

An unmatched experience for your customers and employees through AI and automation

Richard Heaps

Head of UC Product
Management International

Sandra Collomb

Head of CRM
Marketing Department



**Business
Services**





Contact

What kind of contact coexists in a company?



Communication

Personal & Broadcast

Messaging, chat, voice, video...

Contact Center

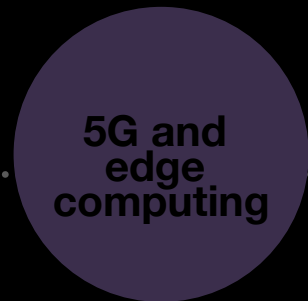
Collaboration

Several people

Audio, web, video conferencing, chat...

Focusing on Communication & **relevant** interaction

Think about your business...



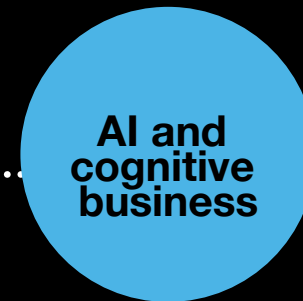
Collect



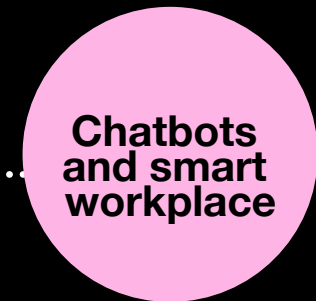
Transport



Store and process



Analyze



Share and Create

Business' major challenges



20%

of processes
could be handed
off to bots
from end-to-end

80%

by leveraging the
best of your
employees and
virtual assistants



Customers' rising expectations

78%

of organizations predict they will offer assisted service

96%

of dissatisfied customers don't voice their complaints and just never come back

**Get the right information,
at the right time, through
the right media**

Make your customer relationship:

- **Personalized**
- **Omni channel**
- **Secured**

**Designed and delivered through
micro services hosted on CPaaS**





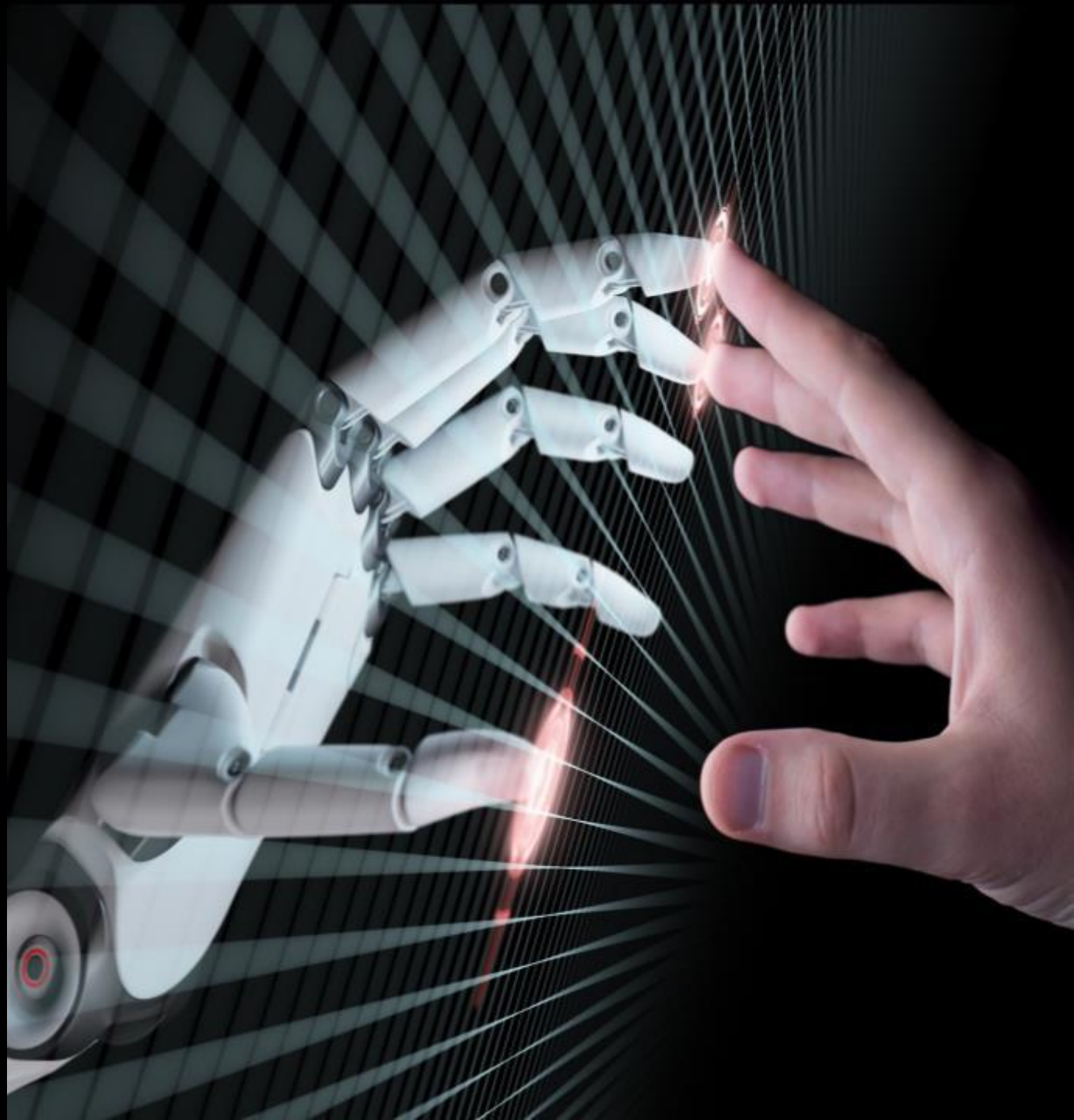
**Business
Services**

nexmo®

The **Vonage**® API Platform

Blending Human with AI & Automation

to improve
experiences
and increase
contact center
performance



Government and local authorities

optimize assistance to citizens
handing off low-value added
interactions to interactive
virtual agents



