Tuning into customer needs:
how cognitive omnichannel CX makes better connections

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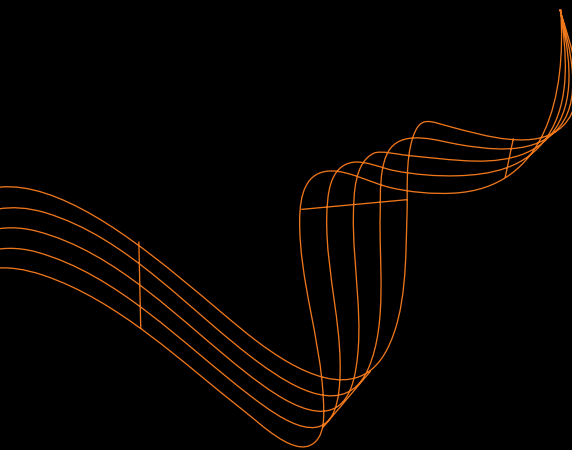VP Customer Experience Portfolio

Contents

Executive summary

Customer experience (CX) is a key differentiator for enterprises, but many enterprises struggle with a bad CX that comes from disconnected, siloed people, technology and processes. In this ebook we look at how to meet customer expectations with a 360-degree customer view while harnessing data and AI to personalize and automate customer interactions.

Customer expectations for service have increased significantly in today's online and data-driven world. They expect to be treated like individuals with personalization across multiple channels, including social media. A quick response to their questions is vital, as are solutions to their problems, and they want to use the channel they prefer – which is often their mobile device.

According to Adobe's 2025 AI and Digital Trends report: "71% of consumers want brands to anticipate their needs with personalized offers or helpful information, but only 34% of brands deliver. Similarly, 78% of consumers expect a seamless experience across digital and physical channels, yet only 45% of brands meet this expectation."[1]

Meeting these expectations can be a challenge for companies grappling with complex ecosystems and cost pressures, while dealing with a deluge of data. Enterprises need their CX to act as a differentiator rather than a cost, and deliver business benefits such as efficiency, improved net promoter scores or customer lifetime value.

The key to success is to combine your omnichannel CX strategy with cognitive technologies, such as artificial intelligence and machine learning that draw on customer data. With it you can predict customer needs, personalize services and automate interactions in real time. This cognitive omnichannel CX delivers a seamless, personalized, and context-aware customer experience across all touchpoints, such as websites, mobile apps, or in-person interactions.

To achieve this goal, enterprises will need to break down silos between data sources and orchestrate multiple technologies and data analytics tools. In this ebook we look at five key areas that enterprises will need to address across technology, processes and people.

1 **Move to cloud for CX agility and continuous innovation:** If you have not moved your CRM or contact center to the cloud, this is an essential first step in the process, and an opportunity to carry out a technology refresh.

2 **Achieving a 360-degree customer view:** Data is at the core of a cognitive omnichannel CX strategy, and this process breaks down the silos between customer data sources to deliver a unified customer view.

3 **Getting ahead with automation and personalization:** Labor makes up the bulk of contact center costs. Automation helps you reduce costs, be more scalable, and deliver better CX through personalization.

4 **Transform customer interaction with GenAI:** Traditional AI has played a key part in CX data analytics for a while. We look at how companies can use GenAI to improve automated CX interactions.

5 **Managing changing traffic patterns from inbound to outbound:** Automation and proactive customer care are leading to an increase in outbound contact center traffic. What does that mean for your customer interaction strategy?

1. https://business.adobe.com/uk/resources/digital-trends-report.html

Move to cloud for CX agility and continuous innovation

For companies that still operate on-premise software for CX, moving to the cloud can help drive continuous innovation and deliver a more agile CX. It provides increased functionality, flexibility, and access to CX innovations such as data analytics and Gen AI.

The CX technology landscape is evolving rapidly, with new products and software providers continually entering the market. Cloud-based offerings are core to much of this innovation, with contact center as a service now the dominant mode of operation for contact centers. While moving to the cloud provides scalability, flexibility, and the ability to integrate with modern technologies, many feel overwhelmed by the range and complexity of product and service offerings.

