

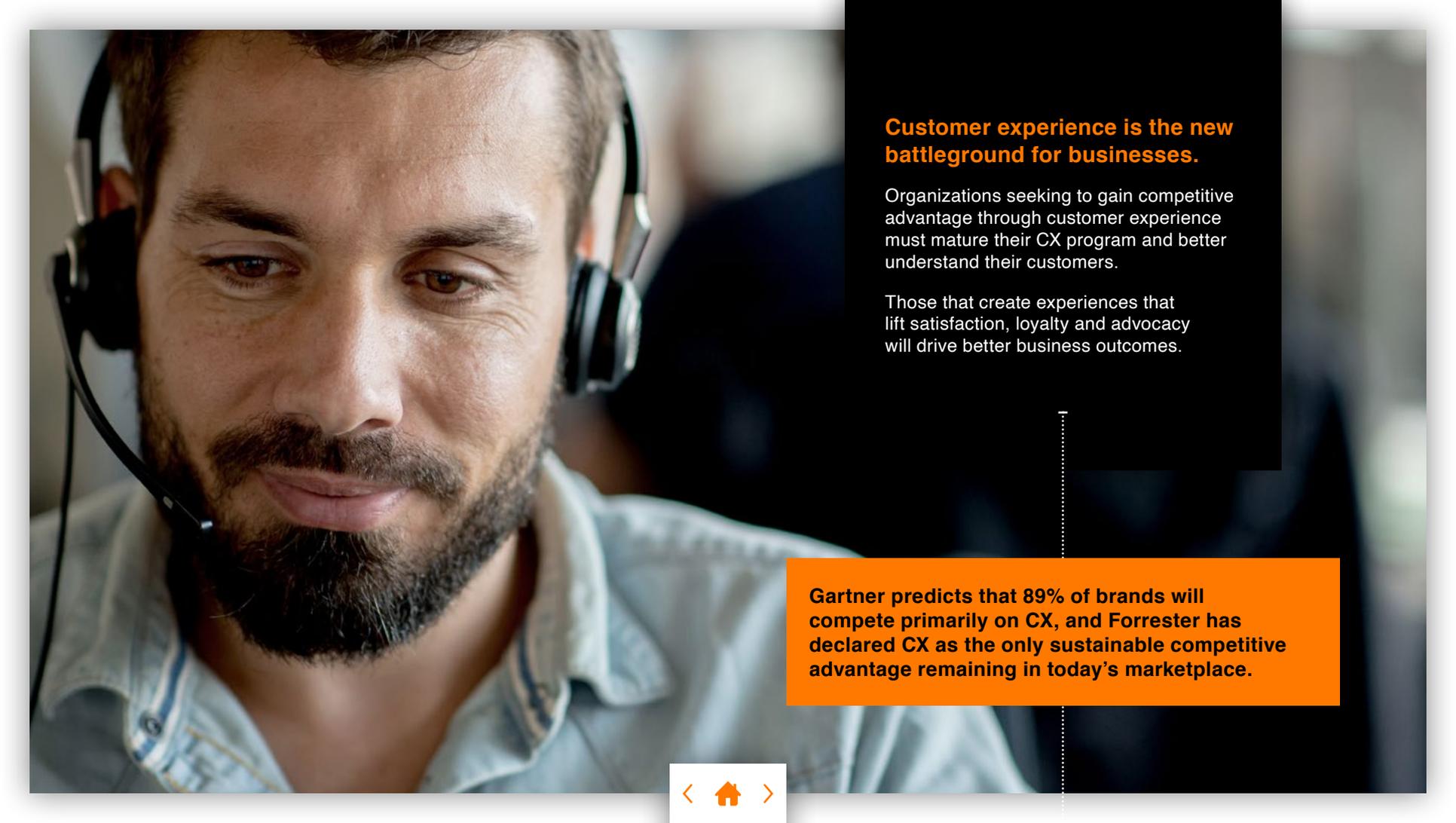
Customer Experience: The new battleground for business

Business
Services

orange™

NICE





Customer experience is the new battleground for businesses.

Organizations seeking to gain competitive advantage through customer experience must mature their CX program and better understand their customers.

Those that create experiences that lift satisfaction, loyalty and advocacy will drive better business outcomes.

Gartner predicts that 89% of brands will compete primarily on CX, and Forrester has declared CX as the only sustainable competitive advantage remaining in today's marketplace.

Why does customer experience need to transform?

Customers want instant, personalized service. The pandemic has accelerated this beyond expectations as face-to-face service has almost vanished for many organizations.

They want empathy from agents but they don't mind having a conversation with a bot if it helps deliver a fast service.

They want to use their own favorite contact channel – whether it's social media, messaging app, chat or voice.

Tomorrow, they'll want even more – and using technology that hasn't even been invented yet.

Agents too have their own expectations, with remote working and innovative features like video and UC tools becoming the new standard.

By working with industry-leading partners you can get ahead of customer expectations and deliver best-in-class experience for the long term.



How can your contact center transform?



Organizations must be able to implement contact center technology seamlessly, end-to-end and adopt new technologies and services as they need them – or as they're created. And they must be able to scale when needed, in response to unexpected events.

