CREATING LASTING CUSTOMER EXPERİENCES

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

orange™ Business Services

GENESYS™

TODAY'S CX CHALLENGES

AGENDA

MAJOR CX CHALLENGES
ON THE MARKET

OUR **SOLUTIONS** & **POSITIONING**

OUR PARTNERSHIP
THAT MAKES US **STRONGER**

KEY REFERENCES

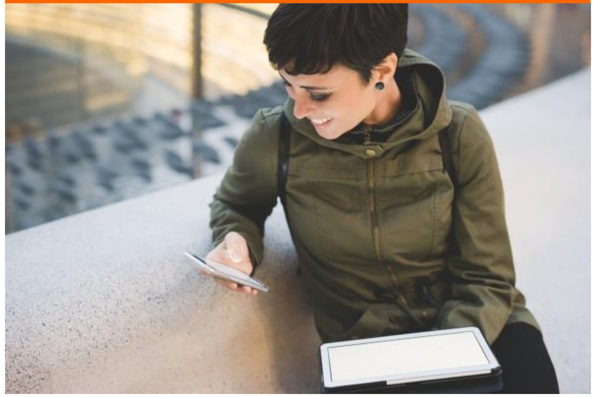
NEXT STEP

END-USERS ARE NOW
EMPOWERED &
DIGITALLY CONNECTED

END-USERS ARE NOW **EMPOWERED &** **DIGITALLY CONNECTED**

PROLIFERATION OF MOBILE DEVICES

MAKE IT **OWN**



DO IT **BY MYSELF**

LEADING WITH DATA

TODAY'S CX 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 GENESYS 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 GENESYS CX PLATFORM**

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

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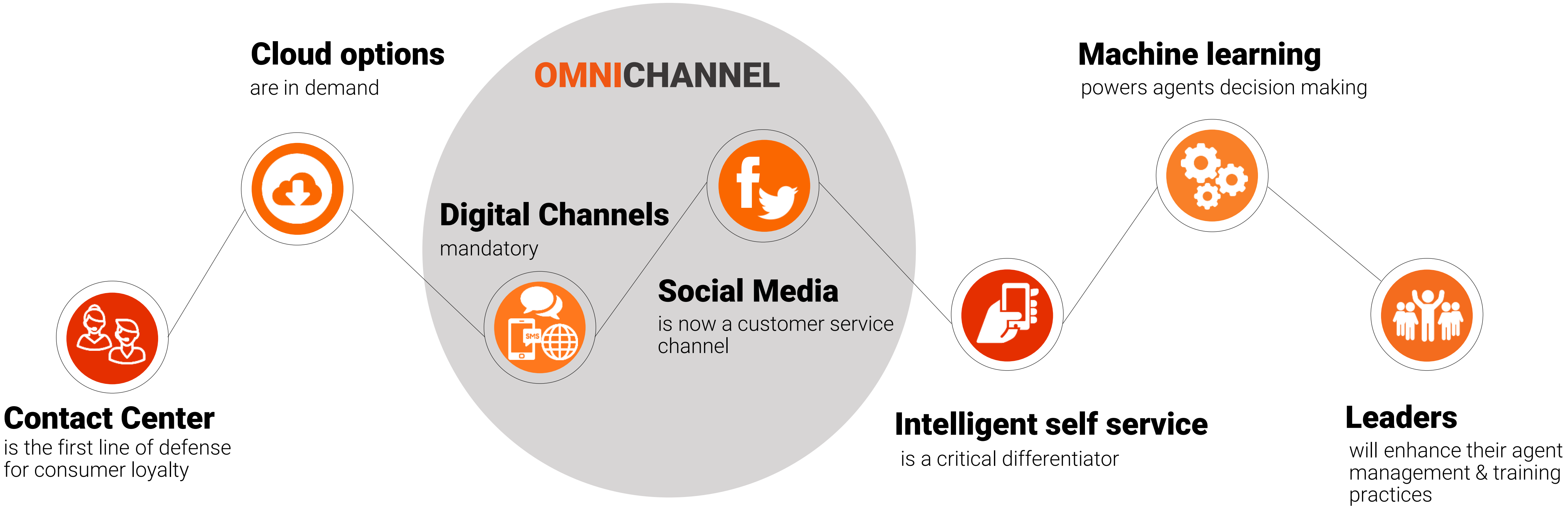
(1) Forrester total economic impact study for companies using Genesys CX platform