Orange Business can help de-risk the move to the cloud with our end-to-end support and consultancy services. This includes solution choice, integrating it into your environment, along with operational support. We can also deliver a hybrid approach integrating on-premise data with cloud solutions, for organizations such as public entities or utilities that need to meet strict regulatory requirements.

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Move to cloud for CX agility and continuous innovation

Access to the latest functionality

The widespread use of AI functionality and AI-driven innovations are reshaping customer expectations. Moving to the cloud allows you to update your enterprise CX technology to meet the changing needs of customers for a more personalized experience across any channel. The cloud provides access to solutions that incorporate functionality such as data analytics, customer data platforms, artificial intelligence, and sentiment analysis.

This increase in scope introduces a whole new range of vendors from across the contact center, sales, marketing, data analytics and social media domains. It puts integration at the heart of the exercise. Key to delivering excellence in customer experience is integrating customer data into sales, marketing, product development, and other areas, rather than treating the contact center as a standalone entity.

Migration and integration

Orange Business can help you evaluate and select the right cloud technology. In this noisy marketplace, we can help you make an informed decision as to which vendor will best meet your requirements in the short term and longer term.

We prepare you for migration by assessing your current infrastructure, data models, and business requirements. This phase includes identifying potential challenges and developing a detailed migration plan. During the migration phase, we ensure that data is securely transferred to the cloud, minimizing downtime and disruptions. This includes setting up cloud environments, configuring applications, and migrating data.

For large multinational organizations, this can be a complex exercise that encompasses multiple technology stacks and third parties such as business process outsourcers (BPO). We recently worked with one large high-tech manufacturer to migrate an on-premise contact center solution to Genesys cloud that involved 12,000 users and multiple BPOs.

Simplify your move to cloud with our end-to-end support

Your strategic partner from cloud adoption to trusted CX

Move to cloud	Elevate with AI	Employee performance	Ecosystem integration	Trust services
Strategic consulting and migration	Expert guidance for AI adoption	Use case driven guidance	Extensive partner ecosystem	Ethical AI
End-to-end multi- and hybrid-cloud transformation	Agnostic Orange AI Orchestrator to support bots and agents	Customized performance and productivity	Expertise in CX and CRM integration	Cybersecurity expertise
Simplified adoption and scalability	Maximized AI-driven CX outcomes	Best practice advisory and training	Employee experience (EX)/UCaaS solution convergence	Bring Your Own Key for encryption
Operational resilience	Automation powered by human-AI collaboration	Hybrid work enablement	API-first strategy	EUCS compliance

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Achieving a 360-degree customer view

Having a 360-degree view of the customer is at the heart of delivering excellence in customer experience. Increasing solution complexity and a rapidly moving market means that enterprises need to stay in control of their technology investments across the organization to prevent silos from forming.

Having a 360-degree view of the customer is the driving force in omnichannel customer contact strategies. Ensuring that all customer interactions are captured, irrespective of their channel, is critical in delivering customer service excellence and enables predictive engagement and pro-active service design.

The challenge enterprises face is that customer data is held across the organization and in many different tools. The rapidly moving landscape of technology and channels means that it is an ongoing exercise involving stakeholder alignment from different parts of the organization.

Social and mobile to the fore

Social media is an increasingly important channel for customer and influencer engagement, but it is typically disconnected from other channels. Managing influencers and their followers is crucial for brands, especially in the retail and banking sectors, because they are more likely to amplify any poor (or good) experiences. We can help you break down this silo for an end-to-end CX with tools like Sprinklr, which integrate social network interactions into the overall customer experience.

In addition, most customer interactions are now executed through mobile devices, making a mobile-first strategy key to success. This calls for customer interactions that are adaptive, fast, simple, and intuitive.

Integration and eliminating silos

Eliminating silos between the systems and customer data through integration helps in understanding customer behavior, preferences, and history, enabling more personalized and effective interactions. This integration needs to be constantly reviewed to ensure that technology upgrades and enhancements don't cause any issues regarding technology and process. This activity also needs to involve all parts of the business that deal with customer data, including the business lines.

