those problems.
- 4 Finally, we work out which solutions are quick wins, and which are strategic initiatives.

Why Orange

As a company, we work in both the business-to-consumer (B2C) and the business-to-business (B2B) space. As such, we understand the reality of the field and the different steps of your journey thanks to:

- 🧠 data-centric expertise based on extensive experience,
- 🔍 support of to harness Big Data, AI and advanced analytics,
- 👥 multi-vendor approach,
- 🎓 one of the largest pools of CX and EX experts in enterprise technology, covering both consultancy and implementation,
- 🌍 a global footprint with 24/7 support.

To find out how Orange could help you on your customer experience journey and arrange a CX accelerator workshop, get in touch:

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