

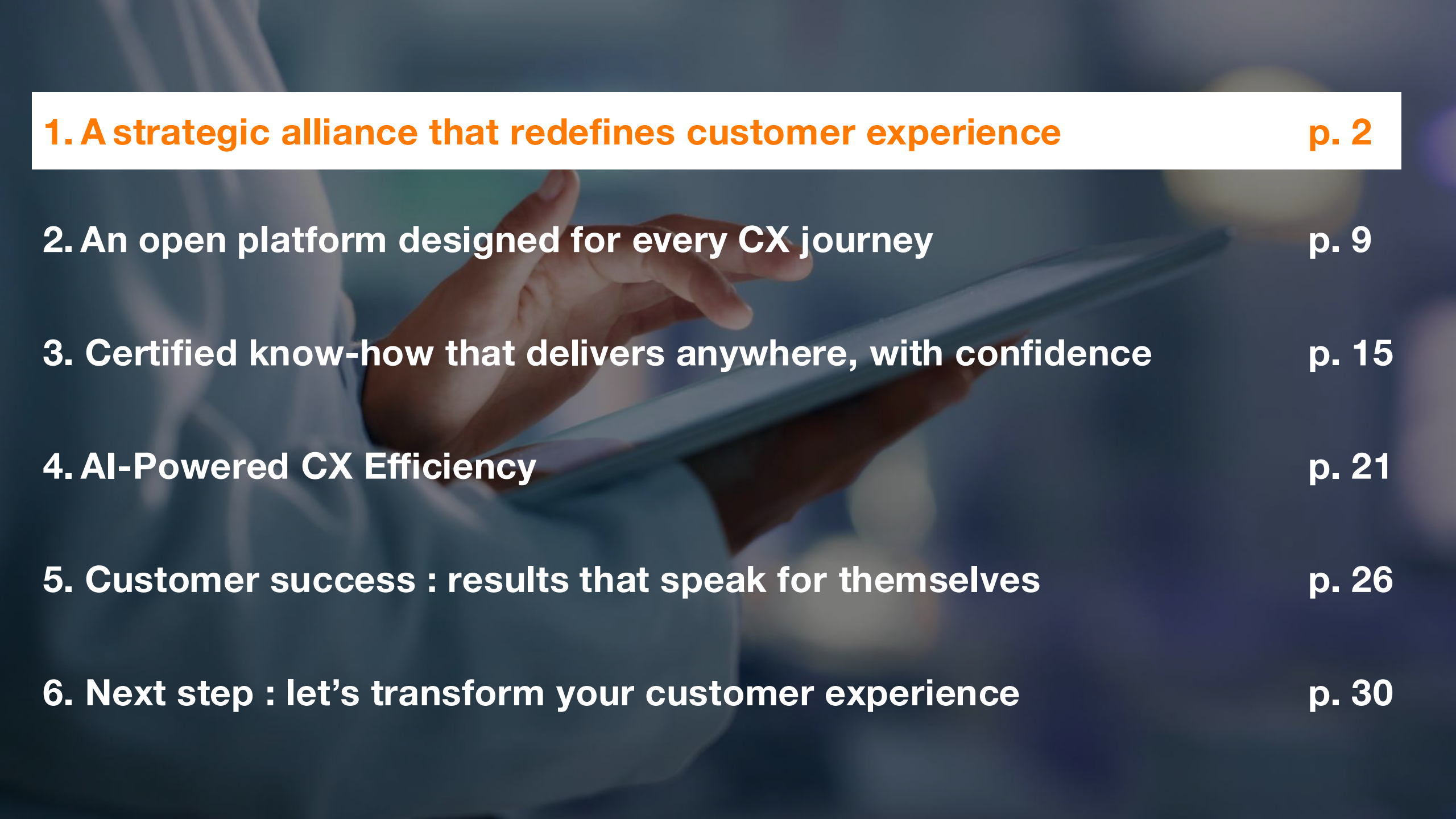
Shaping the future of customer experience, together

NiCE



Business





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From cost center to growth engine : rethinking CX

Cloud-Native Standard

Cloud-native is now the industry norm. Providers focus on multi-cloud setups, data security, and global scalability. Rapid deployments and flexible integrations become crucial amid shifting markets.