Many enterprises choose a leader application, such as their customer relationship (CRM) tool, to manage interactions and simplify workflows. This will be the main tool that customer experience agents use, and it will draw in data from all the systems and data sources. It is also important to note that many applications have a functionality overlap, and the integration process will need to deal with issues such as feature duplication.
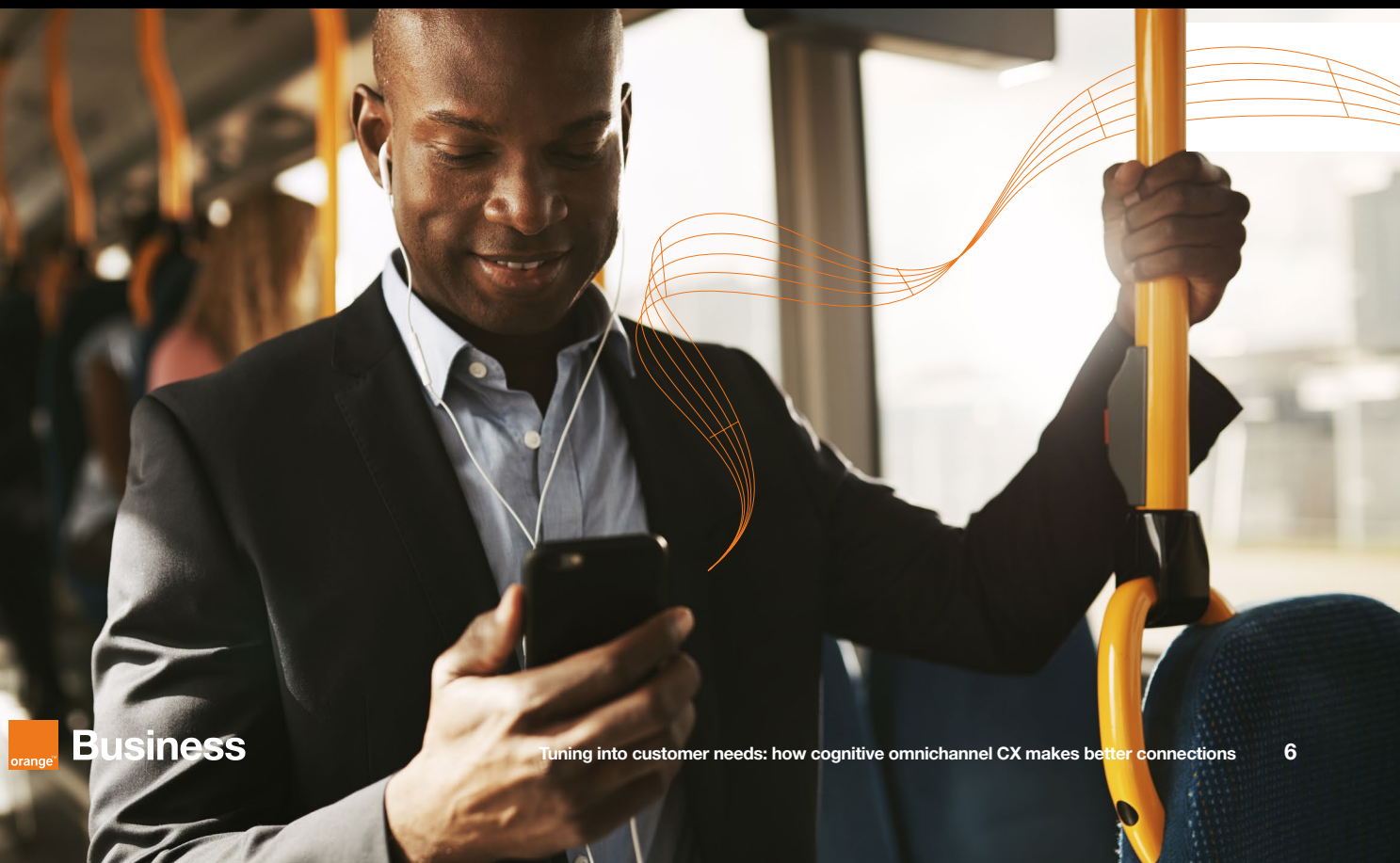
Achieving a 360-degree customer view

Orchestrating technology and channels

Orange Business can provide expertise in evaluating and mapping customer requirements to the right technology. The choice of technology solutions depends on your maturity and strategic direction, and we can evaluate your current technology landscape and future scalability. We ensure the chosen solution fits your existing ecosystem and business needs.

