orange™ **Business Services**

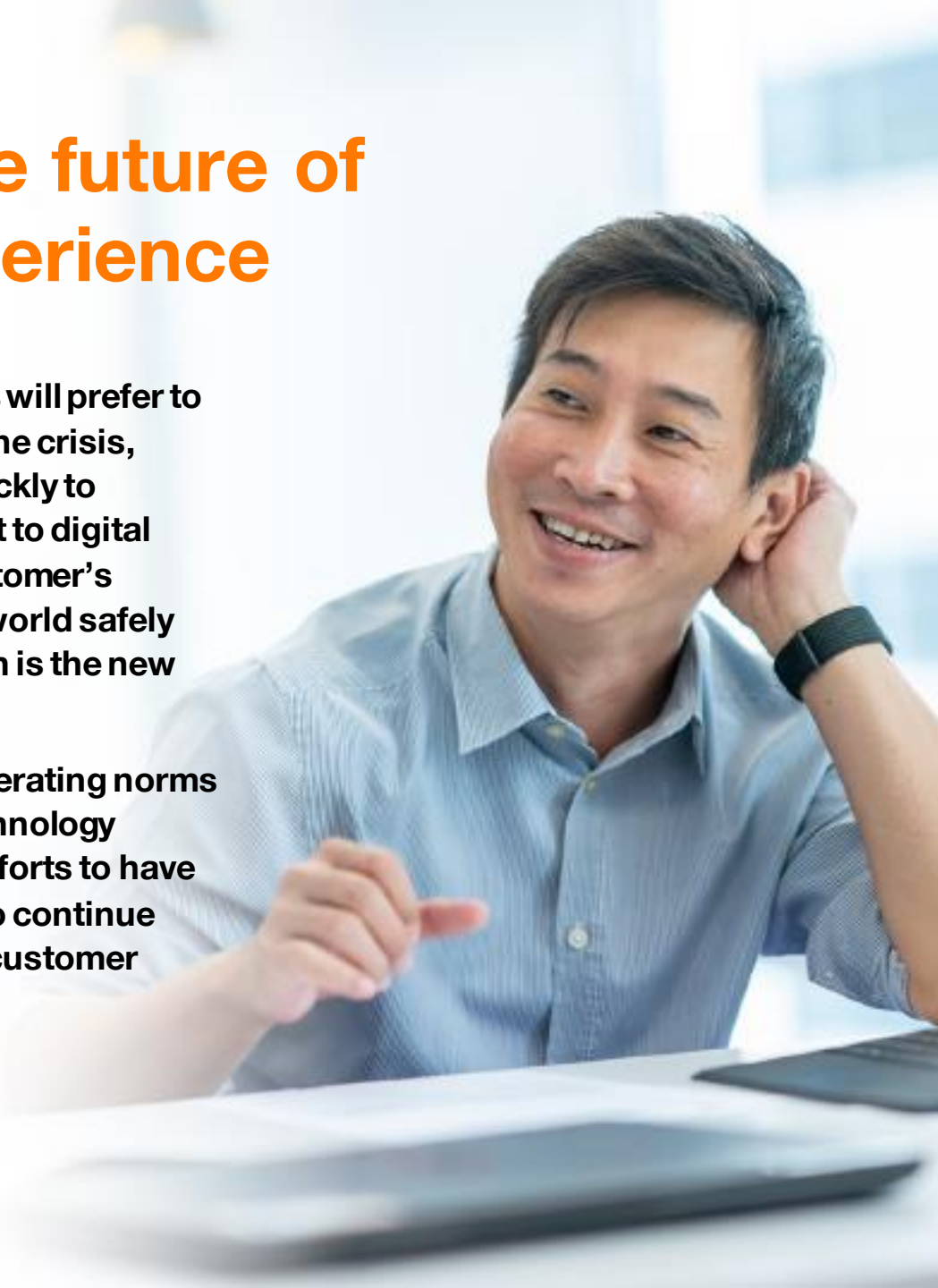# Be Resilient at All Times

Best practices for enriched digital customer experiences

Reimagine the future of customer experience

It is highly likely that consumers will prefer to use digital channels even after the crisis, hence, companies must act quickly to accommodate the massive shift to digital channels for the long haul. Customer's preference to engage with the world safely through a contactless operation is the new norm.