Data-Driven Personalization

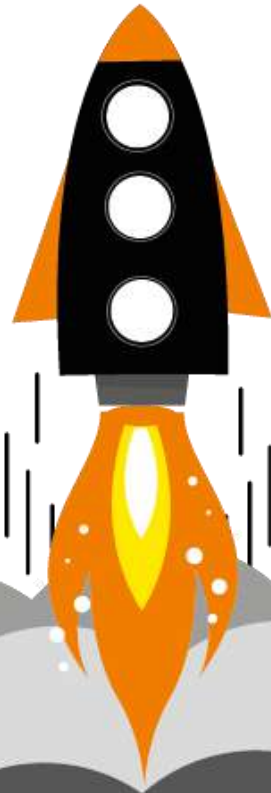
Today's CCaaS platforms bring together CRM, eCommerce, and customer insights. Unified data powers smarter routing, tailored recommendations, and personalization that truly resonates with customers at scale.

Generative AI & Advanced ML

With Generative AI and advanced machine learning, contact centers anticipate rather than react. Predictive analytics, personalized interactions, and smarter automation transform customer experience from transactional to strategic.

Unified EX & CX Journeys

Bridging Employee (EX) and Customer Experience (CX) is now key. Real-time AI coaching, user-friendly knowledge hubs, and streamlined workflows boost team effectiveness, satisfaction, and long-term customer loyalty.



Modern CCaaS must evolve beyond transactional handling to become a core driver of customer acquisition, retention, and brand loyalty.

Organizations that invest in scalable architectures, holistic data strategies, and AI-enhanced workforce engagement can convert contact centers into growth engines.

This strategic shift elevates customer service from a traditional cost center to a proactive hub of innovation and value creation.

With advanced AI and automation on the rise, leaders must align technology upgrades with robust change management, skill-building, and integrated workflows.

By merging real-time data insights with high-value human interactions, enterprises deliver tailored service while still optimizing efficiency.

This balanced approach fosters a customer-centric culture, turning every interaction-whether assisted by AI or live agents-into a measurable competitive advantage.

Empower your contact center : four proven strategies to overcome modern CCaaS challenges

Powered platforms, many struggle to deliver consistent experiences across channels. Fragmented data across CRM, marketing, and analytics still blocks effective personalization and frustrates customers.

Agent engagement grows harder as teams navigate complex self-service tools and rising expectations, while tighter compliance demands stronger security and governance.

We bridge these gaps by aligning data, workflows, and safeguards in one cohesive model.

- **Adopt a unified, cloud-native contact center environment**

To deliver consistent, personalized experiences across every channel, your organization needs to break down silos and centralize data. A cloud-native platform powered by AI routing and real-time insights helps you scale with ease, integrate new technologies faster, and respond to customer needs with greater agility.

- **Implement real-time data orchestration**

Staying ahead of customer expectations demands action on top of visibility. By connecting your legacy systems, CRM, and AI tools through centralized insights, you can unify journeys, spot trends early, and respond with proactive solutions that match evolving market demands.

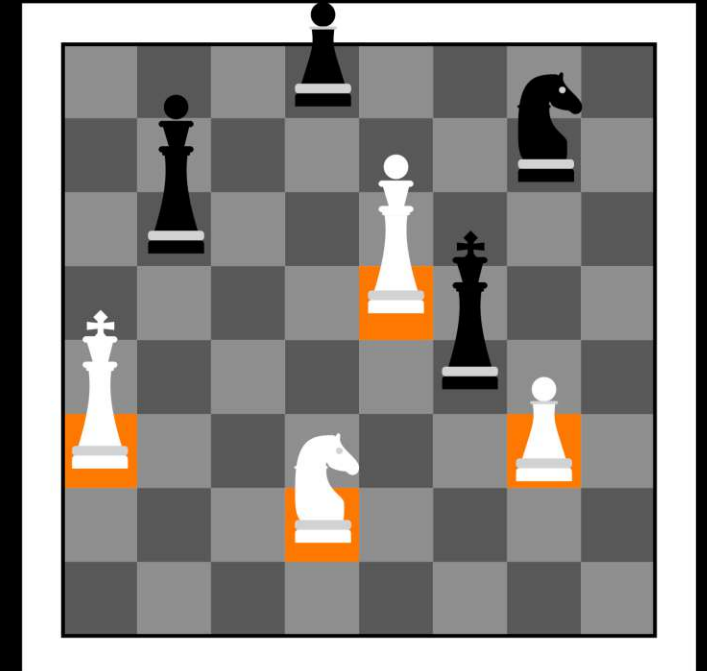
- **Prioritize integrated workforce engagement**

Agents need more than software; they need meaningful support. Intelligent scheduling, automated coaching, and collaborative workflows help teams cut friction, resolve issues on first contact, and deliver faster, more personalized service. The outcome is stronger engagement and higher satisfaction.