We act as a conductor, integrating various technologies and data sources to create a seamless customer experience. This helps ensure that the various technology systems that deliver a 360-degree customer experience, such as contact center, CRM, social listening tools and customer data platform, work together seamlessly.

Incremental change

Many enterprises don't need to completely overhaul their entire CX technology stack, so Orange Business offers a consulting service that focuses on improving existing IT infrastructure rather than replacing it. This includes technical and functional diagnostics, recommendations, backlog prioritization, and quick-win roadmaps.
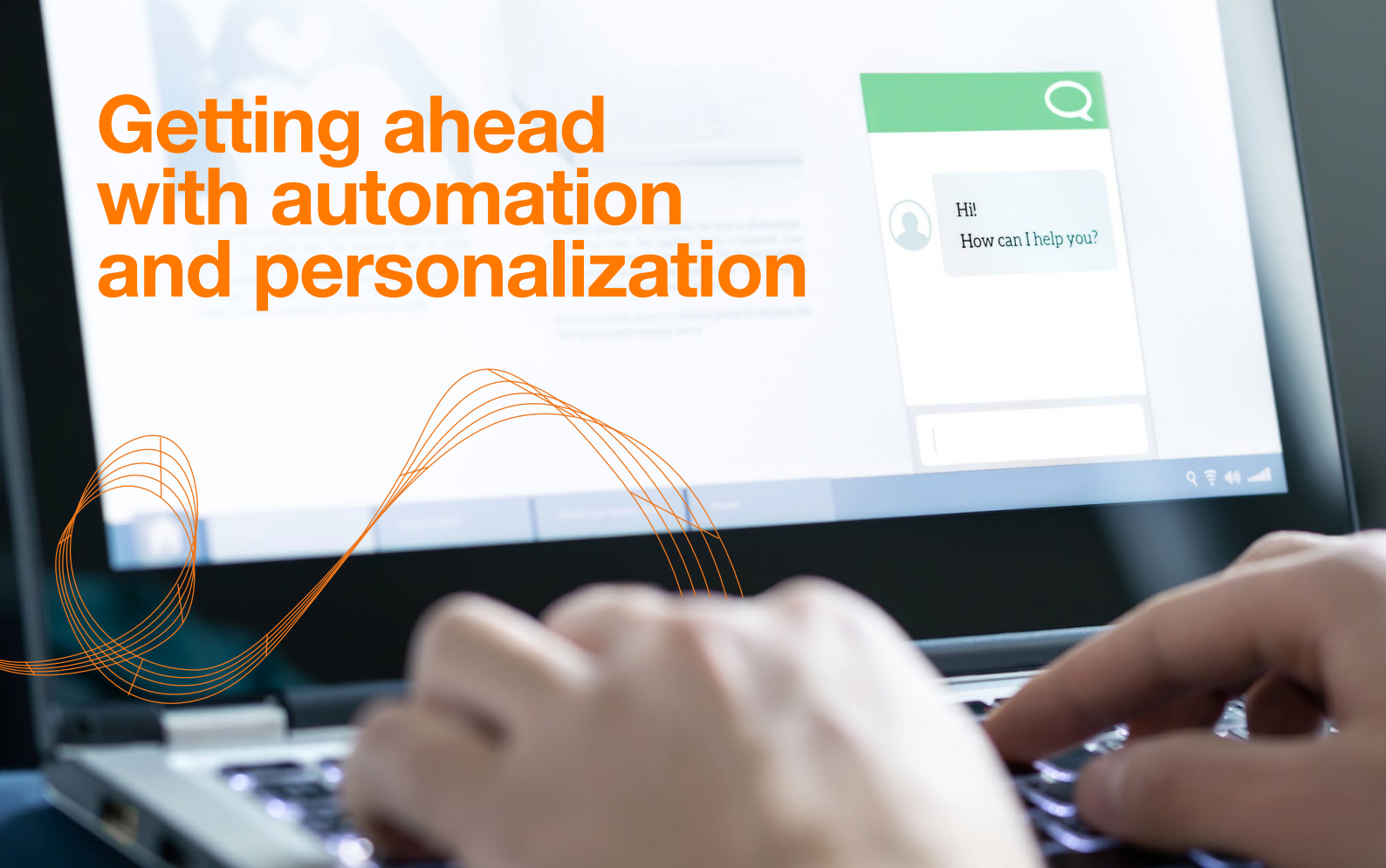
We also offer a Reboost service that encourages incremental improvements rather than complete overhauls. This aims to enhance specific touchpoints or IT systems step-by-step.