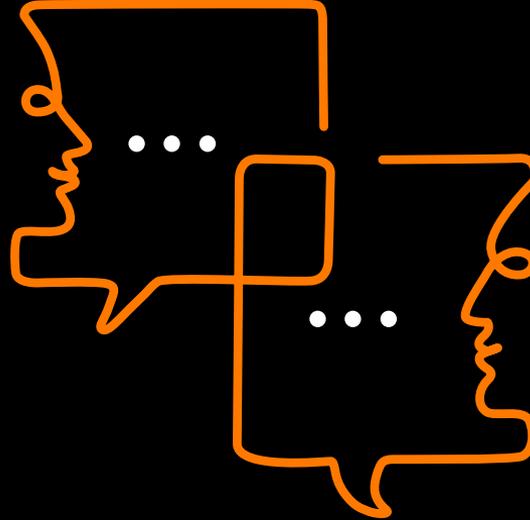
This can only happen with a cloud transformation. Driven by a partnership of two world-class experts in customer experience and digital transformation: Orange Business Services and NICE.

Orange Business Service and NICE have an extensive ecosystem of partners that's growing all the time, and an unmatched ability to implement new technologies. So whatever new technologies become available to create business advantages, and however customer's contact preferences change, you'll stay ahead.

Orange Business Services and NICE are both global leaders in their fields with leading capabilities and solutions. The world's #1 cloud customer experience platform and the expertise of a carrier-grade integrator combine to help you provide world-class CX to your customers.

A network-native digital services company

- Global leader in voice connectivity and network solutions
- A global player in digital transformation with recognized expertise in cloud services, collaborative workspace, cybersecurity and business intelligence
- Continuous innovation fuelled by 50+ partnerships with best-market players
- Top rated follow-the-sun customer service and support
- Local billing, legal department and support capabilities
- +3,000 multinational clients
- 220 countries covered: the largest voice/data network with 24/7 supervision
- €17 billion invested in networks in the last 3 years
- 130 specialists currently working on AI at Orange R&D



Transform with two leading players

A world leader in customer contact center technology

- CXone – a world class CX platform with top analyst reviews
- Open cloud foundation with DEVone ecosystem
- Extensive expertise in Contact Center, Workforce Engagement, Customer Analytics, AI and Automation
- Fast scalability across headcount and geography
- Unmatched security
- 560,000+ agents – more than double any other cloud contact center
- Largest R&D spend of any CCaaS provider
- Continuous innovation with automatic updates and upgrades
- Global consistency and quality

Highly rated by analysts

Orange Business Services and NICE bring together a powerhouse of expertise, which is highly rated by market-leading analysts.

Orange Business Services

Leader for the 20th consecutive year in the Gartner Magic Quadrant for Network Services Global.

Frost & Sullivan Asia-Pacific Cloud Contact Center Service Provider of the Year 2020.

“The award recognizes Orange Business Services for its robust cloud contact center services portfolio, best-in-class customer experience platform, proven track record in innovation, and wide partner ecosystem, resulting in strong customer references in the region.”

Sherrel Roche, Industry Principal,
ICT Practice, Asia Pacific, Frost & Sullivan

NICE

Leader in the Gartner Magic Quadrant for Contact Center as a Service report six years in a row:

- Positioned the highest overall for its ability to execute
- NICE CXone has been recognized as a leader by Forrester Research

Top ranked in both current offering and strategy:

- Highest score possible in market presence
- Perfect scores in 29 of 33 criteria

“Shortlist NICE when seeking innovative customer experiences across a wide set of channels with strong agent management capabilities.”

With a market-leading portfolio

Connected Ecosystem

CRM INTEGRATION
Advanced customer insights

UC INTEGRATION
Enhanced communication and collaboration

DATA INTELLIGENCE
Powerful multisource data analytics

Employee Engagement

QUALITY MONITORING
Customer service quality management

WORKFORCE MANAGEMENT
Agent performance enhancement

VOICE OF THE CUSTOMER
Customer's interaction analytics

ROBOTIC PROCESS AUTOMATION
AI-powered virtual assistant

Omnichannel Contact Center Solutions

UNIFIED ENGAGEMENT SUITE
Consulting | Implementation | Integration | Training | Customer Success Management

NICE · CXone

Blended Self-service

CALLBOT
Voice-driven AI assistant powered by NLU

CHATBOT
Chat-based conversational virtual agent

Infrastructure

VOICE CONNECTIVITY

DATA CONNECTIVITY

HOSTING

SECURITY



**Real value for
you and your
employees**



Treat customers as the individuals they are

Personal service and 100% satisfaction. Every time.

Identify customers and motivation for calling in natural language

Authenticate customers rapidly

Automate routine calls with seamless human-like interaction

Understand queries and direct customer to the best skilled agent when needed

Personalize conversations based on customer context and data

Predict customers' next steps and need to connect and act at the right time

Have the answers to customers' questions and the solutions to their problems

READ HOW...

