



press release  
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## **Orange Business Services sustains 360buy business expansion with contact center solution**

[Orange Business Services](#), a leading global communication service provider, is providing a managed contact center solution to [360buy](#) (also known as Jingdong Mall), a leading Chinese online business-to-consumer (B2C) retailer. The [contact center solution](#) supports 5,000 360buy agent positions located in China, the country's largest B2C e-commerce Session Initiation Protocol (SIP) call center. The goal of this contact center solution is to use multimedia channels and text-to-speech in addition to traditional voice to sustain the business expansion and customer service excellence of 360buy.

Orange Business Services has created a software-based contact center solution for 360buy that is flexible, scalable, feature rich, and easy and quick to deploy. As architected, this contact center can support more than 20,000 agents, which will be the largest SIP or software-based contact center in the world.

Over the past six years, 360buy has maintained a 200 percent annual increase in calls. With 51 million registered customers and 6,000 suppliers, 360buy sells more than a million kinds of products. As its business grew and the volume of calls rapidly increased, its existing call center became a bottleneck.

Jacky Cheng, senior vice president, Marketing Department, 360buy, said: "A new agile contact center infrastructure was mandatory not only in order to meet today's needs, but also for our future expansion plans. Customers do not only require the voice channel for customer support; they also want multimedia channels such as Web chat and e-mail. The reliability of the new system from Orange Business Services has been proven thanks to the successful processing of 150,000 calls in one day on 360buy's anniversary date. In addition, the solution improved the first call resolution rate by transferring calls to suppliers' agents directly, instead of requesting customers to call suppliers' call centers."

Orange Business Services provides end-to-end services to 360buy including design, build, ongoing operations and service level agreement management. Orange won the opportunity based on its ability to bill and deliver the contact center solution, as well as better global teaming and global implementation compared with local competitors.

Patrick Li, General Manager of China, Orange Business Services, said: "We are honored to be chosen by China's No.1 online retailer to provide a contact center solution. Our contact center



solutions allow companies to provide the best experience to their customers in the most cost-effective manner using the end customer's preferred form of interaction. In addition, the high-availability design of a SIP-based contact center is integral to business continuity for companies like 360buy."

As a world-class global contact center infrastructure provider with [unique global coverage](#), broad product portfolio, expert technology partners, and extensive experience – from consultancy to project management, Orange Business Services offers public access numbers in more than 110 countries that can [direct calls to contact centers](#) anywhere in the world.

### **About Orange Business Services**

Orange Business Services, the France Telecom-Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at [www.orange-business.com](http://www.orange-business.com)

France Telecom-Orange is one of the world's leading telecommunications operators with sales of 45.3 billion euros for 2011 and has 170,000 employees worldwide at June 30, 2012. Orange is the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

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