



press release  
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## **Telemark Voice of the Customer report: Orange Business Services gets highest attainable rating from its customers**

**named “World Class” global data VPN provider for 10th consecutive time**

Orange Business Services attained the accolade World Class for the 10th consecutive time and gets the highest attainable rating, based on the Telemark data VPN Voice of the Customer report. It is the only operator to exceed the resilience target in the top quadrant of the Telemark crystal ball.

Based on the Telemark data VPN Voice of the Customer report, Orange Business Services received accolades for successfully outperforming rivals significantly in four key areas: long-term relationship; secure data transfer; geographical reach end-to-end; and billing at cost center.

The Telemark report illustrates that Orange Business Services:

- delights customers in nine key areas;
- has the wow factor;
- has committed customers;
- is the only operator offering outstanding geographical reach; and
- sets a new world record in cost center billing.

Attaining the highest attainable rating and meriting the Gold Award is based on an “Outstanding” customer rating in the following categories:

- indispensable to customers
- network availability
- secure data transfer
- network reliability
- geographical reach end to end – still the only provider to offer “Outstanding” geographical coverage
- installation not disrupting
- support in local language
- bills in currency of choice
- billing at cost center



According to Janet Watkin, director at Telemark: “By independently measuring the customer experience against benchmarks ranging from acceptable to outstanding buyers of wide area networks are able to compare and contrast the various global service providers on many aspects of service from bid to bill. The results of Telemark’s comprehensive study once again illustrates that the service quality, experienced by Orange Business Services customers, is rated world class.”

“This Telemark ranking is a great recognition of our commitment to customer satisfaction,” said Dominique Espinasse, Senior Vice President, Customer Services & Operations, Orange Business Services. “Ensuring them with an outstanding customer experience is one of our [top five corporate priorities](#) and all of the Orange employees embrace a culture of service excellence and continually look for ways to simplify our customers’ lives. We will continue gaining and sustaining customer loyalty by building trustworthy relationships and leveraging best practices that maximize the business value of our services.”

Telemark’s data VPN Voice of the Customer report is based on data from 956 interviews conducted between January 2010 and December 2010.

#### **About Telemark Services**

Telemark is an established marketing services firm offering OCEAN (Outstanding Customer Experience, Analysis and News), consultancy, publications and online analysis with proven expertise in measuring customer satisfaction, competitive analysis, benchmarking, trend analysis, channel management, new product development, demand estimates, branding, tariff analysis, and business strategy, exclusively within the telecommunications and ICT sectors. Telemark is often the first-choice supplier for many organisations with a requirement for international market research and analysis covering emerging technologies such as VoIP, ICT convergence and hosting applications. For more information, please visit [www.telemarkservices.com](http://www.telemarkservices.com) or email [info@telemarkservices.com](mailto:info@telemarkservices.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](http://www.orange-business.com)

France Telecom-Orange is one of the world’s leading telecommunications operators with 170,000 employees worldwide, and sales of 11.2 billion euros in the first quarter 2011. 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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**Press Contacts:**

Elizabeth Mayeri, Orange Business Services, [elizabeth.mayeri@orange-ftgroup.com](mailto:elizabeth.mayeri@orange-ftgroup.com), +1 212 251 2086  
Héloïse Rothenbuhler, Orange, [service.presse@orange-ftgroup.com](mailto:service.presse@orange-ftgroup.com), +33 1 44 44 93 93