A food and beverage industry giant got a 360° view on all customer interactions and delivered ROI within 18 months



Keep employees by making sure they're better engaged

While Orange Business Services and NICE technologies can support agents to better serve customers, they're also designed to improve the employee experience. We can help you manage your workforce in a way that not only meets your customer needs but also keeps your employees engaged:

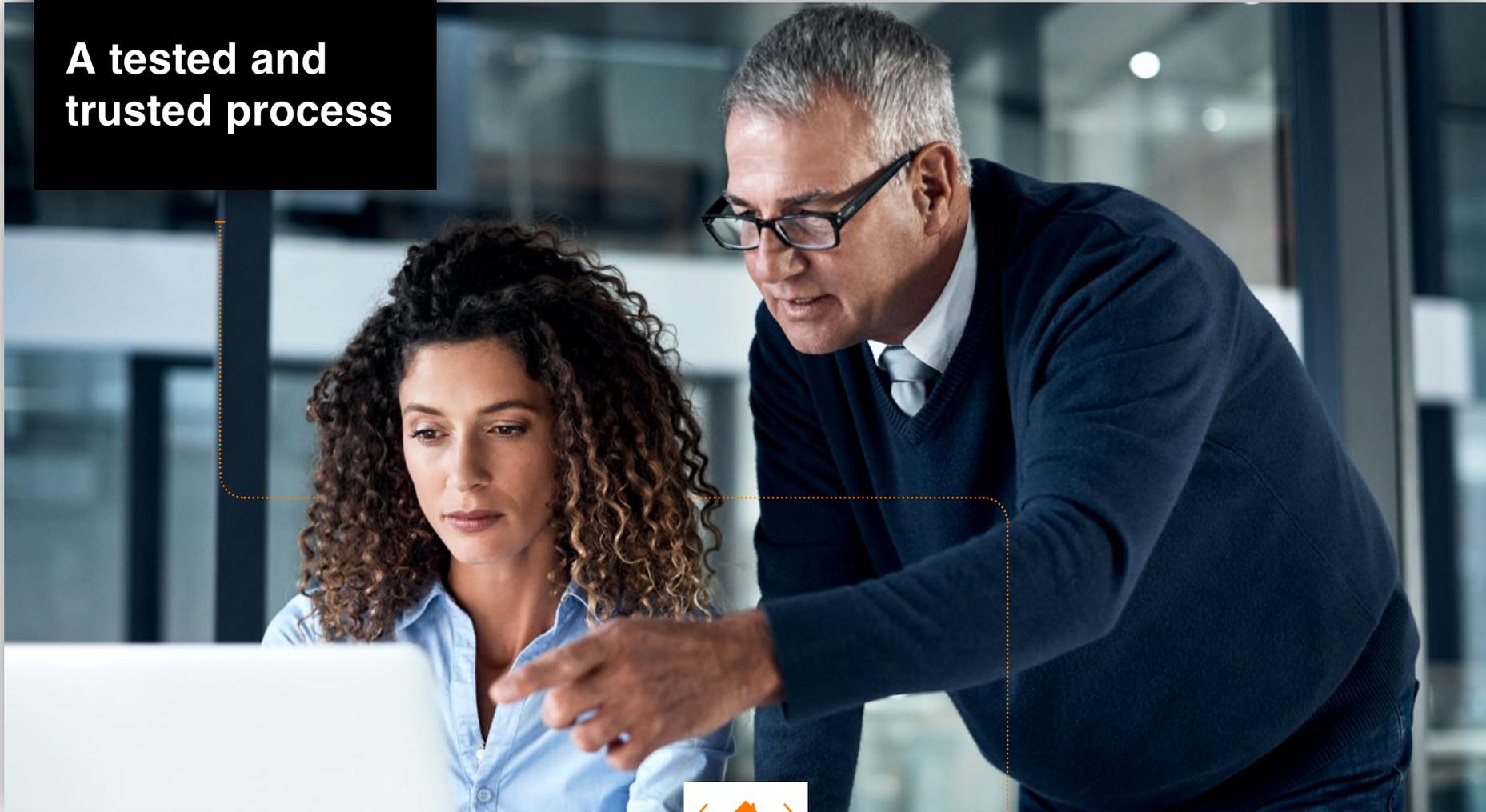
- Achieve work-life balance with flexible schedules, self-managed availability and work-at-home programs
- Ensure greater adherence, enabling agent to trade shifts and aligning preference with scheduling needs
- Agent coaching of best practice can help improve ownership
- Integrated learning provides a more satisfying upskilling process and career progression
- Eliminate staffing issues, leveraging the right number of resources with the right skill levels to handle the interaction volume
- Reduce absenteeism and churn

FIND OUT HOW...

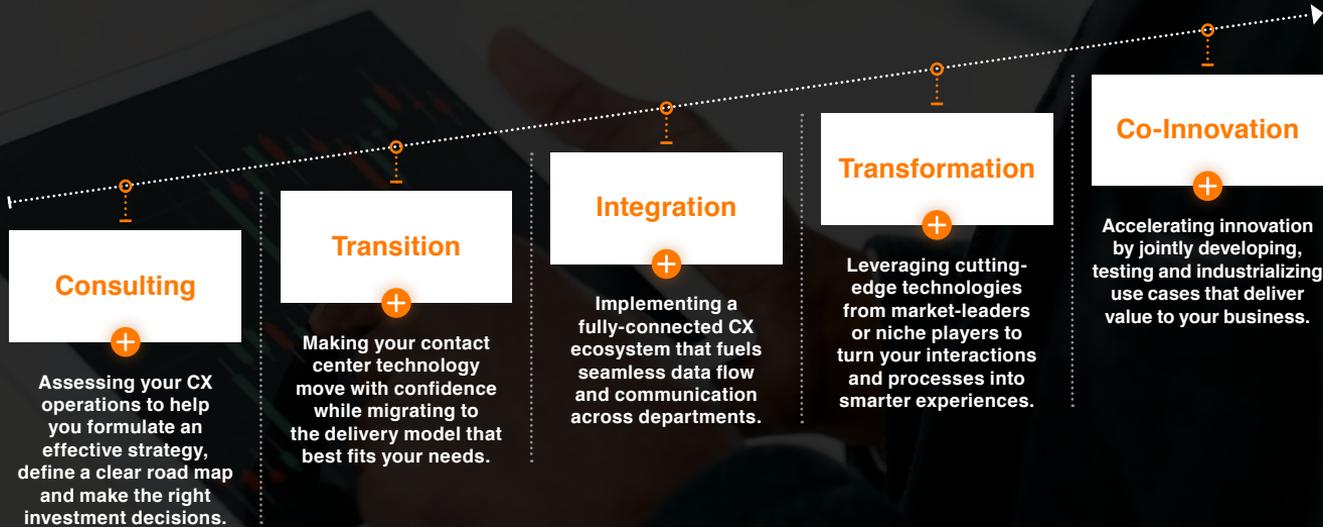
A Chinese multinational technology company enhanced interaction quality globally with unified workforce management