MAJOR DRIVERS
FOR CONTACT CENTER
TO BE COMPETITIVE



Contact Center
is the first line of defense for consumer loyalty

Cloud options
are in demand

OMNICHANNEL

Digital Channels
mandatory

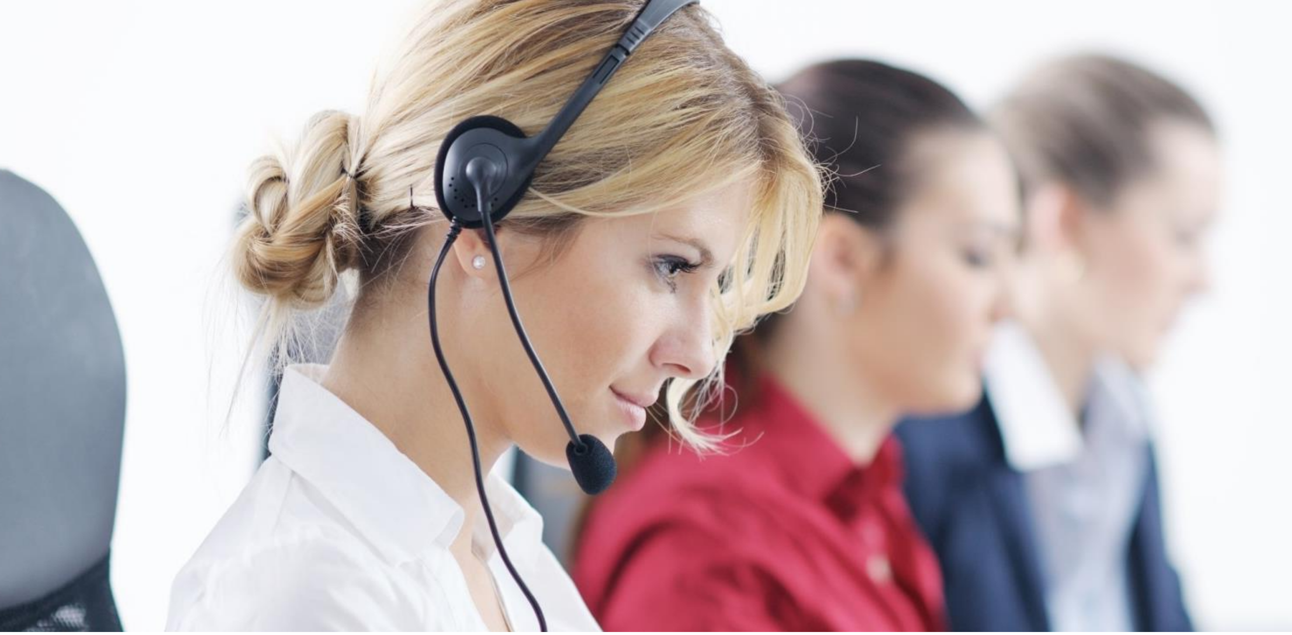
Social Media
is now a customer service channel

