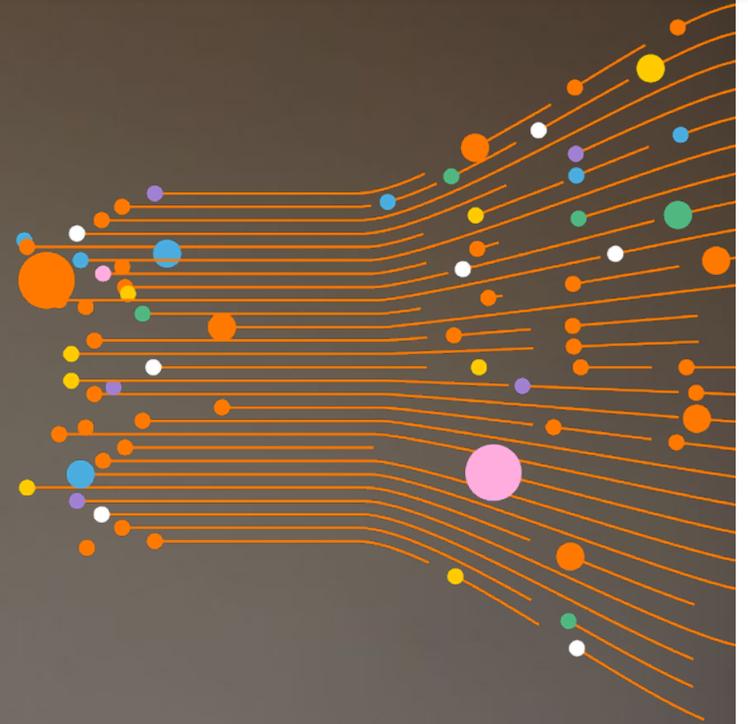


# Rebooting Customer Experience in the Digital-First World

Guide to provide true customer centric experiences



Business  
Services



India is now on the rise to become a digital-first economy with heavy investments in new emerging technologies. Modern enterprises today conduct business in the client-to-cloud era. It is now imperative to understand how a digital-first world is shaping up with digital transformations, security convergence, IT modernization and evolving customer expectations.

The IT/ITeS sector has been a benefactor of rapid industry digitalization. Enterprise demand is shifting from delivering services to managing outcomes through tighter integration of technology. The ability to adopt disruptive technologies in an agile manner is possible only with cloud-based infrastructure. Hybrid work models are defining the future of work. They help solve for traditional constraints, but also introduce new challenges that need to be actively solved.

## Table of contents

Changing customer expectations are forcing enterprises to relook at customer engagement and experience. Contact center, which acts the first point of contact for any client interaction plays a critical role in enterprises' digital first strategy

This ebook explores technological reality in India, with a focus on improving customer outcomes using an innovative CX platform in the Digital-First World:

|  |           |
|--|-----------|
| ■ <b>The future of work redefined: The tech evolution</b>                        | <b>03</b> |
| ■ <b>Cloud technology: Adoption drivers and challenges</b>                       | <b>05</b> |
| ■ <b>Orange Business Services Supporting your Digital Transformation Journey</b> | <b>06</b> |
| ■ <b>7 steps to better CX</b>  | <b>07</b> |
| ■ <b>Case studies</b>  | <b>08</b> |
| ■ <b>About Orange Business Services</b>  | <b>09</b> |

# The future of work redefined: The tech evolution

Cloud technology now plays a pivotal role in helping Indian businesses and government accelerate their digital transformation journey through infrastructure, platform, and software solutions. The hybrid work model, along with continual advances in IT and communications technology has resulted in:



- A strategic realignment towards the ideas of customer and employee experience
- The breakdown of tech silos and the rise of AI-driven decisions
- Dependence on modern, agile, and secure cloud enabled platforms to deliver on these new realities

## Phase 1

20 years ago

Cost arbitrage a main focus as in-house tasks are outsourced to offshore centers.