- **Embed robust compliance and security measures across the contact center ecosystem.**

Trust is non-negotiable. Built-in encryption, risk detection, and role-based access protect sensitive data, satisfy regulatory requirements, and reassure customers in a privacy-first world. Security is woven into every layer, not bolted on later.

Real progress begins when the contact center runs on a single, flexible backbone. We supply **real-time insight** that drives instant, **accurate routing and decision-making**. Getting there means knitting legacy assets into the core and continuously layering in next-generation capabilities.



A powerful partnership to accelerate your CX transformation

A global solutions integrator, combining telecom expertise and IT services to help enterprises worldwide innovate and scale. Through its presence in over 160 countries and a network of 9700 digital experts, Orange Business delivers end-to-end consulting, integration, and managed services, from designing complex contact center infrastructures to securing cloud deployments.

+185 000 CX Agents | +1000 Certifications

+150+ Global Clients benefiting from our comprehensive BUILD + RUN approach

In partnership with NiCE, we scale these strengths to craft unified, AI-ready CX platforms.



Business

A global leader in cloud-based Customer Experience solutions, recognized for its AI-driven innovations in analytics, workforce engagement, and omnichannel orchestration. NiCE empowers organizations to personalize every interaction, optimize agent performance, and drive measurable gains in customer satisfaction. With over 1 Million agents globally, NiCE provides the scalability and intelligence required to excel in today's fast-evolving CX landscape.

25K Customers across diverse industries
2,6B+ revenues | +3 300 R&D Professionals

Coupled with Orange's global integration and managed-service capabilities, the platform turns customer-experience strategy into measurable, enterprise-wide gains.

NiCE

+185,000 CX agents
managed by Orange
Business (CCaaS, CRM,
CDP, CPaaS)

**80 million AI-driven
conversations**
processed every year

2,000 AI engineers,
data scientists, and
consultants

+1,000 certifications
across CCaaS, CRM,
and CDP

Orange Business
recognized as a **leading
AI integrator** for CX

**20 years of expertise in
conversational AI**

**“Together,
we deliver a data-driven, AI-powered customer journey,
open, secure, end-to-end.”**

Standing out in analyst reports year after year

Orange Business and NiCE combine proven expertise, consistently highlighted by top industry analysts.



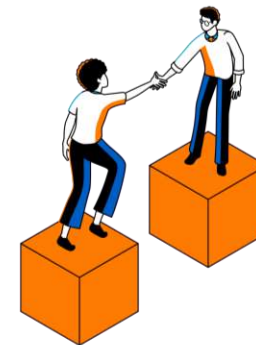
23 years running as a Leader in the Gartner Magic Quadrant for Global Network Services.

GlobalData names Orange Business the Leader in collaboration and customer relationship solutions.

Named "Cloud Contact Center Service Provider of the Year" by Frost & Sullivan (Asia-Pacific).

"Orange Business [...] combines a compelling range of services and vendor platforms with a compelling and nuanced approach to sell collaboration services. "

GlobalData : "Collaboration and Customer Contact Solutions (Global) : Competitive Landscape Assessment"



NiCE

10 consecutive years as a Leader in the Gartner Magic Quadrant for Contact-Center-as-a-Service :

- Sole recipient of the Gartner Peer Insights Customers' Choice for customer satisfaction
- Also ranked a Leader in the latest Forrester Wave

Achieved the highest possible score for market presence and a perfect score in 29 of 33 Gartner evaluation criteria.

"NiCE stands as a critical player in customer experience, spanning every channel while delivering outstanding agent management."

A CX roadmap aligned to your challenges

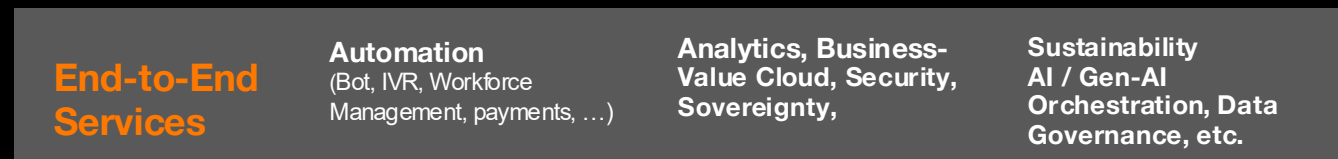
Nearly **90 %** of customers now expect a seamless, consistent experience, whether they engage in-store, by phone, or through any digital channel. The rapid evolution of AI, and especially generative AI, has raised the bar even higher : every touchpoint must deliver immediate, personalized, and measurable value.

