Press release
Paris, March 17, 2026

Orange Business reimagines enterprise voice communications with trust and AI

- **Ushering in a new era of trusted voice communication powered by AI**
- **Providing personalized, secure, and more human-centric customer and employee experience**

Orange Business is announcing a major transformation of enterprise communications, powered by trust and AI, to address the growing challenges businesses face as digital interactions increase.

As digital engagement grows exponentially, businesses face mounting issues: lacking trust in phone calls, rising impersonation fraud, over-burdened customer support teams with long waiting times, and proliferating AI-generated content. Orange Business is tackling these concerns strategically by expanding its enterprise communications capabilities to build trust, enhance productivity, and ensure authenticity across voice and digital channels.

Reinventing voice as the most efficient medium for employee and customer experience

Voice is still the preferred channel of both agents and customers for resolving complex issues, 80% of customer service agents say voice is still their top-used channel everyday*.

Orange Business has unparalleled experience in operating voice and integrating telephony and customer experience (CX) solutions, with global assets that already serve over 7,000 enterprise customers and more than 100,000 customer locations across the world. Leveraging Trust and AI to reimagine enterprise communications, Orange Business is rolling out the following features:

Branded calling: Trusted caller identity, elevated customer experience

Orange Business is rolling out branded calling in France and the United States this year, and soon across the rest of Europe. This authenticated voice communication enables enterprises to display their name, corporate logo, and reason for calling directly onto a recipient's mobile screen. This reduces unanswered calls and strengthens customer engagement and regains trust in the brands.

Deepfake Detection: To secure communications

As deepfakes become increasingly sophisticated and accessible, they pose a major risk to enterprises' security and reputations. Orange Business is addressing this threat by integrating advanced deepfake detection technologies to our collaboration and customer experience offers. Orange Business is including ecosystems of partners such as Sensity

and Reality Defender, for detecting fake audio, images, video and documents directly into its portfolio. This proactive approach helps protect enterprises from fraud, impersonation, and reputational damage.

Intelligent Together: AI-augmented customer care

Many enterprises struggle with the risks of conversational AI, such as hallucinations and accuracy errors. Orange Business embeds Generative AI directly into contact center and CRM environments, orchestrating our ecosystem of partners to automate entire CX interactions - between enterprises and customers, from qualification to final problem solving, with already 80 million AI conversations managed in 2025. It also assists agents in real time with transcription, recommendations, sentiment analysis, and post-call documentation, reducing handling times and boosting customer satisfaction. These trusted solutions are already relying on the Orange Business AI platform, Live Intelligence.

Agentic Telephony: Making telephony more intelligent with Agentic AI

Agentic AI-powered cloud telephony creates an intelligent layer that optimizes the outcome of calls for both callers and callees. It can understand context, provide a certain level of answers, plan the next action and autonomously manage the entire call journey. Benefits include faster response times, enhanced customer satisfaction through personalization, and optimized costs via smarter resource planning. In collaboration with Microsoft, Orange Business is launching a co-innovation initiative to recruit customers to experience how Microsoft 365 Copilot agents in Teams, such as Interpreter, make Microsoft Teams Phone a lot smarter, saving time and making sure phone calls get the right outcome. Orange Business will be extending agentic telephony to a wide range of offers, including Cisco Webex.

"In a world where it's becoming harder to know what to trust, whether to click a link or believe what we see and hear, trust has become the most valuable currency in the digital economy. At the same time, AI is transforming how work gets done. We believe the future of enterprise communications must combine both.

"With branded calling and deepfake detection, we are strengthening trust in every interaction, while AI-augmented telephony and intelligent agent capabilities unlock new levels of productivity. Together, these innovations reimagine enterprise communications for the AI era, built on a foundation of trust that ensures confidence and integrity in every engagement," said **Usman Javaid, Chief Product and Marketing Officer, Orange Business.**

*source: Cavell Enable 2025

About Orange Business

Orange Business, the enterprise division of the Orange Group, is a leading network and digital integrator, supporting customers to create positive impact and digital business. The combined strength of its next-generation connectivity, cloud, and cybersecurity expertise, platforms, and partners provides the foundation for enterprises around the world. With 30,000 employees across 65 countries, Orange Business enables its customers' transformations by orchestrating end-to-end secured digital infrastructure and focusing on the employee, customer, and operational experience. More than 30,000 B-to-B customers put their trust in Orange Business globally.

Orange is one of the world's leading telecommunications operators. As of the end of 2025, Orange connects 340 million customers (including MasOrange) across 26 countries and generated 40.4 billion euros in revenues.

Orange is listed on the Euronext Paris (ORA). For more information: www.orange-business.com or follow us on LinkedIn and on X: @orangebusiness

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