## Phase 2

2020-21

The Indian government releases “Simplified Other Service Provider” (OSP) guidelines to improve the ease of doing business in the IT Industry, Business Process Outsourcing (BPO) and ITeS

Remote and hybrid work widely adopted in the wake of the COVID-19 pandemic

Indian government allocates \$7.3 billion USD to the IT and telecom sector



## Phase 3

Present time

ITeS sector now Makes up 7.4% of India’s GDP. IT spending forecast at over \$114B USD

19 New GCCs established in India. 12 of these were US-headquartered MNCs. NASSCOM-Zinnov grants “very high” GCC Intensity Index for Q2 2022.



## Phase 4

The future

Cloud management & security services expected to witness highest growth at 18% CAGR up to 2026

**\$300-350B USD**

...by 2025  
**India’s technology services industry could achieve \$300-350B USD in annual revenue – NASSCOM, McKinsey**

# Cloud adoption

Cloud technology now plays a pivotal role in helping Indian businesses and government accelerate their digital transformation journey through infrastructure, platform, and software solutions. The hybrid work model, along with continual advances in IT and communications technology has resulted in:

## Drivers



Ability to quickly launch new products and services ★



Better customer engagement and experience ★



Cost optimization ★



Superior security and compliance environment



Enhanced productivity and cross function collaboration



Leveraging service providers' capabilities to innovate



These are the top drivers of cloud adoption across businesses and government.



Cloud maturity is essential to leapfrog digital transformation across all sectors and now plays a pivotal role in helping Indian businesses and government accelerate their transformation journey through infrastructure, platform, and software solutions. While Cloud adoption is driven by benefits, there are several barriers as well towards this journey.

## Barriers



Understanding cloud features and benefits



Integrating legacy system/applications and migration



Lack of inhouse capabilities to drive transformations



Regulatory concerns



Lack of investments appetite



Loss of control with vendor dependencies



Source: Nasscom-Future of cloud and its economic impact

**We know what you're thinking. The prospect of retooling and digitally transforming your organization can, quite literally, keep you up at night. Especially when your employees are already juggling multiple portals, platforms, and apps. But it doesn't need to be as daunting as it seems.**

**60%**

60% organizations are looking to partner with professional services or integration partners (or investing towards vendor CX technologies) to help operationalize CX transformation (IDC)



# Orange Business Services Supporting Your Digital Transformation Journey

## Consulting

Assessing your CX operations to help you formulate an effective strategy, define a clear road map and make the right investment decisions.

## Transition

Making your contact center technology move with confidence while migrating to the delivery model that best fits your needs.

## Integration

Implementing a fully-connected CX ecosystem that fuels seamless data flow and communication across departments.

## Transformation

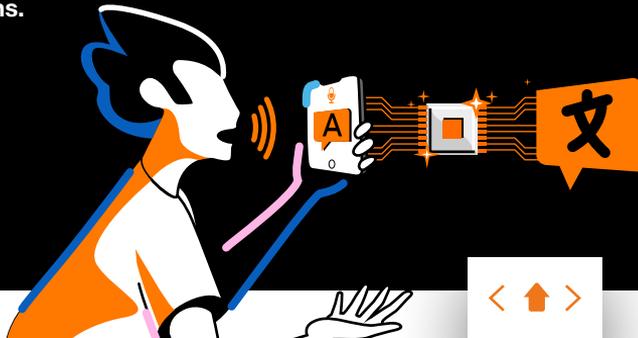
Leveraging cutting-edge technologies from market-leaders or niche players to turn your interactions and processes into smarter experiences.

## Co-Innovation

Accelerating innovation by jointly developing, testing and industrializing use cases that deliver value to your business.

# 83%

83% of Indian organizations consider investing in CX programs as a priority (IDC)



# 7 steps to better CX

1

**Acknowledge a need for change**

Change can only start when decision makers truly believe a problem exists. Use both positive feedback and current criticisms to shape an approach.

2

**Develop a clear CX Vision**

Do not settle for an incomplete or placating notion for customer experience. Define specific, clear CX outcomes and create a robust roadmap.

3

**Get executive buy-in**

Ensure the C-suite is aligned, but also consider whether you need a dedicated position (e.g. Chief Customer Officer) who owns the experience and has the authority to ensure the requisite focus.