Getting ahead with automation and personalization

With the labor costs of contact centers representing up to 95%[2] of operational costs, automation and personalization are key to saving money while still delivering high-quality customer experiences.

Automation helps to reduce manual tasks, improve response times, and provide consistent customer service. The challenge is to identify the best tasks to automate and the right time to introduce human interaction based on gauging customer emotion and responses. Typical use cases include chatbots, voice bots, backend automation, workflow, dynamic scripting for agents, automated email follow-ups, and personalized marketing campaigns.

Automated interactions with chatbots and voice bots

With much customer contact starting online or on mobile devices, chatbots and voice bots have become a key application for automating customer interaction. The most basic level of bots provides predefined answers based on scripted interactions. More advanced deployments can identify customers and provide personalized responses. Generative AI is also starting to help improve the customer interaction process by providing improved answers to customers, in particular with the development of Agentic AI.

Of course, not all customer interactions can be automated, and part of the system design is finding the right balance between automation and human interaction. Smart escalation ensures high-value interactions are handled by the right experts at the right moment. Or by using sentiment analysis, chatbots can also direct to a human agent when they detect a customer is frustrated or angry.

Getting ahead with automation and personalization

Agent assist to improve response times

Automation can further support human agents by providing quick access to relevant information, improving efficiency and response times. According to research carried out by IDC[3], over half of contact centers surveyed said that agents spent too much time on calls looking for answers for customers. In addition, agents in nearly 70% of contact centers spent up to 39% of their time carrying out manual work after a call that could easily be automated. This includes logging call details, updating customer records, and taking follow-up actions.

This information can also be used to analyze contact to understand the customer journey. For example, we worked with the French cooperative bank Bred to analyze all interactions with customers to measure the frequency with which certain words or expressions are used, and understand why a request was processed faster or slower than average. It was able to use this information to improve customer service through training and ensure it remained compliant with data governance regulations.[4]

CX excellence with personalization

Automation can also be used to deliver improved personalization to customers, which can significantly improve the customer journey. This uses customer data to tailor interactions and offers, making the experience more relevant and engaging for the customer. For example, search engines on e-commerce sites can pre-populate results based on the customer's history of interactions or purchases. Personalization can also inform call routing based on interaction history or guide the content of chatbots during purchase journeys.

The data integration carried out to deliver the 360-degree customer view is central to delivering this personalization. The customer data platform (CDP) can create a unified customer profile from all customer data sources. This powers real-time personalization, delivering offers based on browsing history or past purchases.

Orange Business can help identify opportunities for automation and use cases for personalization. Our consulting team provides maturity assessments that evaluate your CX and provides recommendations for chatbot integration. We can also carry out the technical integration of chatbots into existing systems and ensure smooth deployment.

70%

of contact center agents spent up to 39% of their time carrying out manual work after a call that could easily be automated

3. https://www.talkdesk.com/news-and-press/press-releases/talkdesk-commissioned-idc-study/
4. https://www.orange-business.com/en/case-study/improving-customer-relations-speech-analytics

Transform customer interaction with GenAI

Generative AI (GenAI) can transform customer experience with its ability to have natural conversation, but companies need to manage the risks of hallucinations to ensure accurate responses.