Intelligent self service
is a critical differentiator

Machine learning
powers agents decision making

Leaders
will enhance their agent management & training practices

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”
- Automation

KNOW CUSTOMERS

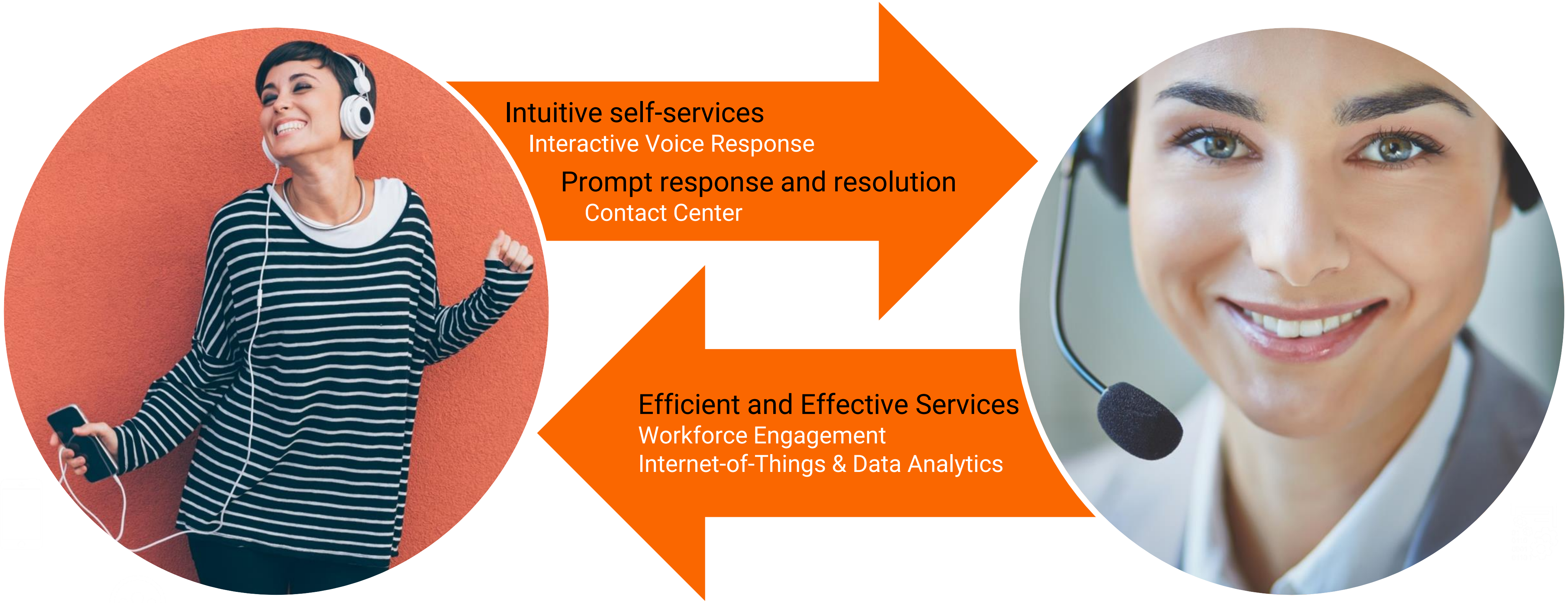
- Deep client analysis
- Personalize interactions
- Predict their needs

OPTIMIZE HR

- Personalized training
- Boosting
- Decrease turnover

ENGAGE
YOUR CUSTOMERS

EMPOWER
YOUR AGENTS



Intuitive self-services

Interactive Voice Response

Prompt response and resolution

Contact Center

Efficient and Effective Services

Workforce Engagement

Internet-of-Things & Data Analytics

ENRICH
YOUR SERVICES

OUR EXPERTS LISTEN TO YOU

TO CREATE THE SOLUTION MATCHING YOUR NEEDS

- Availability
- Flexibility
- Scalability
- Customization
- Cost-efficiency
- Disaster recovery
- Update / upgrade
- Competitiveness
- Security

PROFESSIONAL

SERVICES AND EXPERTS

TO FINE TUNE YOUR STRATEGY

- CLOUD
- ON-PREMISE
- HYBRID

MANAGED VOICE PORTAL

Successfully Handle Customer First Interaction

99,95%

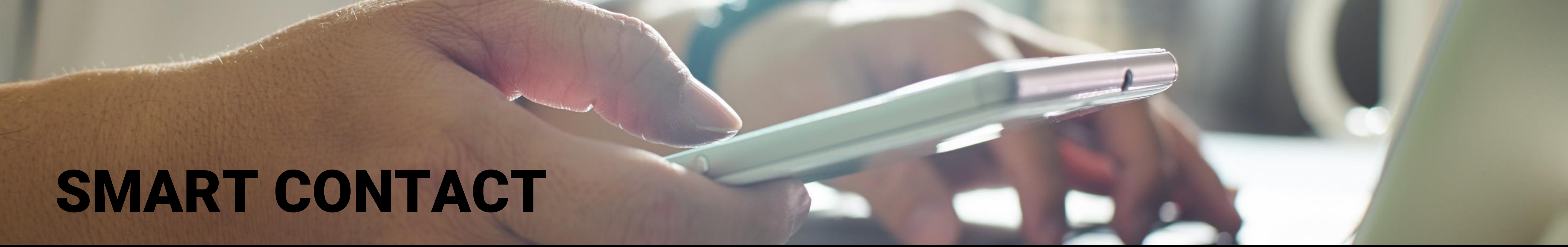
SERVICE LEVEL AGREEMENT

Host, Develop & Manage Or Delegate To Our Experts

AUTOMATE low-value added calls	Providing intuitive and consistent self-services
CREATE engaging brand experience from the first seconds	Intelligently routing callers to the best qualified available
HANDLE all requests in case of activity peaks or overflow	Managing voice menus by your own in real-time

