



A customer experience with just the right fit:

Unified Engagement Suite powered by Genesys Purecloud

A leading brand in the premium segment of the global apparel market decided to deliver top-notch customer services that suites their image and product quality

Highlights

- One of the leading companies in the premium segment of the global apparel market, not only covering business wear, casual outfits and athleisure wear, but also elegant eveningwear for special occasions
- The company had the ambition to provide consistent, high quality customer service across Europe, Middle East and Africa. They believe that maximizing customer service is a key factor in their continuing success.
- Unified Engagement Suite based on Genesys PureCloud, with agents across 3 European locations, helped them accomplish that goal
- The integration with Workforce and Performance management features provides increased efficiency and cost effectiveness



Headquartered in Germany



1,000+ retail stores



120+ countries



Business Services

Issues and challenges

This fashion brand originally focused on men's and womenswear. Present in more than 120 countries with over 1,000 retail stores, their brand image radiates quality, fit, innovation and sustainability for their wide range of products. With a history of success, the company seeks to maintain the high desirability of its brands far into the future.

Because they wanted to enhance customer service to both B2B and B2C clients throughout Europe, the search began for a new cloud contact center solution and provider. They restructured and insourced their customer service department, but still needed a partner who could guarantee a certain level of support for their migration project and a high standard of service. Luckily, support and service are two things that Orange does best.

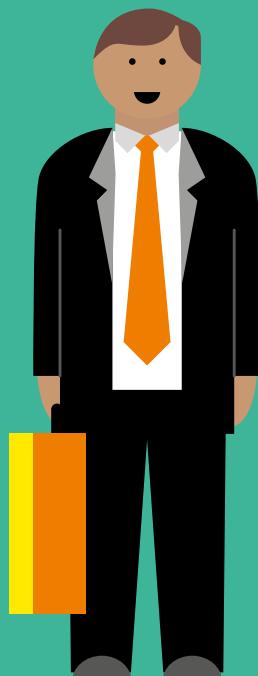
The Orange Business Services solution

- Unified Engagement Suite based on Genesys PureCloud, deployed and managed by Orange
- 50 Agents across 3 sites in Europe
- Active Directory and Skype for Business integration

The benefits

Orange Business Services is enabling this global fashion brand to provide premium customer service with a truly all-in-one expandable cloud-based contact center.

- Improved service quality through an omnichannel customer journey, high service availability and enhanced voice quality
- Consistent level of customer experience for both end-customers and partner stores
- Enhanced service management and support with a single point of contact for service management, escalation path and incident resolution
- Interactive, consolidated view of customers, agents and interactions across all channels and locations



For more information about Orange Business Services, visit www.orange-business.com



**Business
Services**

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