Yet more than **80 %** of CX spend still goes to human resources ; recruitment, training, day-to-day operations. The real challenge is therefore twofold : integrate advanced AI with human expertise to create a unified experience, while keeping the overall cost structure under control.

Better orchestrate customer interactions



Business and technology advisory



Six strengths that safeguard your success

Industry
Recognition and
Leadership

FORRESTER®
Gartner®

**CX-Specialized AI
Engine**, AI models
continuously
trained on real CX
interactions

Advanced AI-
driven Workforce
Engagement,
agent efficiency
through proactive
AI support

**Omnichannel
Orchestration :**
Seamless
integration across
voice, chat, social,
and self-service

**Personalization &
Flexibility**
BYO IA, customizable
deployment,
operator-grade
reliability, dedicated
support

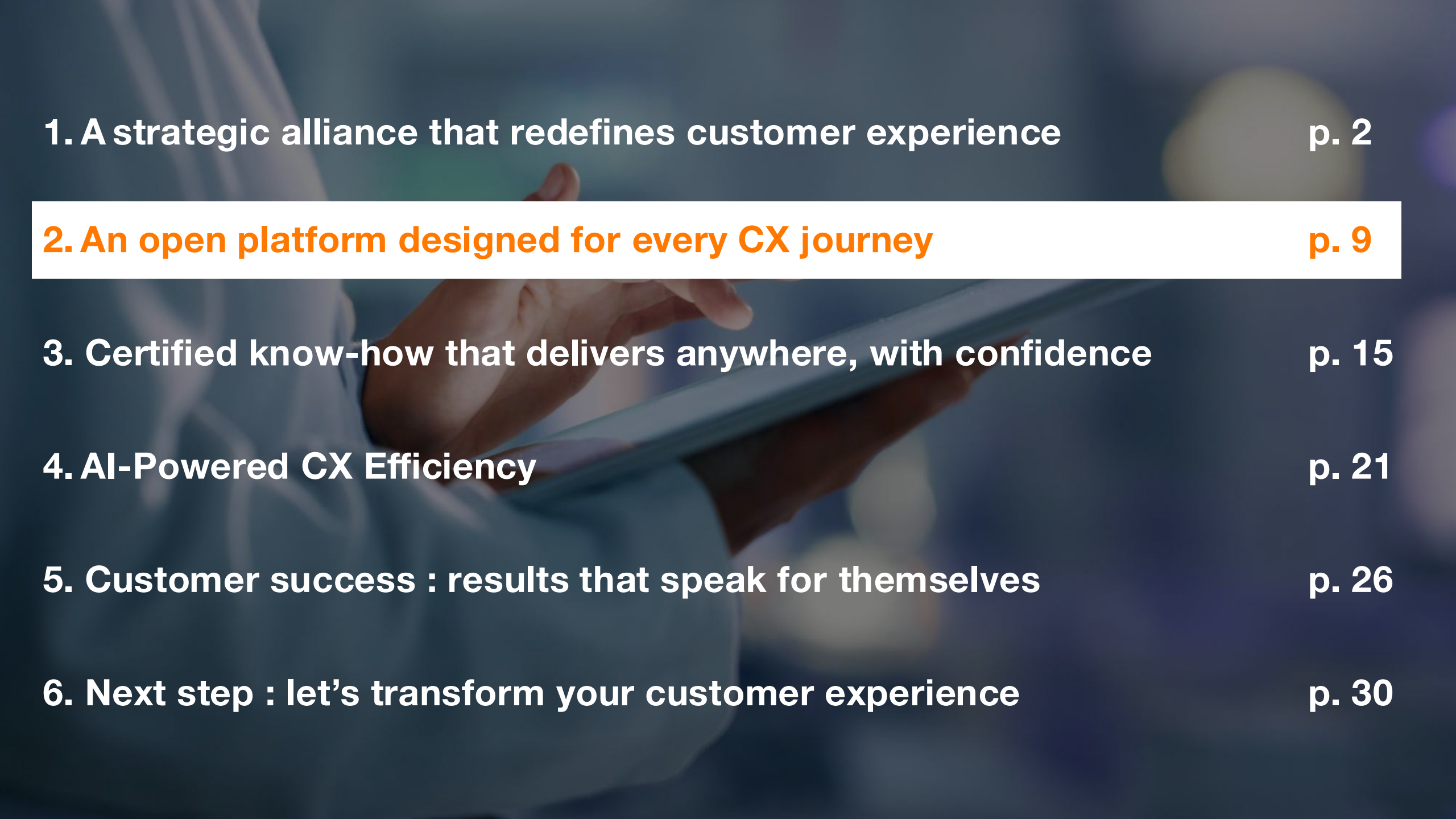
**Secure Migration
(Build + Run)**
Automated
migration, certified
teams, minimal
disruption

Orange's global voice network delivers carrier-grade telecom infrastructure designed for enterprise resilience, global coverage, and value-added communication services.