Powered by Genesys Engage

BY orange Business Services



SMART CONTACT

▶ Embrace a mobile engagement strategy

$

QUICK & EASY
INTEGRATION

COMPATIBLE
with all operating systems

CREATE
greater digital customer engagement

Easily connecting to a live agent from an intuitive mobile app

REDUCE
customer's effort & frustration for maximal satisfaction

Requesting a call-back and so avoiding hold time

IMPROVE
contact qualification and better handle virtual queuing

Submitting context data for smooth transition to the agent

▶ Powered by Genesys Engage

▶ BY orange Business Services

UNIFIED ENGAGEMENT SUITE

▶ Amaze your customers, keep them coming back for more

ONE-STOP-SHOP

MULTICOUNTRY DEPLOYMENT
CUSTOM DEVELOPMENT

CONNECT
better with today's customers

Personalizing service, managing relationships and spotting trends as they switch between channels

BOOST
employee performance and customer experience

Providing the tools and information they need to work productively

ACCELERATE
business growth with one provider for all your international needs

Remove the hassle, cost and delay of managing multiple service providers

▶ Powered by Genesys Cloud

▶ BY orange Business Services

MANAGED CONTACT CENTER

▶ Turn customers into brand ambassadors

PAY PER USE MODEL

END-TO-END & WORLDWIDE

ENGAGE customers through effortless journey succesfully	Combining digital interactive rich media with voice
ENSURE quick answer, expert support and first contact resolution	Gaining customer insights and breaking silos with back-office
EMPOWER both agents and administrators	Leveraging on intuitive tools and real-time analytics

▶ Powered by Genesys Engage

▶ BY orange Business Services

WORKFORCE ENGAGEMENT

Significantly boost your performance

HIGH

CUSTOMIZATION
CAPABILITIES

Native integration with our cloud contact center

Open to legacy third parties

EMPOWER
agents to perform their best

Offering targeted coaching and adapting workflow processes

IMPROVE
customer services efficiency,effectiveness and compliance

Gaining insight on voice of customer and people & processes performance

INCREASE
business results and build strong competitive advantage

Lowering cost, boosting productivity, driving revenue

Powered by Genesys Engage Genesys Cloud

BY orange Business Services

POWER ON
POWER OFF
EMAIL
INTERNET
WORLD
NO
SEARCH
Statistics
Analytics
60
50
40
30

orange Business Services

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 collection in **150 countries**
- **Service management for end-to-end solutions**
- **+3,000 multinational customers**
- **24/7** business continuity delivered by **5 Major Service Centers**

GENESYS™

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™ Business Services

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
cloud contact **center positions**