Companies adapting to new operating norms in a changing business and technology landscape must step up their efforts to have digital engagement platforms to continue delivering a consistent level of customer support.

According to McKinsey, 80% of the companies believe that their core business should be digitized to remain economically viable.

Digital engagement has accelerated tremendously, and to win in the next normal, companies need to reimagine and reform customer experience through targeted investments starting with three priorities:

1 Prepare for a digital recovery

2 Accept a safe and contactless customer journey as default

3 Anticipate, don't ask for customer feedback

Customer experience considerations

Leveraging CX to stay ahead of the competition. Offering a unique customer experience to boost customer loyalty.

Having end to end visibility of your channels, customers' journey and employee's performance.

Implementing simple, fully integrated supporting systems with intuitive touchpoint apps for customers and effective tools for employees.

All-in-one innovative customer experience service

Keeping a real-time pulse of changing customer preferences and rapidly innovating to personalize customer journeys and predict customer sentiment is paramount to delivering unique customer experience.

Orange can co-innovate with you, designing solutions for each touchpoint of an omnichannel customer journey. We can help you to create a platform for innovation paving the way for AI, ML, chatbots and automation technologies

- **Analytics** to turn customer data into actionable insights
- **Chatbots** to automate interactions and processes
- **Contact Center as a Service**, hybrid or on-premises – to deliver omnichannel customer experiences
- **CRM integration** to create truly personal engagement
- **Collaborative tools** to ensure smooth communication between front-office agents and back-office experts
- **Interactive Voice Response** to provide intuitive self-services

Social Media
Mobile App
Voice
Web
Chat
SMS
Email
Bots

Be where your customers are. Be omni-channel.

3 tips for enriching your customer experience

In times of uncertainty, fast and responsive customer services cannot be overlooked. Here are several strategic best practices to keep up with changes in customer expectations — to ensure the continuity of your customer services.

1
Maintain real-time digital and online interactions with customers

- ✓ Integrate all communication channels to streamline customer-facing applications and support processes for a seamless customer experience

- ✓ Adopt new AI-powered tools such as chatbots to handle unexpected spikes in support requests during times of crisis

- ✓ Equip your organization with communications platforms to quickly notify customers, such as sharing of critical updates in real time during a health crisis

2
Scale up contact center operations for business resilience

- ✓ Build up digital capabilities to address and automate operational challenges arising from unforeseen circumstances — such as adopting remote support tools to respond to customer demands with having fewer operations staff available

- ✓ Migrate your operations to a cloud-based contact center to allow your CX experts to work from home or temporary locations on short notice — empowering them to maintain a high level of service availability

3
Have full visibility on end customers' digital journey

- ✓ Design self-service options, harness data & AI to create value added and differentiated insights. Enable new interactions across multiple channels for end-users

- ✓ Personalize user journey and spot trends, giving your CX experts power to predict and respond appropriately in real-time

- ✓ Empower and boost performance of your front-line CX experts by providing a unified 360° customer view as well as targeted coaching

How Orange can help

As a network-native digital services company, we support organizations worldwide to mitigate the risks of business disruption and deliver a consistent customer experience:

Migrate your call center operations to the cloud seamlessly

Orange consultants can help you deploy new sites and implement changes swiftly via a cloud-based omnichannel contact center. By delegating the rollout, hosting and maintenance of your contact center to us, you can take advantage of the latest advances in customer relationship management (CRM) and customer analytics, without having to invest in IT specialist resources.

Collect calls from anywhere with Contact Center Access

Contact Center Access is our all-inclusive solution providing different types of numbers (including toll free, geographical, toll share, call collect and routing), without any technical or regulatory constraint. Currently available in more than 150 countries, the solution enables companies to collect and route urgent calls and implement access numbers in less than 2 minutes.