The platform supports local number portability in over 150 countries, priority handling for emergency calls, and strict compliance with regional regulations (GDPR, RIO, Kari's Law, etc.). Geo-redundant gateways paired with dynamic routing ensure continuous service availability, even during major outages.

+470 000 users managed
globally, processing over
3 billion minutes of voice
traffic annually

Off-net calling available in
90 countries, domestic
calling in 86 countries

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The combined expertise of Orange Business and NiCE, powering your customer experience

Connected Ecosystem	CRM INTEGRATION Advanced customer insights		UC INTEGRATION Enhanced communications and collaboration		AI & DATA INTELLIGENCE Powerful multisource data			
Employee Engagement	QUALITY MONITORING Customer service quality management		WORKFORCE MANAGEMENT Agent performance enhancement		VOICE OF THE CUSTOMER Customer’s interaction analytics		ROBOTIC PROCESS AUTOMATION AI-powered virtual assistant	
Omnichannel Contact Center Solutions	 UNIFIED ENGAGEMENT SUITE Consulting Implementation Integration Training Customer Success Management 							
Infrastructure	VOICE CONNECTIVITY		DATA CONNECTIVITY			SECURITY		
Guarantees	 A team of experts	 24/7 Orange support	 Orchestration & development capabilities	 Voice quality assurance	 A single point of contact			
Succes Management	Customer success manager		Consulting		End-to-end onboarding support			

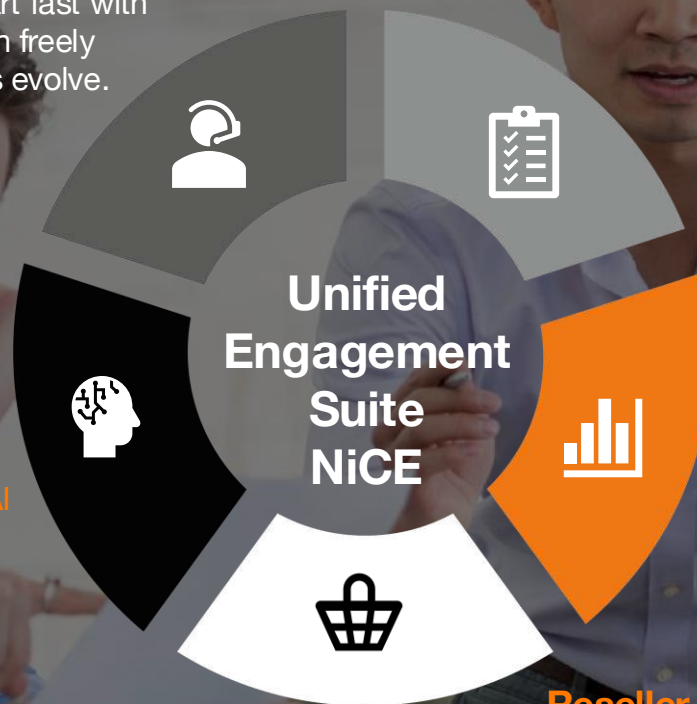
A modular platform to support all CX needs

Pre-configured packages

Ready-to-use bundles cover all key contact-center functions : **voice, digital, omnichannel, WEM, and AI**. Start fast with no complex scoping, and switch freely between bundles as your needs evolve.

AI Applications

Agent copilots, customer autopilots, intelligent routing, autosummarisation, and self-service analytics rely on a **CX-specific AI engine**. These applications deliver actionable predictive insights with no additional development needed.



Integrated Services

A core service layer including **CRM integration, agent workflow configuration, live reporting, and 24/7 support**. We operate under a proven “Build + Run” model, ensuring SLA compliance, regulatory alignment, and a single point of contact for all updates and oversight.

Premium Features à la Carte

Advanced QM, forecasting, enriched analytics : each module is activated on demand. A modular “level-up” model avoids over-licensing and lets you scale capabilities in line with business priorities without operational disruption.

Reseller Marketplace

A catalogue of **200+ add-ons and 400 APIs**, offering industry connectors, third-party voice tools, and vertical extensions. Customize your platform in just a few clicks while keeping unified governance and Orange-managed support.