+12%
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

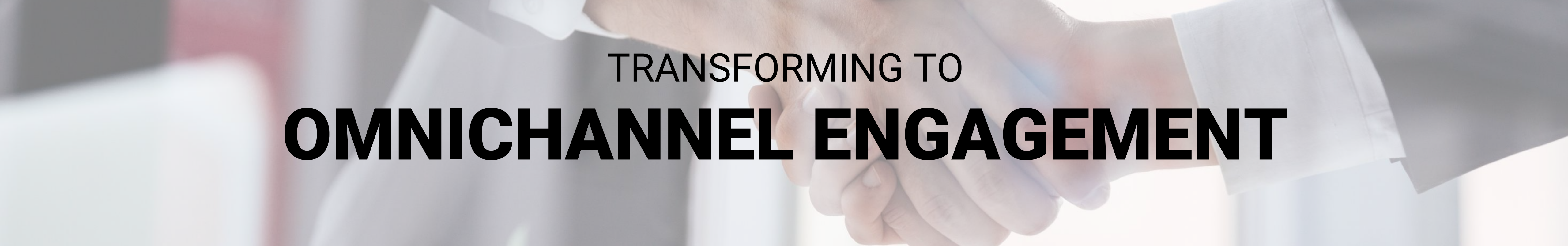
orange™ Business Services

GLOBAL OPERATOR &
LARGE SCALE SERVICES PROVIDER

GENESYS™

WORLD'S #1
CUSTOMER EXPERIENCE PLATFORM

FOR A SECURED TAILORED OUTSTANDING CONTACT CENTER



TRANSFORMING TO

OMNICHANNEL ENGAGEMENT

orange™ Business Services

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

GENESYS™

- 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 PARTNERSHIP

FOR A UNIQUE POSITIONING

INNOVATION

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

SOLUTION BREADTH

- **Virtual contact center,** traffic, network, security
- All delivery models: **cloud, hybrid, premise**
- **All customer segment:** Mid-size, Large and Multinational companies

CREDIBILITY

- **120+** common **global customers**
- **46,550 contact center** agent positions
- **177 millions minutes** routed worldwide

PERFORMANCE

- **SLA** at **99,95%**
- **Certifications:**

ISO 9001

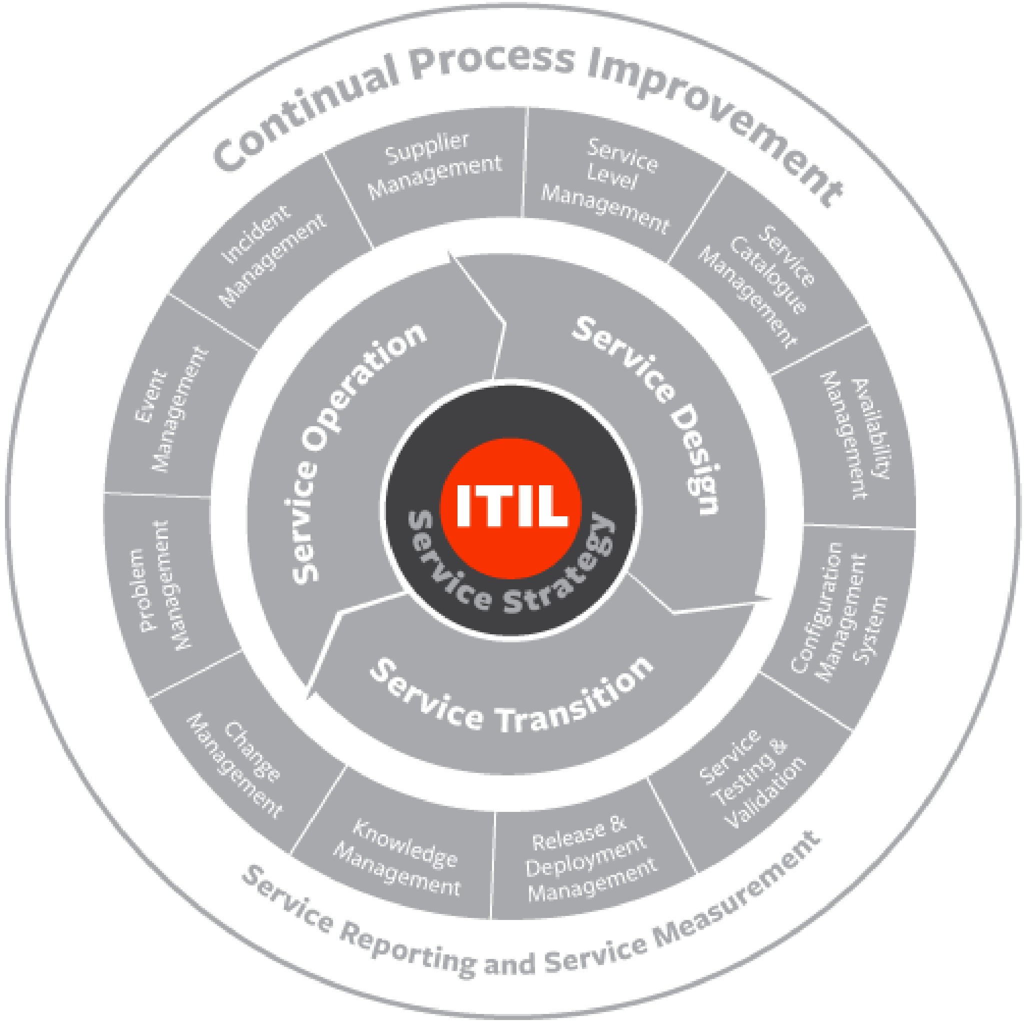
ISO 20000

ISO 27001

ISO 15408

CUSTOMER SERVICE MANAGER:

A UNIQUE ENTRY POINT TO DELIVER SERVICES AND SUPPORT YOU


Continual Process Improvement
Supplier Management
Service Level Management
Service Catalogue Management
Availability Management
Configuration Management System
Service Testing & Validation
Release & Deployment Management
Knowledge Management
Change Management
Problem Management
Event Management
Incident Management
Service Operation
Service Design
Service Transition
ITIL
Service Strategy
Service Reporting and Service Measurement

SLA

- Monthly meeting with **CSM**
- **SLOs / SLAs**
- Monthly **performance reporting**
- Service Improvement Programs

INCIDENT

- 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

- 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

KNOWLEDGE

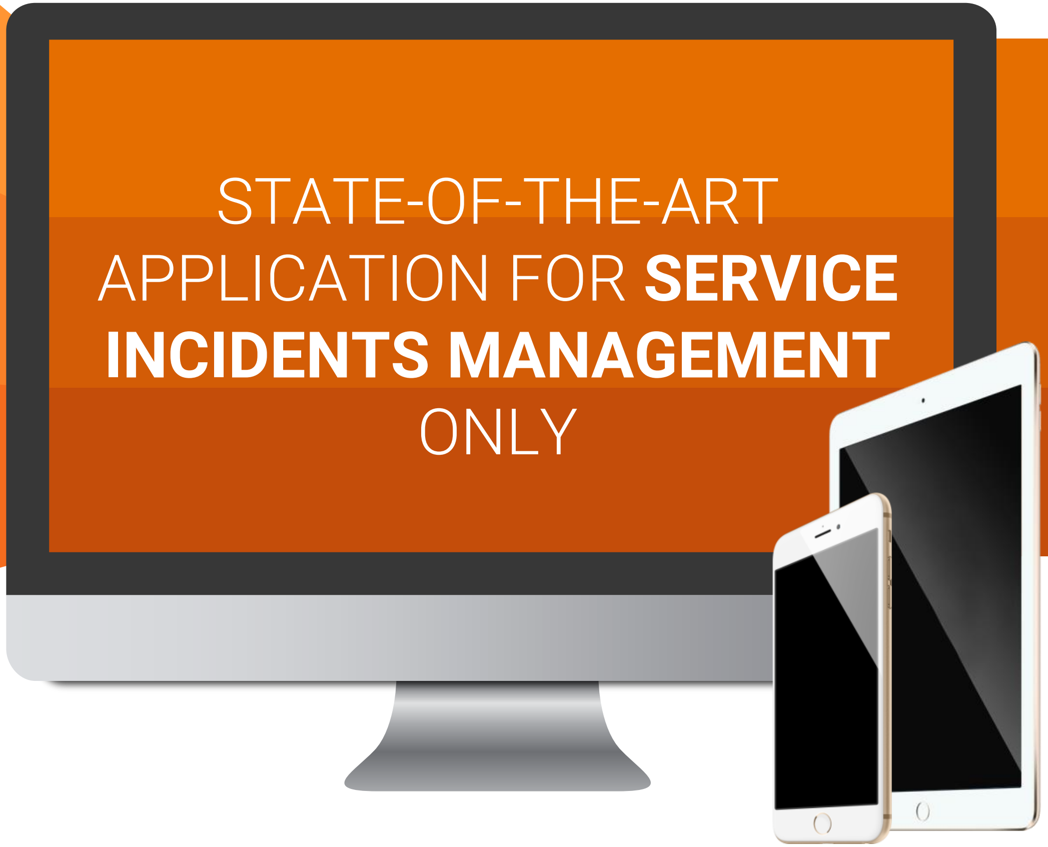
- Remote access will be used
- configuration backup of all the critical components is done by Orange
- The CSM will do the technical documentation update

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 INCIDENTS MANAGEMENT** ONLY

Integrated in my service space portal for PC access

Empowered by market leader **ServiceNow**

Hosted in **Orange Business Services Cloud**

MY **SERVICE** SPACE

Support

Solutions Management

Incident Management

Change Management

Ordering

Disconnect Management

Billing

Information

- 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

FORRESTER

Leader in Cloud Contact Centers and Contact Center Interaction Management for both Large and Midsize Organizations in the Wave