On-premise
contact center
powered by



Interactive virtual
agents based on



**Increase
self-service
availability**

to address a peak
in call triggered by a
new income tax policy

**Reduce contact
volume to agent**

with bots handling 200
interactions a day
from end to end

**Optimize
operations
and costs**

with skilled agents
focusing on more
complex queries

Bots tackle process inefficiencies and empower employees to elevate conversations

Remove bottlenecks, information siloes and lack of scalability

Optimize employee's time and talents for greater job satisfaction

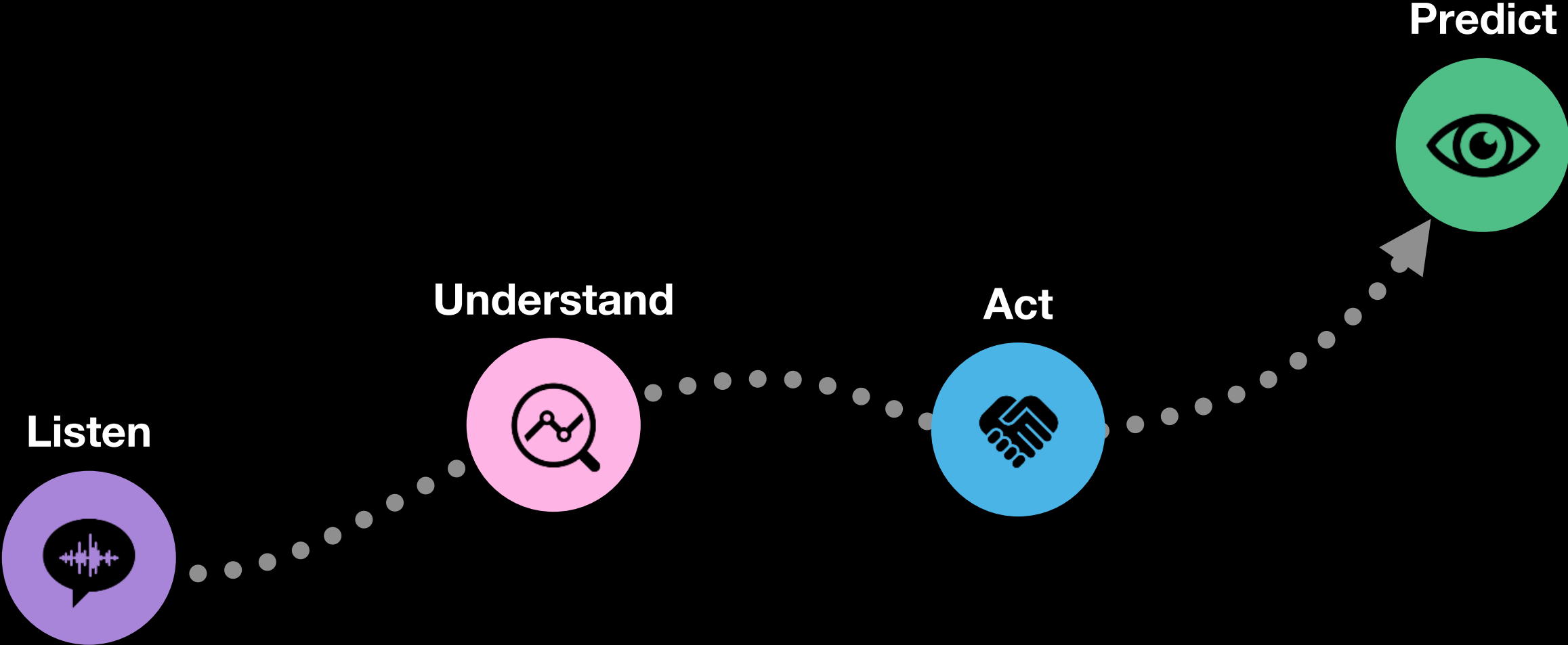
Meet your service level objectives



New technologies



Combining the power of Automation with AI to keep your business one step ahead of customers' expectations



A leading coffee manufacturer

taps into the voice of its customers to drive its engagement strategy further



On-premise contact center based on

AVAYA

Voice of the Customer powered by

NICE[®]

Boost sales efficiency and basket size

empowering agents to push effective content or discount at the right time

Improve operational performance

identifying best practices and delivering targeted coaching

Shape journeys to boost satisfaction

capturing feedbacks on products and identifying root causes of repeat contact

Proof points and more to come...

Traditional KPIs

Reduce handle time by

20%



Increase first contact resolution by

10-30%



Reduce training time by

10-20%



Improve sales by

20%



New emerging KPIs

Semantic and Output accuracy

Deflection rate

Channel escalation

Goal Completion Rate

A landscape of capability helping you stay ahead of the game

Mastering our ecosystem

Orange portfolio



Partners



and others...

CPaaS



To deliver a customized solution with an unmatched CX

Adding Orange services

Overall service management with 24x7 support

Consulting

Co-innovation (Design thinking)

Key Takeaway

The opportunity to:

- Reshape the customer experience
- Make a fundamental change in the way we think & work
- Co-create, design and innovate together for your business success



Come and see us:

Demo booths:

“CPaaS – a sharing of practical use cases to demonstrate the versatility and value for customers enabled by Orange Business Services and Nexmo”



Partner Talks:



11:15 Balcony room



12:30 Balcony room





Thank you...
we're listening

**Companies thrive
on innovation.**

**We work to
shape yours.**