**A tested and
trusted process**



Trust in a transformative journey



> Consulting



+ Transition

+ Integration

+ Transformation

+ Co-Innovation

SEE HOW...

We helped an American multinational chemicals company upgrade to the latest and greatest CX platform



Improve service and performance

Get deeper insights to drive better services like never before

Every Orange Business Services and NICE implementation starts with a consultancy approach to analyze process flows and understand steps that take up unnecessary time and resource. This identifies opportunities to restructure processes or automate them to improve productivity and performance.

Our approach can also deliver a range of wider benefits including cost optimization, enhanced performance, greater satisfaction and personalized services.

We draw on extensive resources throughout the project:

- 200 digital business consultants to help transform ideas into actions
- 550+ contact center specialists to design, run and manage services
- 50+ workforce optimization experts to empower your teams
- 2,400 data experts to unlock the value within business applications and contact center systems
- 2,500 cloud specialists to drive innovation and build resilience



> Consulting



+ Transition

+ Integration

+ Transformation

+ Co-Innovation

Take purposeful steps

Every cloud transformation pays its own way from the beginning

Examine your existing CX set-up

Based on our industry and market knowledge, we assess your customers' expectations, your CX operations and digital assets while establishing the business drivers you want to achieve.

Map out your route

Through creative and strategic thinking workshops, Orange CX consultants help you formulate new ideas and then design a road map which will deliver on all those expectations.

Making the right choices

Based on CX market intelligence, we provide you with expert recommendation on which technology vendor and deployment model best match your business needs. The right decisions at the beginning will deliver long term value and results.

Maximizing ROI

We help you maximize ROI and make your operations data-driven. We'll identify the right investments in automation and cutting-edge technologies and map your processes to your technology architecture.



+ Consulting

> Transition

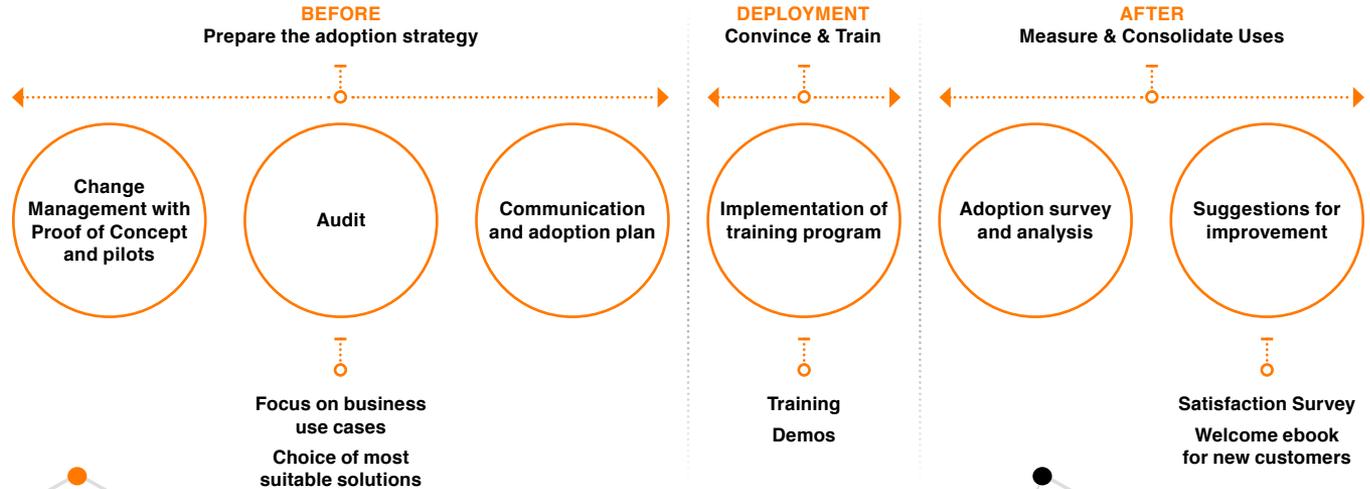
+ Integration

+ Transformation

+ Co-Innovation

Understand what to prioritize

The complexity and diverse drivers of customer experience strategies can often mean it's challenging to know what to prioritize. That's why at Orange Business Services we always clearly define the objectives and scope of transformation at the beginning – a clear plan is the first step to success.



