



press release  
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## **Orange Business Services rated best global service provider for overall branded customer experience**

**rated world-class for seventh consecutive time by providing a superior customer journey**

[Orange Business Services](#) is rated the best-in-class global service provider by its customers according to [Ocean82](#) (Outstanding Customer Experience Analysis & News), a leading U.K.-based marketing research firm specializing in ICT.

*Pushing Back the Competition*, a recently published report that compares user opinions on major service providers, shows that Orange Business Services is the best-in-class global service provider with an Ocean82 index of 81, which is markedly ahead of its nearest rival which scored 71. This rating is based on Orange Business Services exceeding the excellent or outstanding benchmark in several key categories as well as outscoring competitors on the sum of the ratings for brand, service and network.

### **ensuring outstanding experience throughout the customer journey**

Orange Business Services is the only provider that passes the excellent benchmark for meeting customer requirements overall, which includes measurement of satisfaction with pricing, network installation, network operation, customer support and billing. The report finds that customers trust Orange Business Services to continually improve the design and effectiveness of operating procedures to ensure that their expectations for delivery, quality and service are met post-purchase throughout the contract life. The company is rated outstanding in these major categories: indispensable to customers, bills in currency of choice, technical support and support in local language.

### **providing market-leading quality of service and seamless network**

Orange Business Services scores well above the market average when considering long-term value, indicating that customers see Orange Business Services as a trusted partner that will continue to evolve its solutions and services to serve their requirements into the future. Orange Business Services is rated outstanding for these attributes: network availability, secure data transfer, geographical reach end to end and reaching difficult locations.

“A primary driver at Orange Business Services is to become a trusted partner to our customers,” said Paul Joyce, senior vice president, Customer Services & Operations, Orange Business Services. “The independent analysis from Ocean82 demonstrates that Orange Business Services continues to earn the confidence of our customers. Having our customers rate Orange Business Services as a best-in-class provider is a very high compliment that we value and that drives us to continually provide an outstanding customer experience and high quality of service.”



According to Janet Watkin, CEO at Ocean82: “Keeping score, through benchmarking user opinion, changes behaviors because it focuses on outcomes and helps empower employees to better serve customers. The Ocean82 scoreboard is very compelling because it reveals winners and losers in the quest to make the user experience outstanding in these times of major transformation and ever-increasing competition.”

### **report methodology calculates user opinion in a single score**

Providers’ relative perceived performances for 70 attributes of service from inquiry to bill constitute the customer value package for multinational enterprise buyers. Following an analysis of more than 100,000 customer-generated data points, the major global providers are ranked using the Ocean82 index. This index is a gauge of user opinion summarized as a single score to reflect overall loyalty and customer sentiment that can be monitored over time.

The Ocean82 study is available here: <http://www.orange-business.com/en/library/publication/pushing-back-the-competition>

### **About Orange Business Services**

Orange Business Services, the 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 more than 160. 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 was awarded four of the telecom industry’s highest accolades at the annual World Communication Awards 2013 – Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven-time winner of Best Global Operator. Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

Orange is one of the world’s leading telecommunications operators with annual sales of €41 billion in 2013 and has 165,000 employees worldwide at Dec. 31, 2013. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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### **About Ocean82**

Ocean82 is an established marketing services firm specializing in benchmarking the customer service experience for the Information & Communication Technologies industry. It offers marketing research, consultancy, publications and online services.

Ocean82 is known for its track record in ‘voice of the customer’ analysis of: competitive positioning; business strategy; demand estimates; branding; product development; post-purchase care; channel management and pre-sales support exclusively in the ICT industry sector. With a committed team it has experience in 30 countries and 10 languages often making Ocean82 the first-choice supplier for many organizations with a requirement for international marketing research and analysis covering emerging and established technologies such as cloud computing, digital transformation, MPLS, VoIP, IT networked services, convergence and hosting applications.

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