



## Digital workspace

Empowering your teams to deliver great customer experience



# Customer experience is fundamental to business success

**Research shows that 80% of customers say the experience businesses provide is just as important as their products and services<sup>1</sup>. A digital workspace can ensure your teams are equipped to deliver the CX your customers demand.**

These are changing times in CX. It's no longer enough to have a "customer service department", you need to provide customer support company-wide. The traditional lines between customer-facing teams and the rest of your organization have blurred, or sometimes even disappeared completely. In many industries, the distinction between customer service agents and back-office employees no longer exists. Subject matter experts in your company who might once have performed background roles are now often directly involved in discussions with customers.

You need to shift from the traditional view that customer service is a cost center, while customer engagement is a profit center. Today your contact center must do much more than customer service and support. It should engage your customers proactively, using predictive analytics and historic customer data, and perform a direct sales role. All these factors drive the need to converge unified communications and collaboration (UC&C) tools and your contact center to empower your teams on this journey.

## The right tools for the job

Another essential element of customer service excellence is equipping your employees with the right tools. They need to give your employees better access to customer information, enable distributed teams to work together and

give customers a more coordinated and efficient service. In addition, you need tools that can capture customer data and develop insights to help you refine and improve the products and services you offer. A digital workspace is at the center of all this, as it empowers your teams to perform better, be more productive, and provide a better customer experience (CX) for your customers.

You need to think differently about ways you can improve first-contact resolution, customer satisfaction, net promoter score and more. It requires an approach that is tailored to providing best-in-class digital service and which puts the data, communication and collaboration needs of employees first – wherever they are working.

Orange can help you transform your CX operations, converge your UC&C tools with your contact center, and give you a roadmap to connecting your customer service operations, employee performance and customer experience. This ebook will detail how.

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**Research shows that 71% of executives believe employee engagement is crucial to their company's success<sup>2</sup>**

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# A new world of work

The world of work has changed dramatically in recent times. The COVID-19 pandemic forced many companies to shift to massive-scale homeworking almost overnight. They were faced with the prospect of managing customer expectations with a suddenly dispersed workforce.

Cloud was critical in providing the extra flexibility and rapid scalability to maintain customer experience and avoid churn. In fact, cloud contact centers will be essential to all companies' customer service model moving forward.

Remote work is set to be in place permanently. Gartner predicts that 48% of employees will work remotely at least some of the time in the post-pandemic world<sup>3</sup>. Your remote teams will need a working experience that seamlessly integrates with the in-office environment. And you will also need to use digital tools to recreate the intimacy and personalization that employees were previously used to.

## The hybrid work model

The hybrid work model, where workers split time between remote locations and being in the office, looks here to stay. According to McKinsey<sup>4</sup>, nine out of ten executives envision a hybrid model going forward. The pandemic provided a test environment for companies to see how effective it could be. It worked: productivity did not drop, and employees preferred the flexibility and change to routine that hybrid work offers. Now, leading global MNCs like Ford, Microsoft, Citigroup and KPMG have said they will seek to implement hybrid work models permanently<sup>5</sup>.

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## 79% of C-level execs plan to let employees split time between company offices and remote working<sup>6</sup>

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### What should you do next?

The enforced remote working emergency has passed, and you now have the time and space to plan a strategy that can meet your business needs and deliver outstanding CX. Orange has talked to our customers and to analysts, and formulated four key trends that will drive success:

- 1. Acceleration of cloud models will be essential to business success.**
- 2. UC&C is driven today by meetings and collaboration, but tomorrow it will be driven by workflow automation.**
- 3. Integrating UC&C into your contact center to enable company-wide world-class CX for your customers is the new key objective.**
- 4. Recruiting, training and retaining talented workers will be vital for survival. Those employees must be equipped at providing empathy and attention to customers to make the difference.**



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# Importance of UC&C and UX

To be able to deliver best in class CX, you need to start by enabling the ultimate user experience (UX) for employees.

Integrating contact center apps and UC&C tools to give your agents and employees an enhanced UX is essential to improving CX. It transforms the way your company can assist customers by bringing all your employees and teams together into the CX process. This is how you make a transformative difference, particularly if you are moving into a hybrid working model: it is now more important than ever to think about how your employees and agents are working. Some companies have already progressed to the point where there is no distinction between customer service agents and employees.