+ Consulting

> Transition

+ Integration

+ Transformation

+ Co-Innovation

Focus on customer support

For operational service support, Orange's Customer Service Management team will be the first point of contact. This team will also ensure that every aspect of your solution is managed to the highest standards possible, and has overall responsibility for quality of service and customer satisfaction.

Our Change Management Desk also plays an important role in keeping your services flexible and stable. Your Change Manager will have an overall view on the change management process during the operational phase and will assess the change and any risks involved, plan the change, engage the right people to execute it, and coordinate the completion process.



+ Consulting

+ Transition

> Integration



+ Transformation

+ Co-Innovation

FIND OUT HOW...

A global consumer products brand provided employees with prompt support from a powerful internal help desk



Deliver customer satisfaction on their preferred channel

You cannot deliver omnichannel CX if your own systems do not operate seamlessly.

Orange Business Services and NICE offer end-to-end capabilities in setting up, scaling, extending and integrating new technologies to contact centers. Solutions are multi-technology compatible and feature out-of-the-box integration with business apps including CRM and Collaboration platforms.

Infrastructure developments such as serverless technologies and new CXone geographical hubs further extend the reach for contact centers, and Orange Business Services' ability to offer bespoke solutions make implementations highly flexible and adaptable.

According to Forrester Wave, NICE has the broadest channel support, and it regularly has new features embedded into it, including Brand Embassy Social Media offer, Microsoft Teams connector or rich CXone functionality in Salesforce.



+ Consulting

+ Transition

> Integration



+ Transformation

+ Co-Innovation



Deploy any technology you want

With a long track record of technology implementation, and an extensive and growing ecosystem of partners, Orange Business Services and NICE can help you adopt the very latest technologies almost instantly through a unified cloud platform.

- Open, customizable platform with over 300 APIs
- Comprehensive developer portal
- With automatic upgrades, patches and manual updates are now a thing of the past
- A “Pay only for the features you need” business model
- Capacity to flex deployments from 30 to over 10,000 seats, with elasticity for seasonality located anywhere in the world
- Ability to mix agent profiles and licenses as needed (e.g. digital only, voice only)



+ Consulting

+ Transition

> Integration



+ Transformation

+ Co-Innovation

Connect with global players and niche providers

Seamlessly integrate your communication channels, bots and business applications across CRM, ITSM and collaboration with end-to-end visibility of your customer journeys and CX operations – all managed simply with a single provider.



NICE



Amazon Lex



IBM Watson



Microsoft



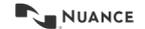
Dialogflow



Smarty.ai



Google AI



NUANCE

READ HOW...

A global health and security company helped execute its digital transformation with a cloud-based Unified Engagement Suite



+ Consulting

+ Transition

> Integration



+ Transformation

+ Co-Innovation

Solutions and support anytime, anywhere

Orange Business Services and NICE together can implement the whole contact-center-as-a-service portfolio – whatever tools, technology and functionality a CX implementation needs, with global, 24/7 support.

With one of the largest global voice networks, spanning 220+ countries, Orange Business Services can leverage huge connectivity and voice expertise to manage call collection, omnichannel routing, recording and waiting. The global reach of Orange Business Services also offers clients billing and legal support in multiple localities.

- 10,000+ employees dedicated to client services, overseeing the deployment and management of your services
- 5 Major Service Centers (MSCs) across the globe providing 24/7 support
- 24 Local Service Centers combined with field operations to ensure customer support in 32 languages



+ Consulting

+ Transition

+ Integration

> Transformation

+ Co-Innovation

FIND OUT HOW...

RPA helped Orange's CS&O team to reduce by 82% the time it takes an agent to complete a customer order



A new way of working for agents too

Serving customers becomes a pleasure again.

The NICE Enlighten AI engine uses predictive models that understands behaviors patterns and soft skills that agents need to perfect:

- Scoring of agent behaviors proven to drive satisfaction
- Real-time interaction guidance for proactive self-correction
- Customer sentiment analysis

NICE NEVA, the first attended RPA assistant, assists employees in a contextually relevant manner:

- Personalized next-best-action guidance with information related to disclosures, reminders, sales best practices or product details
- Real-time automation of desktop processes



+ Consulting

+ Transition

+ Integration

> Transformation

+ Co-Innovation

Harness data to adapt to evolving expectations

**Customer experience must be exceptional.
And keep on getting better.**

For customer experience to be truly exceptional, it must continually adapt to meet customer needs.

Listening to the voice of the customer is becoming a key differentiator. Understanding the root cause of repeated customer contact, and preventing issues that drive contact with preemptive action, can be achieved by analyzing 100% of customer interactions, at every touchpoint.

Customer data from online and in-store purchases, from conversations with them over social media and your contact center, from their visits to your website, all present opportunities – but only if that data is collected, analyzed and used properly.

A focus on data quality management, governance and analysis can help you maximize its value. Advanced data intelligence tools integration ensures visibility and helps you improve overall operational performance, optimize your internal processes and create frictionless journeys for customers.



+ Consulting

+ Transition

+ Integration

+ Transformation

> Co-Innovation

Continuous innovation comes as standard

NICE is built on CXone – a world-class cloud-native CX platform ranked as a leader by analysts including Gartner, Forrester and Vendana. With automatic upgrades, CXone makes it easy to adopt and implement new technology seamlessly – just plug and play.