4

**Get organizational buy-in**

People can be anxious about change. Consider creating a CX council to bring together impacted departments and empower them to work as a unified team towards achieving the vision.

5

**Establish benchmarks**

Determine how you're going to measure change, and what you will compare it against. Include 'positive customer emotion' as a KPI—do not let this be overshadowed by other operational metrics!

6

**Collaborate to differentiate**

Working with a true solution partner (vs. a generic vendor) will set you on the path to achieving omnichannel engagement. Use your partner's expertise to identify further opportunities to accelerate your transformation.

7

**Build your business case**

Good CX will impact the bottom line, in a good way. The right solution provider will be able to help you craft a business case based on logics and metrics.

## Our work in ITeS: Case studies

Orange Business Services is uniquely positioned to help solve BPO challenges—we are both a network carrier and a digital services company. Below is a sample of a few case studies that highlight our global capacity.



**KONE**

Modernizing and migrating  
**35 contact centers** sites  
across **60 countries** and **60,000**  
employees.

[Read more](#)



**ZIM**

Managed contact center services  
with integration into a bespoke CRM  
system. Unified communications and  
collaboration suite implemented for  
**20 contact centers** across the globe.

[Read more](#)



**RS Components**

“The transformation journey with Orange has so far been very effective. It is one of true collaboration and partnership. The new Orange Business Services infrastructure supports a secure, resilient, future-proofed, omnichannel offering, while supporting our remote working strategy.”  
— VP, IT Operations

[Read more](#)

## About Orange Business Services

Orange Business Services supports organizations with their ITeS transformation all around the world. We are a network-native digital services company, combining technical expertise as a network operator with agility as an integrator of digital solutions.

- Presence across 65 countries
- 2,400 cloud experts
- 3,900 data, digital, and AI experts
- 70 data centers
- 2,300 cyber defense experts
- 24/7/365 major service centers on all continents for around the clock support

Orange Business Services was named

## Asia Pacific Telco Cloud Contact Center Services Company of the Year

at the 2021 Asia Pacific Frost & Sullivan  
Best Practices Awards

“Orange Business Services acts as an advisor to its clients to understand their business requirements, identify technology gaps, and design and implement innovative CX solutions. The company places client needs at the center of its CX strategy and has initiated several co-innovation partnerships to explore and develop use cases.”

Sherrel Sonia Roche, Industry Principal, ICT – Frost & Sullivan

For more information,  
**visit [orange-business.com](https://orange-business.com)**  
or follow us on LinkedIn, Twitter and our blogs

# The Orange Group's specialist Customer Experience division

**20+**  
Customer Journey and CX Business Consultants

**Salesforce Core**

- sales cloud
- service cloud
- marketing cloud
- community cloud

**350+**  
Certified Project Managers

**600+**  
Consultants

**International Consulting and Systems Integration Group**

**2,400+**  
Data and Analytics Experts

**300+**  
Specialists

NICE® G IBM

Smarty.ai™ NUANCE Dialogflow

AVAYA SAP ERP CISCO GENESYS

**Mobility**

Unmatched voice coverage

sales cloud

service cloud

marketing cloud

community cloud

**300+**  
Experts

iOS android Windows

**30**  
UX Designers

FollowAnalytics

HEROKU

**400+**  
Service Managers (ITII/CSM)

**700+**  
Software and Integration Consultants

**200+**  
RPA and Automation Consultants

**550+**  
Certified Contact Center Experts

**World's largest network, secured by design**

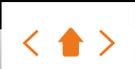
**3400+**  
Service Desk experts

**Partnerships**  
Technological partnerships with many R&D labs worldwide

20+ years of partnerships with key players

A Data Lab Innovation team dedicated to the identification and realization of innovative topics

**500+**  
Service Providers Managed



# Summary

Orange Business Services will ensure that you and your business can achieve better CX and cloud migration along with faster deployment times, enhanced security features, simplified infrastructure and significant savings in resources.

For a more tailored consultation on how we can help, get in touch with our team:

[contact.orangeindia@orange.com](mailto:contact.orangeindia@orange.com)