Converging your UC&C tools with your contact center enables targeted, proactive customer engagement, and improves the quality of interactions between your customers and contact center agents. According to Forrester<sup>8</sup>, 89% of companies say integrating contact center apps and UC&C tools delivers positive business outcomes, while 53% say it delivers faster time to resolution or better personalized resolution. A further 57% say integrating UC&C apps into the contact center helped them develop a greater understanding of customer issues.



## UC&C gives your workers more power

These positive business outcomes and enhanced understanding of your customers are enabled by empowering your teams with UC&C tools. If your employees have access to more information and more expertise, they are better-equipped to help your customers.

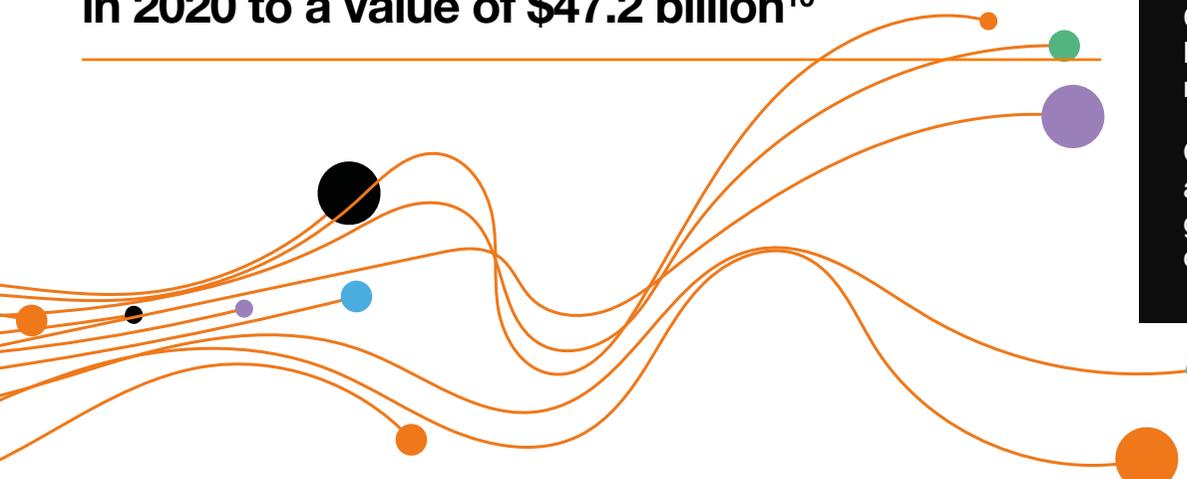
UC&C tools provide access to messaging, voice and video calling, team collaboration, videoconferencing and more. They empower teams connect, share and work together in one virtual place. By merging your contact center together with UC&C tools, your agents can have rapid, seamless access to subject matter expertise in your organization, to get accurate, qualified answers to customer queries in real time.

But this sort of access, and determining the availability of your subject matter experts in real time, is only possible with a single user interface (UI) for your agents. Forrester reports that more than one in three decision-makers struggle with fragmented data due to organizational silos and lack of tools<sup>9</sup>. UC&C in your contact center gives your agents the power to access data and expertise on-demand and help eliminate silos from your CX processes.

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## The worldwide UC&C market grew 29% in 2020 to a value of \$47.2 billion<sup>10</sup>

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## A strategy for the next generation digital workspace

Putting a strategy in place to enable your agents and teams begins with establishing your business objectives. According to IDC<sup>11</sup>, the top three business priorities moving forward are customer satisfaction, operational efficiency and employee productivity.

Orange believes that this can be achieved with an approach based around four strategic pillars:

1. Capturing value from data
2. User adoption of productivity tools and integration with business applications
3. Convergence of collaboration and contact center
4. IP transformation.

Other business drivers that customers have talked to us about include a desire to evolve communication solutions in general, so they can shift from hard-to-manage, disparate solutions. Others include supporting customers with improved scalability, and risk mitigation and security. Companies want to connect users, devices and applications securely, both on and off-premises, and optimize extended connectivity to remote workers.