Orange Business Services can make your contact centers smarter by continuously developing new technologies such as omnichannel bots and process automation. They can handle some of the standard checks needed to qualify interactions, provide agents with real-time support, or even answer customer queries directly, increasing the speed, quality and empathy of the agent's conversation. This results in optimized costs as well as enhanced employee satisfaction and performance.



€700 million
invested in research
and innovation

In the top 50
most innovative
companies in the world

10 years
of AI research

By 2025
companies that embed
AI in their engagement
platform will elevate
operational efficiency
by 25%
Gartner



Case study: Food and beverage industry giant

With over 50% of employees being in direct contact with customers, this company wanted to overcome its inability to get 360° view and actionable insights from interactions with their customers across all channels, coming into their contact center and outsourcers. The business also needed to deliver targeted agent training to boost up-sell strategies, comply with policies and enrich interaction with their B2B and B2C customers.

- Using NICE technologies, Orange Business Services helped launch a PoC in France and the US, involving 700+ agents and 20,000 calls analysed over a 2-month period
- The PoC delivered ROI within 18 months, and business stakeholders became project sponsors for a global rollout

The business has ensured that future profits cover all expenses for the global implementation of the solution, which will handle between 6 and 8 million calls and 20 million interactions per year.

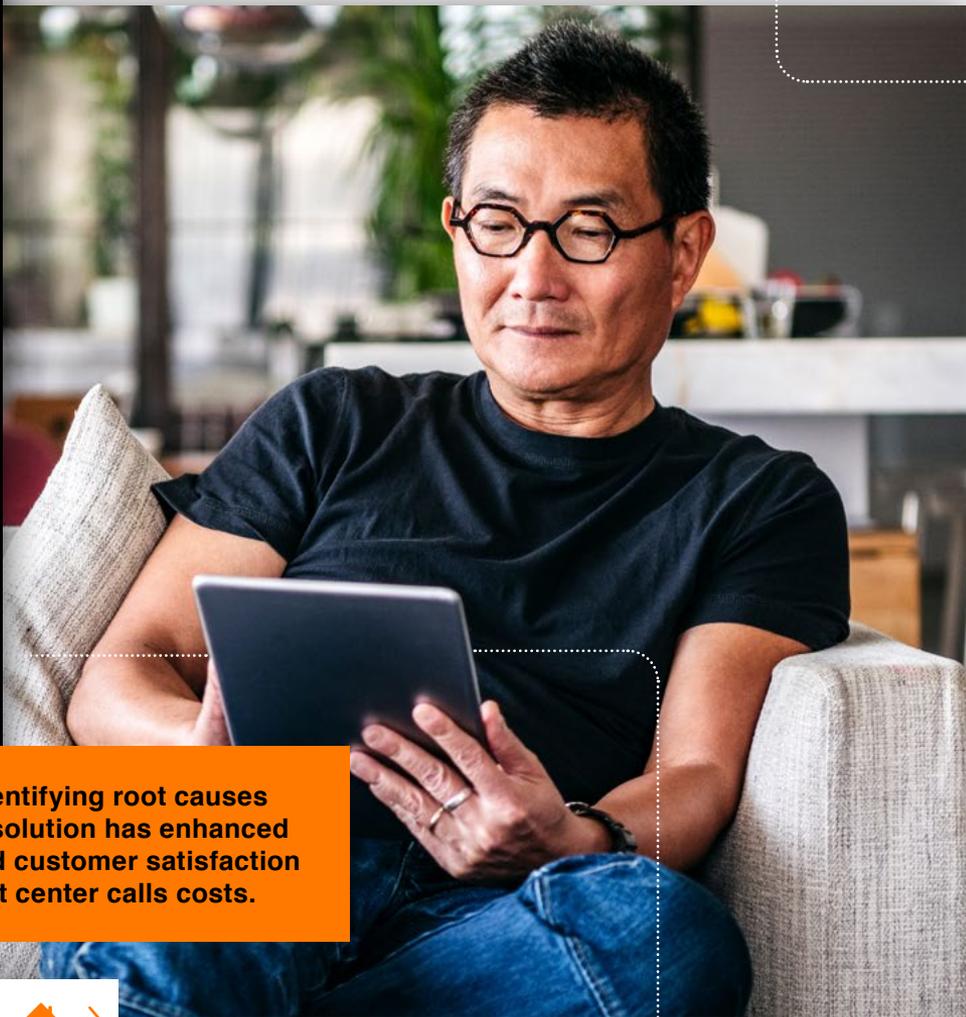


Case study: Chinese multinational technology company

The business of this telecommunications equipment manufacturer was booming, with a 50% YoY increase in only three years and products used by a third of the world's population. But it did not have a unified global contact center and customers experienced disconnected interactions. There were also multiple operational efficiency issues that could not be fixed by its BPO's disparate on-premise systems.

- Orange Business Services designed a bespoke global IP contact center that delivered new capabilities in quality management and workforce management powered by NICE core technology. With 2,897 agents located in 21 countries across 5 regions, the contact center was designed for high availability 24/7 with upgrade opportunities built in
- The new contact center offered centralized monitoring and management as well as unified data analysis and reporting, delivering consistent KPIs and the same level of service, regardless of the country

By troubleshooting and identifying root causes of operational issues, the solution has enhanced employee performance and customer satisfaction – all while reducing contact center calls costs.