Deploy AI-enabled chatbots for faster problem resolution

Orange can help you develop and deploy AI-powered chatbot service to direct simple and repetitive customer enquiries to automated responses. Supporting multiple languages across different geographies, our chatbot service can be implemented within 24 hours and can be easily customized to your evolving requirements.

Improve customer experiences with enriched omnichannel communications

We provide a single point of contact to upgrade your capabilities across all communications channels—text, social, email and instant messaging—to deliver a unified customer experience, without having to build up backend infrastructure. These include our enterprise messaging platform and SMS notification service that allows you to send alert notifications and communicate with customers in real time via your customers' preferred channels.

Critical contact centers keep multinational employees safe around the world

To help customers navigate pandemic complexities, one of the world's largest travel security and medical services providers needed to keep its employees and customers safe. Its contact centers had to quickly shift onto high alert, over 30 of them around the world.

The contact centers are staffed with doctors, nurses, paramedics, multilingual coordinators and logistics specialists. They typically operate 24/7 and handle more than 5 million assistance calls per year.

However, during the COVID-19 crisis, the company was impacted by coronavirus restrictions just like everyone else. It had to ensure its own workers were safe from the pandemic and they could assist others.

The challenge: keeping global emergency response infrastructure resilient

The company had deployed Orange Business Services IP telephony and contact center solution. Orange was asked to urgently help with its business continuity plan to ensure operations could run as normal and without any disruptions.

- The company needed to ensure its Orange Business Services IP telephony and contact center solution stayed up and running

- Global contact center agents needed to be empowered to begin working from home immediately

- The company wanted to increase the number of agents taking calls from home to deal with an increase in calls generated by the pandemic

- They also needed high performance connectivity to ensure agents could work consistently from home across continents

Critical contact centers keep multinational employees safe around the world

Multinational security and medical service provider ramps-up global emergency response infrastructure to ensure customers have the information and assistance they need

Fast response, business continuity

Orange rapidly increased licenses for the contact center solution from 1,000 to 1,600 users. The solution handled call routing end-to-end and delivered a consistent quality of service regardless of agents' location.

Connectivity was ensured with immediate bandwidth upgrades for agents dialing in via private VPN connections, supported by an increase in VPN licenses. Orange also doubled capacity of the company's three VPN gateways in Europe, Asia and the U.S., growing users per gateway from 1,000 to 2,000, to a total capacity of 6,000. Previously, the company had between 500 and 1,000 people working remotely.

"The company is able to continue a high-quality emergency and security response services for its multinational clients in a global crisis"

1,600
contact center licenses increased from 1,000 for 24/7 agent and back office availability as the pandemic hit

6,000
total capacity of remote users, up from 500 to 1,000 prior to COVID-19

Maximizing customer experience during a crisis using cloud

Delivering a great customer experience (CX) is always essential – but it became even more vital during the recent COVID-19 emergency.
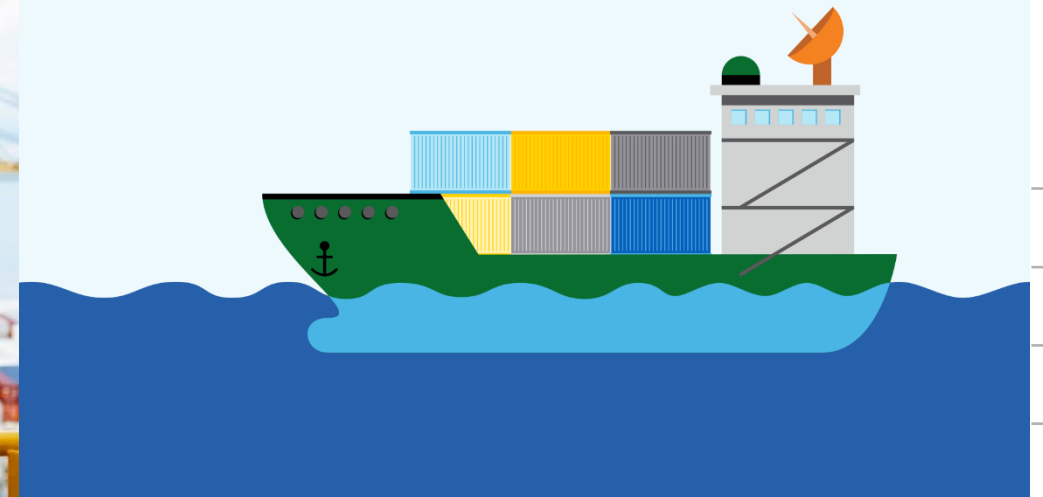
Orange customer ZIM Integrated Shipping Services, an international cargo shipping company, needed to keep operations up and running to serve customers, on top of enhancing collaboration and productivity across its 20 contact centers worldwide.