From insight to action : Analytics that drives customer journeys

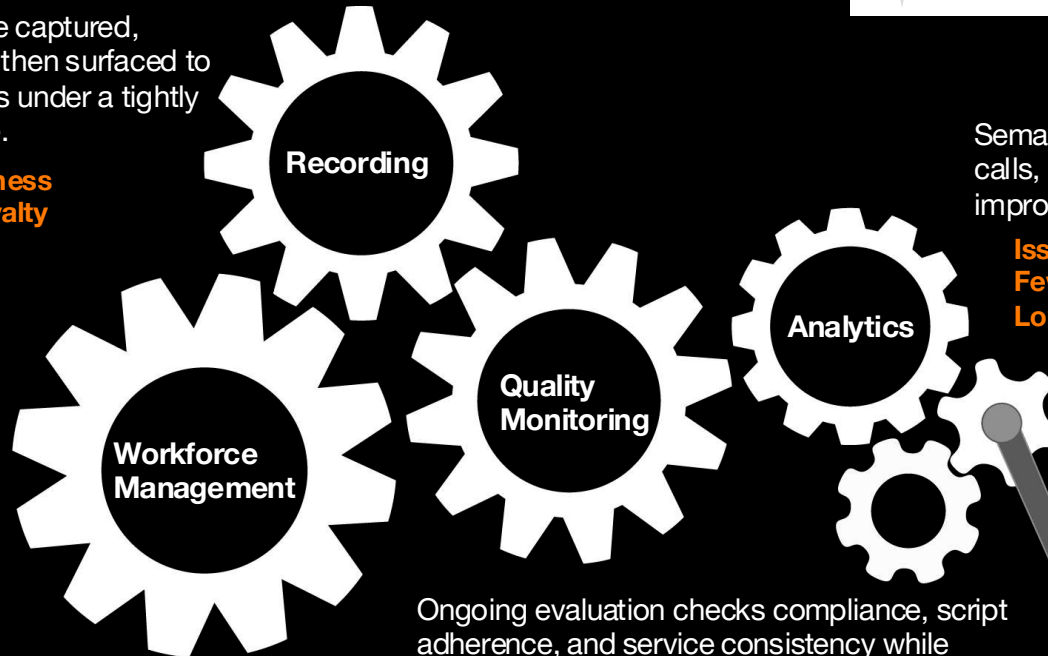
Each interaction leaves a trace : call transcripts, response times, emotional tone. With our range of Performance Products your teams can quickly surface **root causes**, **adjust scripts**, **reallocate resources**, and **automate tasks** based on real-time insights. What used to be a retrospective diagnosis becomes a live control system: journeys are fine-tuned instantly, and customer needs anticipated before they're even expressed.

Customer interactions are captured, encrypted, and archived, then surfaced to analytics and quality tools under a tightly controlled retention cycle.

Higher sales effectiveness
Stronger customer loyalty
Fewer disputes

Scheduling uses demand forecasts and historic patterns to match staffing with workload to avoid over- and under-coverage alike.

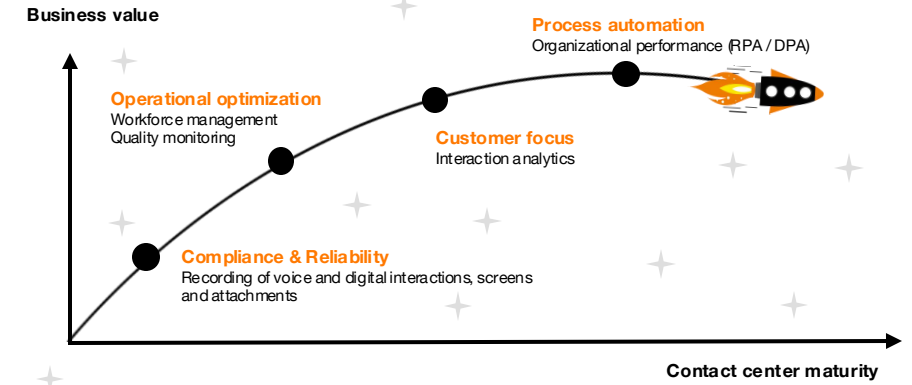
More flexible shifts
Optimal use of resources
Less overtime



Ongoing evaluation checks compliance, script adherence, and service consistency while pinpointing coaching priorities.

FCR on the rise
Targeted training
Better customer satisfaction

Solutions aligned with your contact center maturity



Semantic and sentiment analysis categorizes calls, highlights pain points, and pinpoints improvement levers across the journey.