Case study: American multinational chemical products manufacturer

This chemical products manufacturer's contact center solution had ceased to be marketed, and a recent migration of their IT Service Management application from ServiceNow to SMAX needed to be connected with their internal IT help desk platform.

- Orange Business Services provided Unified Engagement Suite powered by NICE CXone in the US and Malaysia with a follow-the-sun arrangement to deliver IT support globally. The solution made voice, email and chat available to customers, with call collection in Belgium, Singapore, China and the US
- As the company was an existing customer, there was no external third-party pressure to migrate

This shift to the latest technology available in the CX market enhances operations efficiency and facilitates flexible employee assistance that adapts to the company's changing needs.

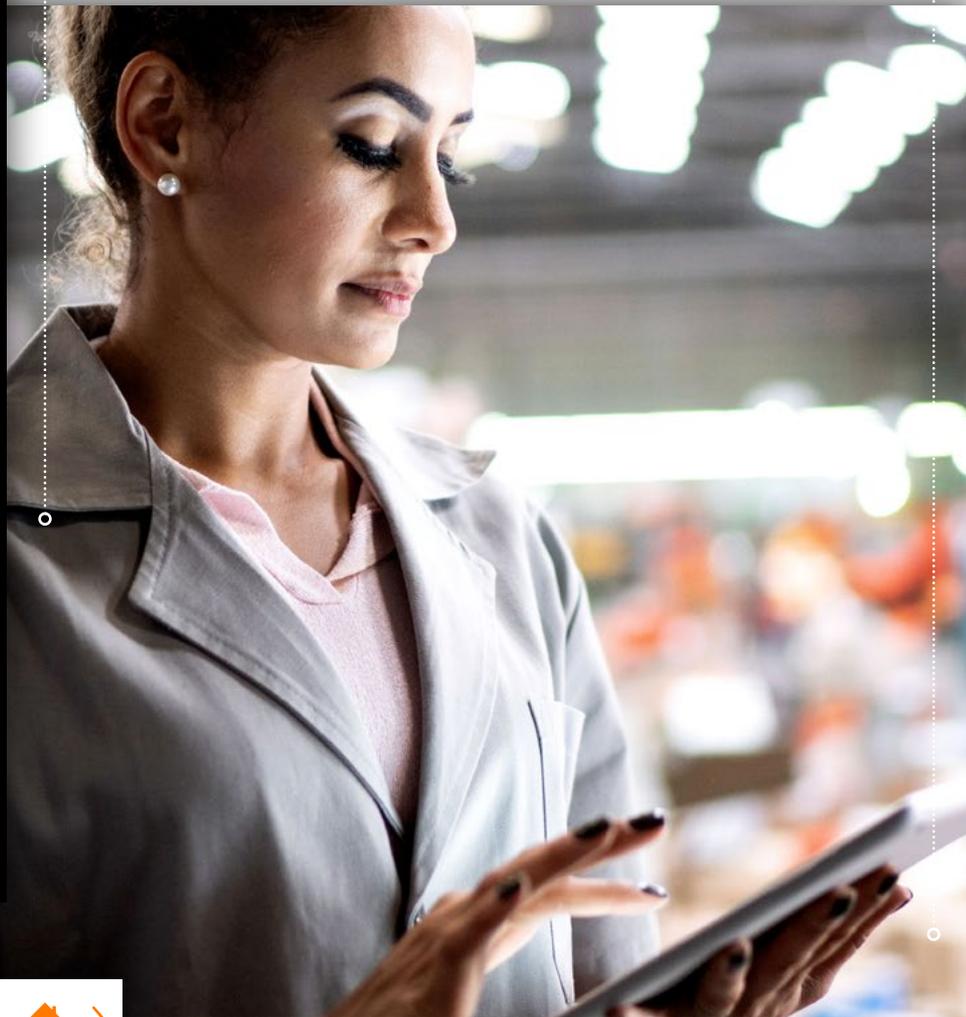


Case study: Global household and consumer products company

An American multinational household and consumer products company that markets trusted brands to millions of customers wanted to provide employees with prompt support and quick resolution delivered from a powerful internal help desk. The project would involve moving its on-premise Cisco-based Contact Center application to the cloud, and lay the foundation for future improvements with a recognized, innovative CX platform.

- Following extensive regulatory approvals, and expert support to select the right solution and mitigate risks during application migrations, the company opted for Unified Engagement Suite deployed across eight sites in the US, APAC and Europe, hosting 144 seats
- The implementation performed by Orange Business Services delivered call collection and telephony services integrated with their Salesforce Support and Ticketing system. Overall the solution has simplified administration and reduced costs with a streamlined cloud platform from a single service provider

The solution delivers extra flexibility and an enhanced employee journey, making their lives easier so they can stay productive and engaged.