Traditional AI use cases include sentiment analysis, voice analysis, email analysis, customer segmentation, and recommendations. It is typically controlled and supervised to minimize errors. Generative AI can further improve many of the automation use cases outlined in the previous section, such as automated writing of personalized content, intelligent conversational assistance for salespeople, predictive analysis and recommendations and direct sales assistance. Delivering these solutions at scale needs to address the challenges around solution design and deployment to ensure accurate responses and minimize hallucinations.

Because GenAI can create more natural conversations and coherent summaries of large amounts of information, it is a great fit for customer experience applications. According to a recent report from Gartner, 85% of customer service leaders will explore or pilot a customer-facing conversational GenAI solution in 2025[5].

Phased approach

Preventing hallucinations is a key part of deploying GenAI. It is important to provide guardrails, including limiting queries to the scope of the application, such as information on products and services, and conducting regular audits of the conversations with the platform. In addition, enterprises should take a phased approach to deploying GenAI in the contact center. This could be done by deploying GenAI-driven chatbots in agent assist applications before exposing them to customers.

Because GenAI chatbot and agent assist applications draw on your own internal knowledge base, retrieval-augmented generation (RAG) as part of their deployment. RAG leverages a company's own knowledge base in combination with an LLM engine and external data sources to ensure that the information provided is accurate and relevant to the customer's query. Because the RAG system can also draw on real-time data, such as flight times or weather, data can dynamically evolve to match the customer context, ensuring a better response.

5. https://www.gartner.com/en/newsroom/press-releases/2024-12-09-gartner-survey-reveals-85-percent-of-customer-service-leaders-will-explore-or-pilot-customer-facing-conversational-genai-in-2025

Transform customer interaction with GenAI

xBot orchestration

We offer a bot orchestrator capability that manages multiple bot technologies for customer interaction across voice and chat, including bots from Genesys, Amazon and other specialized providers. This ensures that different bots can work together seamlessly, providing a consistent customer experience. For example, one bot might handle balance inquiries in English and French, while another might handle complex inquiries in German. This flexibility ensures that the best bot is used for each specific task, improving overall efficiency and customer satisfaction.

We provide a single interface for managing these bots, which allows for better performance monitoring and integration. The bot orchestrator can be customized to fit your specific needs, including integrating with various data sources and ensuring data governance and security.

Live Intelligence

Orange Business has extensive experience deploying GenAI in CX environments and has also developed the Live Intelligence AI engine, which delivers a higher level of data privacy than public Gen AI tools. Live Intelligence is a multi-LLM solution that allows users to choose the most appropriate LLM for their CX applications based on any criteria – even those relating to cost or energy consumption.

Live Intelligence can be used to drive both chatbots and agent-assist applications. We can help you identify the most suitable use cases for automation, train the engine on your own data, and deploy it as a chatbot or through a different interface. This includes moving you from a proof-of-concept project right through to an industrialized solution.

Managing changing traffic patterns from inbound to outbound

Contact center traffic is seeing a shift from inbound to outbound traffic, which is driven by the need for proactive customer service and callbacks from digital platforms.

There is a clear shift in inbound to outbound traffic in contact centers. Companies increasingly use outbound campaigns to engage with customers, address issues before they escalate, and provide timely information.

In addition, with many customer interactions starting on mobile devices or online using chatbots, many customers use callback facilities or chatbots that break out to a customer call at a certain stage in a customer journey.

Key to the success of this call is to provide the contact center agent with all the relevant information on the customer, the interaction and possible solutions before making the call. Having a single source of customer data is essential to delivering this.

Proactive customer service

The most interesting part of the increase in outbound calling is for proactive customer service. This could be calling customers to inform them about issues with their credit cards or to provide updates on service disruptions.

AI and machine learning can identify problems in the product, customer relationship, or journey and schedule an outbound call to take proactive action, such as telling a customer that a service has been fixed before they call, or following up a month after the delivery of a service to check if everything is ok. This approach improves customer satisfaction by addressing issues before they escalate and demonstrating a proactive stance in customer care.