Issues surfaced sooner
Fewer low-value responses
Lower attrition and handle time

An open ecosystem that fits your stack

Connect with global players and niche providers

Designed for full interoperability, the platform plugs straight into core enterprise tools-collaboration suites, CRM / ERP, as well as ITSM platforms.

It connects just as easily to leading AI and analytics to **enrich every interaction**.

Partnerships in RPA and IDP drive intelligent automation, freeing teams from repetitive tasks.

The result is an **open, reliable, and scalable foundation** that personalizes customer experiences and anticipates needs with confidence.



Supporting your customers at every step of their journey

We align every phase of the customer journey, from intent expressed on a channel to business action triggered in your systems, within a **unified context of history, channel, and sentiment**.

This shared foundation helps agents respond with accuracy, without data loss or redundancy, while recommendation engines act in real time. Interactions become smoother, service more proactive, and commercial performance measurably stronger.

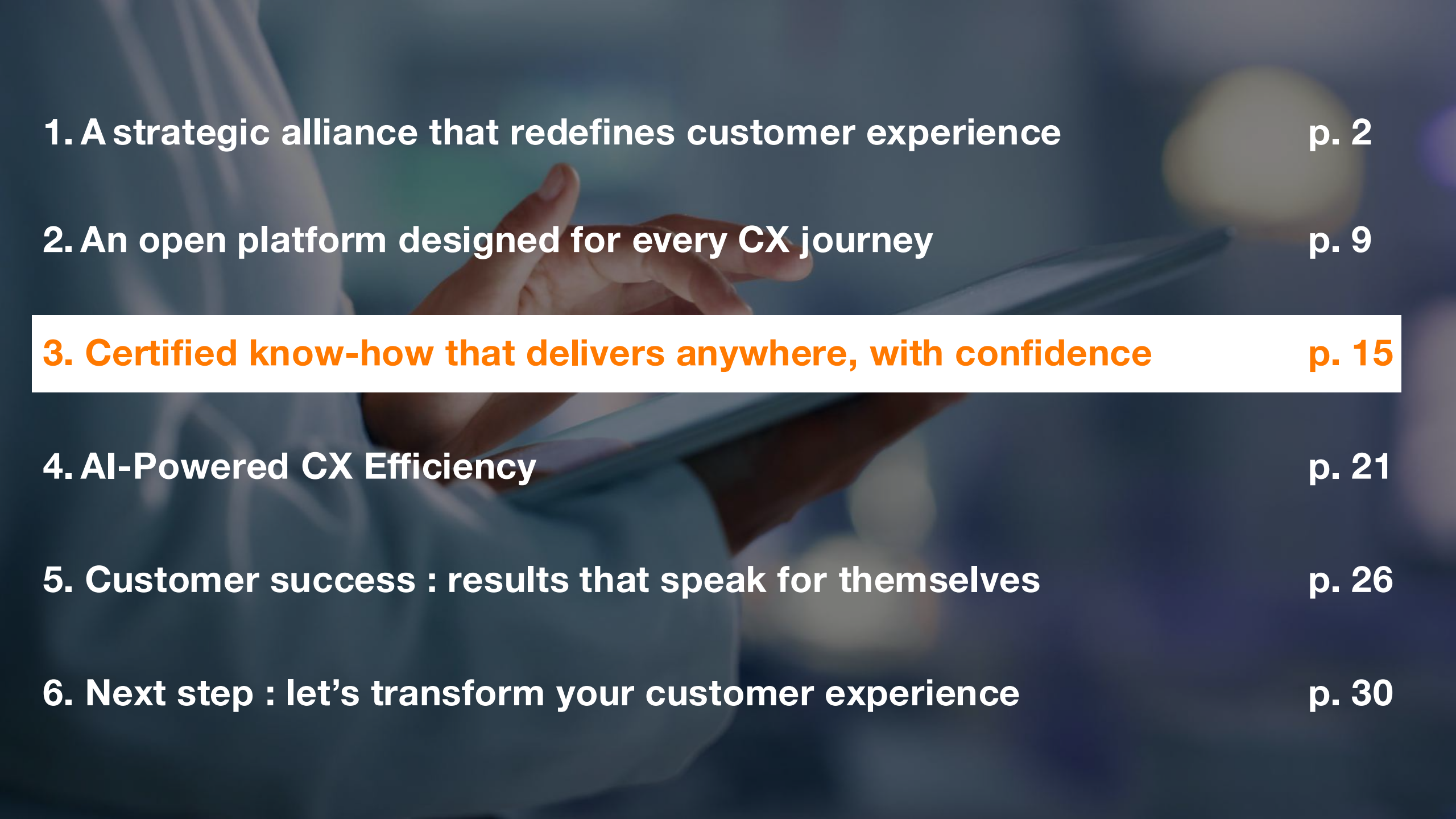
Events across all channels are managed dynamically based on context, load, rules, and intent. Customers reach the right answer, at the right time, on the path of least resistance.