Gartner

Leader in Contact Center Infrastructure MQ

Leader in Contact Center as a Service MQ (NAM)

orange

IDC Analyze the Future

Leader in Worldwide Service Providers Vendor Assessment

Gartner

Leader in Contact Center as a Service MQ (Europe)

Leader in Unified Communications as a Service MQ Worldwide

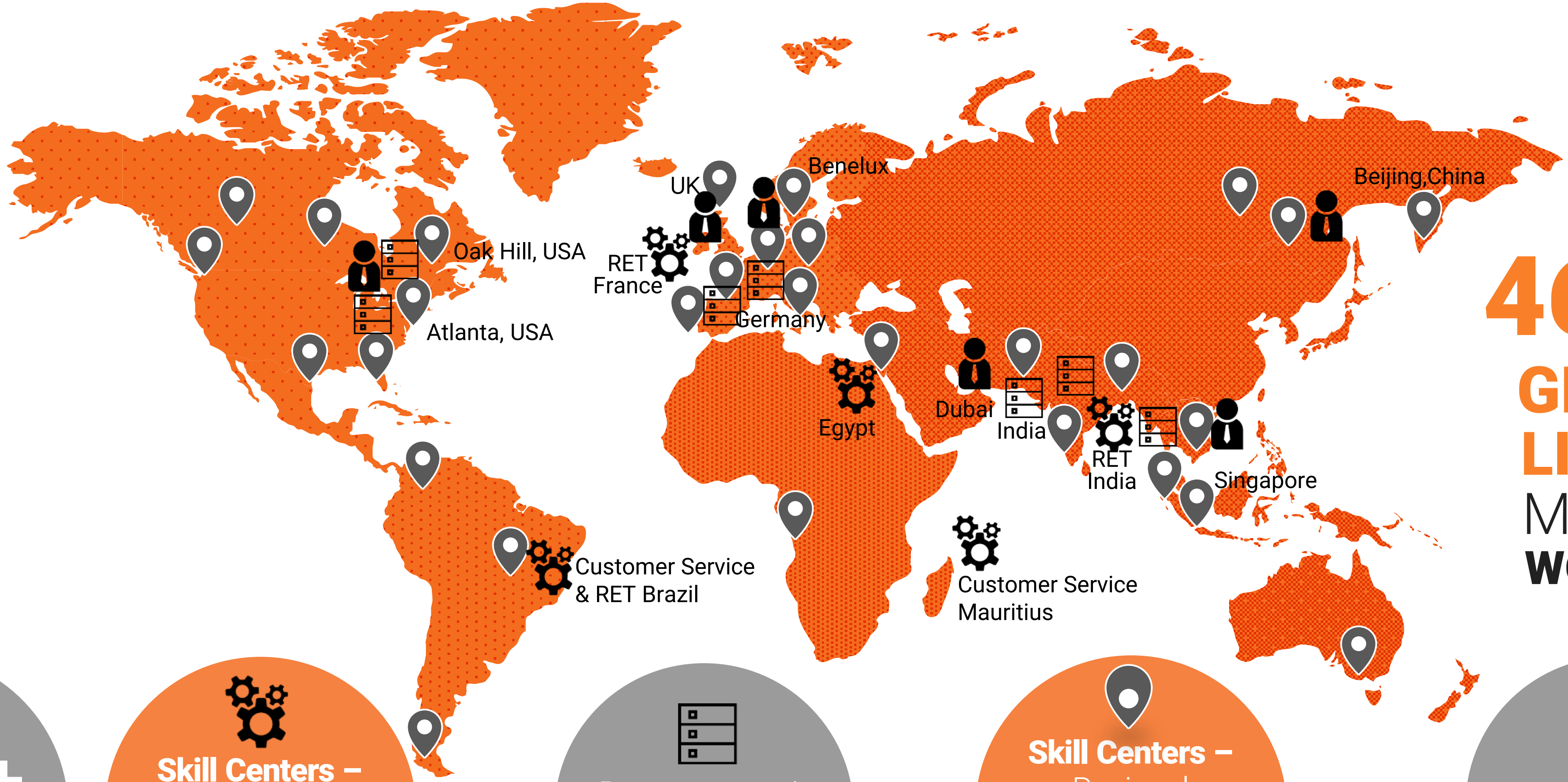
Leader in Network Services MQ worldwide

Leader in Managed M2M Services MQ worldwide

FROST & SULLIVAN

APAC Cloud Contact Center Service Provider of the year and UC Growth Excellence Leadership