Making the switch

While cloud-based contact center platforms make the traffic switch between inbound and outbound straightforward, there are other considerations to consider. For example, the requirements on contact center agents are quite different in inbound and outbound scenarios, which will require more training and perhaps a switch from offshore agents to those based locally.

Orange Business provides professional services to help you navigate the complexities of changing call traffic patterns. This includes regulatory expertise and support in optimizing call campaigns. We also offer technology solutions to manage both inbound and outbound contact effectively, leveraging cloud-based services and AI tools to enhance performance and compliance.

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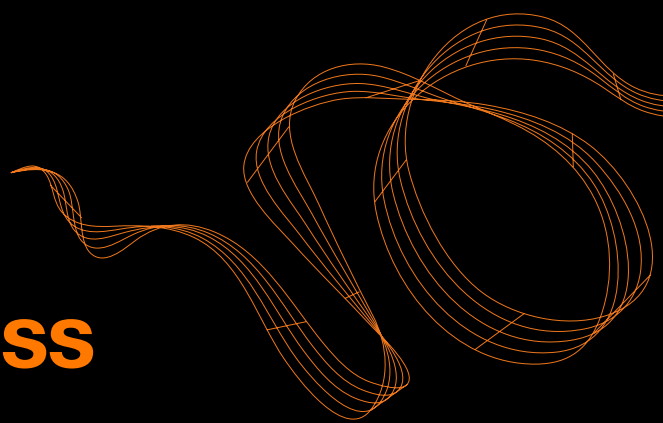
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Why Orange Business

Orange Business' expertise in cloud CX solution integration, GenAI and AI, CX traffic management, data integration, security, and consulting services makes us a valuable partner for companies looking to enhance their CX.

Orange Business is trusted by some of the world's biggest brands to help them communicate more effectively with their customers – we work with nine of the top ten and 40 of the top 50 of Interbrand's best global brands. Our mission is to help businesses deliver best-in-class, frictionless customer experiences by simplifying and orchestrating the CX ecosystem.

Through working at the leading edge of CX technology for the past 15 years, Orange Business has amassed a unique combination of consulting and technical capabilities. Our CX Practice unites our unique and extensive expertise across industry best practices, consumer behaviour, brand activation, system architecture, data integration and technical execution.

Trusted advisor

Orange Business can advise on technology choices, implement solutions, and ensure enterprises can scale and adapt to future needs. Because we are not tied to one individual vendor, Orange Business provides unbiased advice to customers, collaborating to deliver compelling, consistent, and compliant experiences that enhance engagement between consumers and brands.

Our partners include Genesys, Cisco, NICE, Salesforce, Microsoft, Adobe, AWS, Liferay, Servicenow, Sprinklr and Verint.

To request a call with our experts from the CX practice, please click the button:

Making the right technology choices doesn't necessarily require a big bang approach. Instead, we can help you find use cases that deliver the best value. We can also draw on extensive experience operating our own extensive B2C CX, including chatbot orchestration.

With over 4,000 experts in CX, we support customers throughout the entire lifecycle of customer experience projects: AI and Agentic AI, digital front-end, CRM, customer data, and IT, drawing on our expertise and leading market technologies. We can orchestrate and implement customer experience platforms to enable you to offer customers a seamless and satisfying omnichannel experience.

Our expertise includes:

- Integration skills: including CRM, front-end and contact center, customer data platform (CDP)
- Customer data and AI skills, along with global expertise in Gen AI development
- Business and technical consulting to align technology choices to business challenges
- Products including conversational SMS, Live Intelligence, Bot Orchestrator and Live Identity

Click to call a CX expert

About the author

With more than 25 years of experience in Customer Experience with both competences in Operator and IT services, Jean François Colin has an in-depth knowledge of this ecosystem in France and abroad.

He has successively held roles and responsibilities deeply anchored in Customer Experience: in Sales, Pre-Sales, subsidiary management, and Business Development for Customer Journeys and Marketing.

Jean-François' entire career has been focused on B2B and B2B2C, as well as on the management of partnerships and transformation in the field of Customer Experience.

Jean Francois would also like to thank the Orange Business team that contributed to the ebook.