Orange works with you to identify your pain points, how you have been attempting to overcome them, and how you can do things better. By getting to the heart of your business challenges and establishing root causes and drivers, we can help you build the perfect solution.

# Transforming the digital workspace

**A cloud contact center is essential to support the hybrid work model. It will help you optimize operations, and better adapt to new needs or unpredicted surges in contact by integrating new features as they are needed.**

A multicloud ecosystem supports all the diverse employee and business needs you have. Within that ecosystem you can have all the tools and solutions required to manage changing customer interactions effectively.

Communications platform as a service (CPaaS) delivers improved CX by managing incidents seamlessly. CPaaS, which embeds communications capabilities into your customer and business apps, helps you reduce delays, and improve conversion rates. It creates a richer UX for your employees to deliver an enhanced CX.

CPaaS enables your agents and teams to engage with customers on their terms, via the customer's chosen channel, using a single API. It empowers you to address customer queries in real time – the days of your contact center raising a ticket and making the customer wait are long gone.

Other digital solutions that enhance UX and equip your teams to deliver great CX include:

- Microsoft 365: enables collaboration between your teams and employees, letting them work on more complex projects that include voice, video, cybersecurity and digital workspaces.
- SD-WAN and secure remote access: the hybrid work model and continuing demand for remote requires flexible, reliable, and secure network connectivity.

- Voice: being able to smoothly transition your voice underlay to other UC&C apps is essential. Your contact center needs to be able to combine voice with digital engagement tools to help you deliver a seamless and consistent experience for customers.
- Multicloud: helps you integrate everything “under one roof”. For example, if you are using Amazon Web Services (AWS), a multicloud approach ensures that whatever applications you give to your teams, they will work. But you need to work with the right partner who has the multicloud expertise and third-party ecosystem in place to deliver.

## The importance of voice

Research shows that 74% of contact center customer engagements still begin with voice calls. Customers still love to talk. So, your digital workspace must incorporate voice and your platform needs to be able to integrate phone call capabilities seamlessly and hand them on to a subject matter expert if required.

Orange has one of the world's largest global voice networks and we include voice capabilities in all our CX offerings as a fundamental, essential building block, including IP transformation for inbound/outbound calling and virtual numbers.

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**CPaaS market is forecast to grow from \$4.2 billion in 2019 to \$17.7 billion in 2024 at a CAGR of 33%<sup>12</sup>**

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# The vital role of artificial intelligence (AI)

**AI already plays a major role in CX. Moving forward it will be increasingly integrated into the digital workspace and your contact center and become even more essential to transforming your customer interactions.**

According to Gartner, 58% of consumers would use AI to save time, and 56% would use it to save money<sup>13</sup>. Here AI drives what becomes a cyclical process: the more time consumers save, the more likely they will purchase a product from you, and the more money they save, the more likely they are to come back and buy from you again. CX is improved overall.

AI is already present in CX in shape of chatbots and callbots, which many consumers already engage with, and are used to handle simple requests and questions. Conversational bots are growing more sophisticated. AI and machine learning (ML) allow chatbots to learn from past experiences and engagements with customers and make decisions to seamlessly hand off enquiries and full conversation transcripts to human agents if necessary.

Furthermore, natural language understanding (NLU) enables bots with fully-automated voice interaction and an advanced understanding of the customer's intention. Combined with robotic process automation (RPA), customer service bots can now assist during a conversation, and provide real-time guidance during long, complex processes. The result of this is that they can push next best actions, such as upsell recommendations or promotions, and they can even capture data from conversations and update databases.



# Augmenting human agents

**One of the issues with AI in CX has been that AI-enabled systems are unable to engage with human customers on an emotional level.**

You will always need real human agents to communicate with your customers – but AI solutions can make it easier for your agents to engage with them empathetically. By providing agents with access to the right information at the right times, AI ensures that your workers always have the details and data to hand to keep delivering great CX. That might mean information about a customer's past purchases from their file in your CRM system, or data on a negative experience they had previously. Furthermore, by having bots handle simple tasks, your human employees have more time to focus on complex, emotional engagements with customers.