Customer interactions accelerated

The COVID-19 pandemic saw a steep increase in customer interactions with companies' contact centers. This:

- Emphasized the need for good customer experience and endorsed ZIM's proactive CX approach
- Underlined the importance of ZIM's commitment to digitizing and enhancing customer experience while also ensuring customers receive a personal touch
- Meant that ZIM needed the technologies and knowhow to offer enhanced CX that would prove a competitive differentiator in a rapidly changing marketplace

Maximizing customer experience during a crisis using cloud

ZIM utilizes Orange Managed Contact Center in harmony with its own bespoke Customer Relationship Management (CRM) system, secured by Orange cloud. This enables ZIM to:

- Analyze data along the customer journey

- Assign the correct agents to calling customers based on interaction history.

- Give ZIM customers a consistent, personalized experience, even during the COVID-19 crisis.

Data analysis along the customer journey also creates insights that allows ZIM to continuously improve CX. Dashboards and real-time monitoring give a 360° view of customer interactions and ensure resources are maximized.

ZIM has also deployed Orange UC & collaboration suite of services, enabling ZIM agents to access voice, videoconferencing and collaboration tools securely. While the pandemic disrupted many companies, ZIM was able to strengthen its overall CX offering.

"We succeeded in maintaining our high level of customer experience across our global branches, despite COVID-19 pandemic implications, necessitating many of our customer service teams to work from home with very short notice. This was in large part thanks to Orange Business Services technology and capabilities."

**Assaf Tiran,
Global Customer Service Vice President**

We help companies design outstanding experiences that are digitally-led and data-driven

As a leader in digital customer experience, we leverage a combination of technical, functional and industry specialization to help improve your end-user's experience.

- **Multi-vendor approach:** We partner with industry's leading vendors including Genesys, Cisco, NICE and Vonage to deliver best-in-class customer experience platforms for both end-users and employees

- **International Footprint:** To guarantee you worldwide availability and resiliency, we rely on the world's largest voice/data network, a distributed architecture with geographically redundant data centers and call collect capabilities in over 110 countries

- **Robust Security:** Security can be the key enabler or blocker for any CX transformation. Opening-up your systems to cloud and social media information requires reinforced security. Orange makes every step of your customers' experience secure, from their visit on your website to the storage of their data in your data centers

- **Unmatched call collection coverage:** We offer voice coverage in 150+ countries to collect and route calls without any technical or regulatory constraint with flexibility to choose local or centralized billing

- **Customer Service:** We operate 5 Major Service Centers (MSC) and 24 Local Service Centers to deliver follow-the-sun support in over 30 languages

Companies thrive on innovation, we work to shape yours

Orange would like to work with you on your customer experience roadmap to help you :

Engage your customers

Drive customer advocacy thanks to a consistent omnichannel experience. Deliver personalized interactions and accelerate query resolution.

Empower your employees

Increase front-line loyalty and boost performance by providing a unified cockpit, 360° customer view as well as targeted coaching.

Enrich your experiences

Turn customer data into meaningful insights to create value-added and differentiated experiences.

FROST & SULLIVAN

We are a recognized market leader

Orange Business Services awarded "Asia-Pacific Cloud Contact Center Service Provider of the Year"

As a one-stop-shop for innovative customer care:
From contact center services to customer data analytics
Orange can help you create lasting customer experiences

Discover the five strategies that your organization can take to achieve business resilience here .

Explore ways to enable effective remote collaboration here.

For a more tailored consultation on how your business can achieve operational resilience, get in touch with our team here.