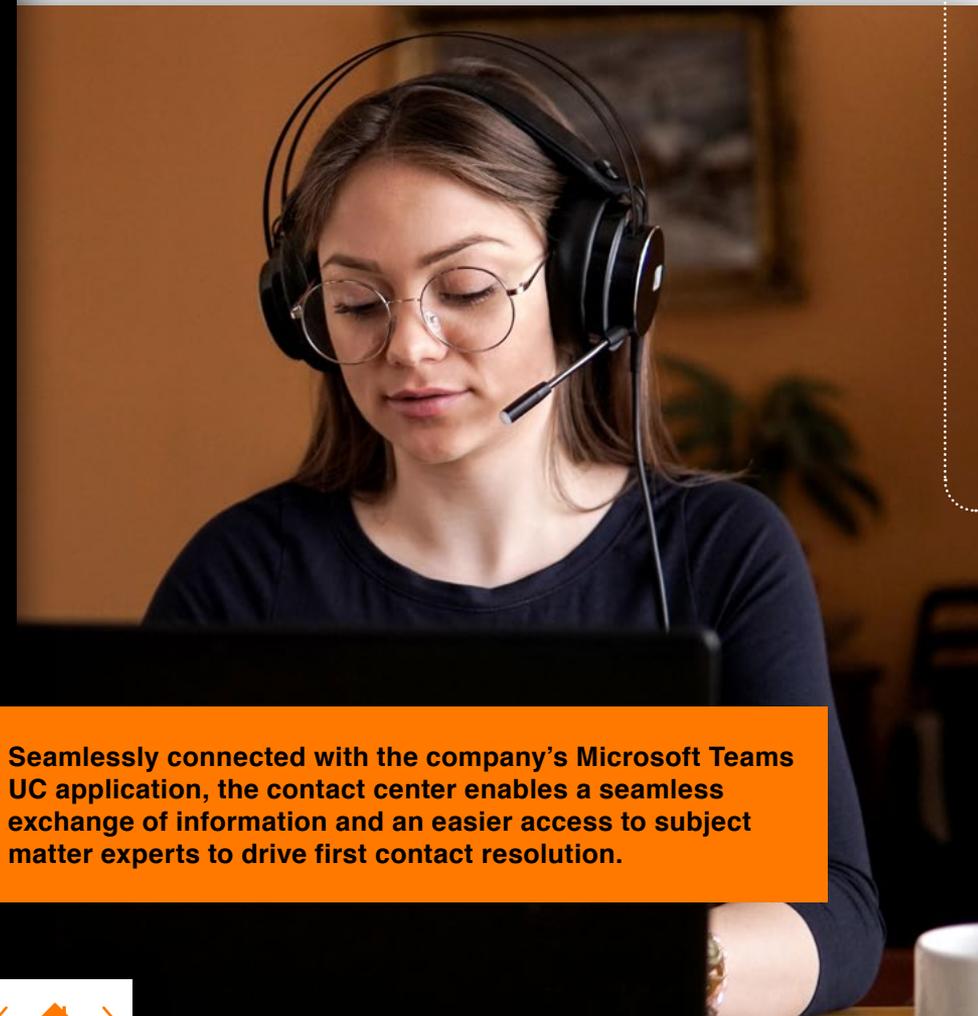


Case study: Health and security services company

A health and security services company that counts nearly two-thirds of the Fortune Global 500 firms as clients wanted to boost the performance of its assistance centers to provide the highest service level, with local expertise, preventative advice or emergency assistance.

Handling around 4 million assistance calls every year, the company initiated a complete business transformation supported by the right forward-thinking IT strategy. A major component of this was replacing its obsolete Avaya on-premise contact center with a leading, evolutive cloud platform.

- In response, a global deployment of Unified Engagement Suite enabled 350 seats spread across 24 sites worldwide. The solution integrated with interaction analytics, quality monitoring and performance management modules and enabled customer contact via voice, email, chat, SMS and WhatsApp
- The solution pre-emptively detects customer churn or repeat contacts while supporting flexible scheduling and training based on performance to set up the right staffing model. Overall, it improves operational efficiency and key performance metrics



Seamlessly connected with the company's Microsoft Teams UC application, the contact center enables a seamless exchange of information and an easier access to subject matter experts to drive first contact resolution.

Case study: Orange Customer Services & Operations department

The Customer Services & Operations department within Orange Business Services wanted to execute service ordering processes with speed and accuracy by automating manual, repetitive and time-consuming steps in key operations, addressing the complexity of a multi-layered information system. With employees performing manual tasks, ordering was not only slow and repetitive but also prone to errors and inefficiencies, with varying levels of quality. These manual processes were also having an impact on job satisfaction and employee engagement.

Orange Business Services deployed Robotic Process Automation (RPA) powered by NICE technology on 16 desktops. The bots have reduced manual workload and saved 21 agent days per year, and have boosted efficiency and profitability with 400 requests handled by bots. A further six bots are now being developed and eight are under analysis.

The deployment delivered immediate results, cutting down the time to complete a customer order by 82%.



Start your cloud contact center transformation today

Orange Business Service and NICE offer the full contact-center-as-a-service portfolio from a single source with a global reach, a local footprint and 24/7 support

- Orange Business Services is a global network-native digital services company
- NICE is a world leader in customer contact center technology

Combining leading technologies with human insight and intelligences

- Continuous innovation with automatic updates and upgrades
- Open cloud foundation with DEVone ecosystem
- Out-of-the-box multi-technology integration
- 200 digital business consultants to help transform ideas into actions
- 550+ contact center experts to design, run and manage services

Whatever your objectives, Orange Business Services and NICE can deliver an advanced, efficient and future-proof solution to meet and exceed your customers' expectations.

Let's get started.

www.orange-business.com/en/partners/nice

NICE

**Business
Services**