AI tools are also able to identify and compare a customer's comments and actions to other, similar customer profiles, and make a decision on what step an agent should take next. They can also deliver faster customer authentication – 80% faster using AI in fact<sup>14</sup> – better interaction routing strategies, and ultimately, improved customer satisfaction. AI is able to offer insights into the expectations and experiences of customers, ensuring your agents have the information they need to deliver more meaningful and empathetic experiences.

## Enhancing the customer journey

AI-enabled customer journey analytics help you understand how your customers navigate between website and social media channels. It allows you to capture insights from every interaction – voice or digital – and then act on feedback, identify buying behaviors, or push personalized content to them. Blending human agents with AI improves CX and increase contact center performance: but remember that your AI optimization should focus on experience first, not cost.

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**By 2025, AI will power 95% of all customer interactions with a brand, including live telephone and online conversations<sup>15</sup>**

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# The Orange approach

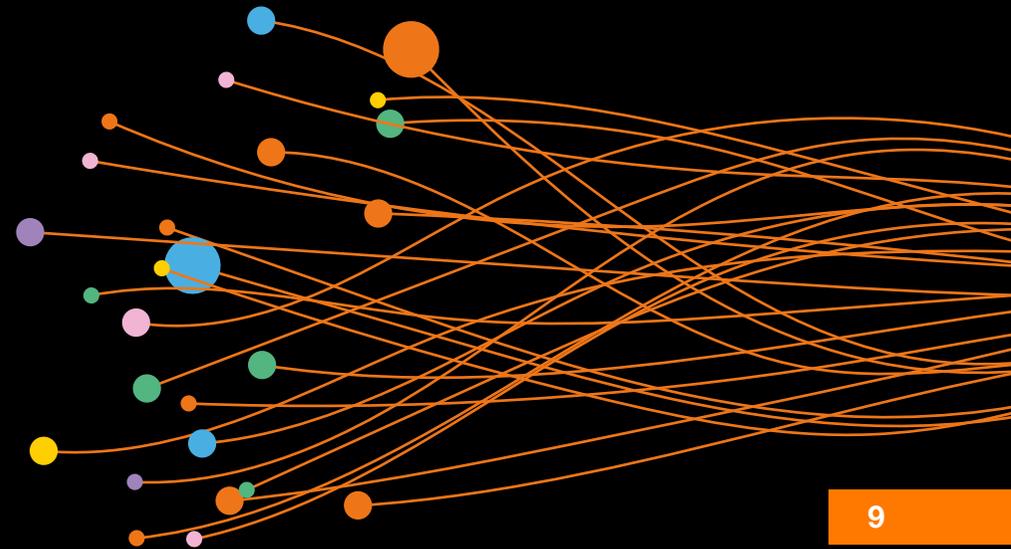
**Delivering best-in-class CX to your customers is no longer just about having the most contact center agents or the latest digital tools and solutions. It is about how you blend them all together and create something greater than the sum of its parts. And that can be achieved by giving your teams all the tools they need in a digital workspace that empowers them like never before.**

Many organizations still take a siloed approach to CX and treat it as an afterthought in business strategy. The companies that will succeed and thrive are those that see CX as a competitive differentiator and a fundamental business imperative, in other words a strategic must-have. Orange believes you must take an approach that drives employee engagement through a digital workspace that gives them the best user experience.

Orange has the expertise and experience to help you achieve best-in-class CX for your customers by delivering an outstanding digital workspace experience for your employees and teams. We take a consultancy-first approach that establishes what you have in place already, and how it could be improved.

We use workshops, design thinking and brainstorming to map out the digital workspace solution for your organization, based on a mix of technologies, processes and people. We help you implement a digital workspace strategy that focuses on an end-to-end customer journey, and utilize our expertise in integration and delivering world-class, global scale contact centers to ensure you get a future-proof solution that will keep you providing great CX.

-  **3,400+ Service desk experts**
-  **550+ Certified contact center experts**
-  **2,400 Data intelligence experts**
-  **600+ Consultants**
-  **500+ Service providers managed**
-  **20+ Years of partnerships with key players**



# Contact us

If you would like to learn more about CX, digital workspace and how Orange can help you transform your organization's approach customer service and make it a competitive differentiator, please visit [www.orange-business.com](http://www.orange-business.com)

## Source:

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