WE LEVERAGE ON GLOBAL
INFRASTRUCTURE AND EXTENSIVE EXPERIENCE


Oak Hill, USA
Atlanta, USA
UK
Benelux
RET
France
Germany
Beijing,China
Egypt
Dubai
India
RET
India
Singapore
Customer Service
& RET Brazil
Customer Service
Mauritius

46,550
GENESYS
LICENSES
MANAGED
WORLDWIDE

550+
Contact center **experts and sales specialist**

Skill Centers – Regional Expert Teams, Engineering, Customer services

Data centers in the USA, Europe and APAC

Skill Centers – Regional Expert Teams, Engineering, Customer services

New infrastructure investments in the USA

ALREADY SATISFIED CUSTOMERS
THANKS TO OUR JOINT SOLUTIONS

BANKING

SOCIETE GENERALE
BUILDING TEAM SPIRIT TOGETHER

Financo

UATP

CRÉDIT AGRICOLE

Groupama

+X
BANQUE POPULAIRE
BRED

casden
BANQUE POPULAIRE

INSURANCE

MACIF

BPCE ASSURANCES

GENERALI

AXA

euralis
NOURRIR VOTRE CONFIANCE

MAAF

la Mutuelle Générale

INSTITUTION

ville de Lille

DIRECTION GÉNÉRALE DES FINANCES PUBLIQUES

ACOSS

RETAIL

PHILIP MORRIS

BOSS
HUGO BOSS

lenovo

FOTILE

TELCO & IT

orange™

CANAL+

hp

Microsoft

TRANSPORT

AIRFRANCE

AIR CHINA
中国国际航空公司

FedEx

TURKISH AIRLINES

LATAM AIRLINES

الطيران العماني
OMAN AIR

MSC CRUISES

TOGETHER, WE SUPPORT
DIGITAL BUSINESS TRANSFORMATION

FOR A FAMOUS AMERICAN INFORMATION TECHNOLOGY COMPANY

SOLUTION

- Managed Voice Portal and Managed Contact Center **based on Genesys technology**
- **12,000 agents** based on **36 countries**
- Global coverage: **EMEA, APAC** and **the Americas**
- CCA call collect in **120 countries**
- Multimedia channel: **email** and **chat**
- **Workforce Engagement**

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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CREATING

A FRICTIONLESS PASSENGER EXPERIENCE

FOR A MAJOR AIRLINE COMPANY

SOLUTION

- **Managed Voice Portal and Managed Contact Center based** on Genesys Engage
- 2,200 agents based on 16 countries (550 mail agents, 190 back-office experts and 430 home workers)
- Global coverage: Europe
- Blended voice email for flexibility and productivity

ISSUES & CHALLENGES

- Provide fast and efficient services all over Europe
- Boost agents efficiency
- Benefit from a single tool to handle omnichannel contact
- Get a real-time overview of the contact center activity to better manage and monitor customer services

RESULTS & BENEFITS

- Time saving: agents can treat several mails at the same time
- Unified administration
- High flexibility and better management during traffic spikes
- Centralized management, monitoring and statistics for all sites

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DELIVERING

THE ULTIMATE IN CUSTOMER EXPERIENCE SOLUTIONS

FOR THE WORLD’S LARGEST CRUISE COMPANY

SOLUTION

- Unified Engagement Suite based on Genesys Cloud
- Pilot: 125 concurrent users in the US
- Global production: 479 concurrent users in 12 sites across APAC and Europe

ISSUES & CHALLENGES

- Provide both end-customers and travel agencies with the ability to easily book cruises
- Efficiently cope with high demand and seasonal fluctuations
- Replace the existing on-premises solution and the divided support model with no clear ownership

RESULTS & BENEFITS

- Increased quality: high service availability, advanced voice quality, omnichannel capabilities, business continuity and end-to-end SLAs
- A single point of contact for service management, clear change management processes and escalation path

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IN THE DIGITAL AGE

orange™ Business Services

GENESYS™

WIN WIN WIN

LET'S DISCUSS FURTHER!

orange™ Business Services

GENESYS™