



press release
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Orange cures ailing contact center solution for DiaSorin

Contact Center Access increases call routing efficiency in 28 countries

[DiaSorin S.p.A.](#) (FTSE MIB:DIA), a global healthcare leader in developing, producing and distributing immunodiagnostic kits, is using [Orange Business Services](#) to cure an ailing contact center solution. Under a 3-year contract for [Contact Center Access](#), Orange Business Services will provide DiaSorin, based in Saluggia, Italy, [call collection](#) coverage in 28 countries enabling customer support calls to be routed and processed more rapidly.

worldwide access to customer support

Orange Business Services is creating a unique centralized call center in Italy that will reduce customer wait times and enable customers to contact DiaSorin regardless of the customer's geographic location. Contact Center Access offers the broadest global coverage on the market – with call collection from 110 countries – and a [variety of access methods](#) (local number, toll-free, international toll free and toll-share).

simple to manage

With this solution from Orange Business Services, DiaSorin benefits from managed global call collection infrastructure with a single provider using centralized tools that give the needed visibility and control. Additional cost savings can be realized because the solution reduces the need for support from local DiaSorin departments.

flexible billing

Orange Business Services offers flexible billing options to suit the customer's business needs and payment can be made in any major currency. DiaSorin can choose between one invoice for all its sites sent to a specific site or one local invoice for each local site.

“Instead of struggling with a pieced-together call center solution, DiaSorin is using Orange Business Services to provide a global, end-to-end managed service, eliminating the need for multiple inbound voice service providers and plugging the holes in our existing call center coverage,” said Ferdinando Peretto, CIO, DiaSorin Group. “In addition, Orange Business Services will provide the improved quality of service and response times required by DiaSorin.”

“The primary goal of a contact center solution from Orange Business Services is to enable our customers to provide superior customer support without borders or limitations,” said Helmut Reisinger, senior vice president, Orange Business Services, Europe. “We enable companies like DiaSorin to globalize and virtualize their customer support strategies. Our [flexible contact center](#)



portfolio allows companies to provide the best customer experience to their customers in the most cost-effective manner as well as in the best form of interaction to customers.”

DiaSorin has been leveraging Business VPN, a fully-managed, secure, global IP infrastructure from Orange Business Services, since 2010. Business VPN connects 16 DiaSorin locations in Europe, the Americas and Asia, provides access to convergence solutions, and enables secure access to the Enterprise Resource Planning application from SAP.

About DiaSorin

DiaSorin S.p.A., an international player in the market for in vitro diagnostics, develops, produces and markets reagent kits for clinical laboratory diagnostics. The DiaSorin Group is comprised of 22 companies based in Europe, North, Central and South America, Africa and Asia. It has more than 1,500 employees and operates 4 research facilities and 6 manufacturing facilities located in Saluggia (Vercelli, Italy), Dietzenbach (Germany), Stillwater, MN (USA), Dublin (Ireland), Dartford (UK) and Kyalami (South Africa). DiaSorin is present in more than 60 countries with its direct sales network, supported by an international network of over 80 independent distributors.

For more information on DiaSorin visit: www.diasorin.com

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

France Telecom-Orange is one of the world's leading telecommunications operators with 171,000 employees worldwide and sales of 10.9 billion euros in the first three months of 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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Editor's Note

Orange Business Services has more than 230 multinational contact center customers, carrying 5 billion minutes per year and managing 60,000 contact center positions. A solution from Orange Business Services typically reduces contact center costs by an average of 19 percent.

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