The platform connects natively to major CRMs, business tools, and engagement platforms. Data flows automatically from one channel or system to another without friction, without repetition.

Customer Journey

Engagement



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A global network of certified NiCE experts



Certified multidisciplinary teams and a proven Build + Run model secure every CX project, whatever the functional scope, environmental complexity or local regulations.

As an end-to-end integrator recognized by leading analysts, we deliver smooth go-lives, shorter time-to-value and long-term support.

Our key strengths

- **113 actives certifications** covering the full NiCE portfolio
- **4 skill centers**
- **24 local service centers** providing on-site assistance in 32 languages
- **Fully integrated project teams**, combining project management, technical expertise, and data science to cover every stage : design, development, testing, and customer success

In each region, field teams master GDPR, telecom constraints and multichannel architectures. Their expertise in AI, WEM and CRM integration turns compliance requirements into accelerators, streamlines both integration and acceptance testing phases, while ensuring strict compliance with European standards.

Whether for a local pilot or a global rollout, we deliver the same level of commitment everywhere : deadlines met, consistent quality, and clear governance.

NiCE migration : every phase matters, every milestone builds success



Planning

The project team defines governance, target architecture, and technical prerequisites. A **detailed launch schedule** secures business continuity and protects high-capacity data traffic throughout migration, while clear roles and escalation paths prevent delays and cost overruns.

Consulting

Specialists run **functional and technical workshops**, map existing processes, and identify required CRM and telephony integrations. The **migration blueprint** quantifies customer-journey gains and aligns solution capabilities with measurable business priorities.

Training

Early engagement of champions and early adopters ensures momentum from the initial sprints. Practical workshops and a "train the trainer" approach build internal capability before, during, and after deployment to enable **fast, sustainable adoption**.

Implementation

Engineers configure integrations, execute test cycles, and issue weekly progress reports. User-acceptance scenarios validate performance. Custom dashboards and quality checks underpin cut-over, which delivers seamless omnichannel service from day one.

Closing

Hypercare takes over from day one of go-live, with reinforced monitoring, hands-on support from deployment teams, and a structured feedback loop that informs the improvement roadmap and sets the stage for future enhancements.

Initialization

Project objectives are clarified, with scope validation covering elements such as new sites, 24/7 service, multi-device usage, and high data volumes. Risk assessments, stakeholder mapping, and system integration requirements (CRM, telephony, data) inform a phased timeline that safeguards business continuity throughout the migration.

From rollout to continuous improvement : a long-term commitment

For operational service support, Orange's Customer Service Management team will be the **first point of contact**. This team will also ensure that every aspect of your solution is managed to the highest standards possible and has overall responsibility for quality of service and customer satisfaction.

Customer Care Packages

PREMIUM

Orange support team handles every incident—major or minor—end-to-end.

ESSENTIEL

- Major incidents : handled by Orange
- Minor incidents : pay-per-incident

Training



A continuous framework designed to embed usage, support ongoing evolution, and strengthen autonomy at every stage of the solution lifecycle.

Additional Services



Technical Design Authority

Validates architecture choices and safeguards best-practice standards throughout the life-cycle



Usage Workshops

Interactive sessions that map real workflows to platform features and uncover quick-win improvements



Change Management

Assess any change request and any risks involved, plan the change, engage the right people to execute it, and coordinate the completion process



Advisory

Targeted consulting hours to address specific CX challenges or explore new integration scenarios

Customer Success Manager

Your **dedicated Customer Success Manager** aligns the platform with your business goals, accelerates roll-out, and drives user adoption. They translate objectives into **actionable roadmaps, guide configuration choices, and coach teams** so every feature delivers measurable value.

Beyond go-live, the Customer Success Manager remains actively involved throughout the contract, driving solution adoption through **usage monitoring, KPI analysis, feedback consolidation, and management of change requests**. Support activities are coordinated end-to-end, with a focus on delivering tangible optimizations, both functionally and financially.



A solid compliance foundation, aligned with global standards

Orange Business and NiCE are committed to **maintaining compliance standards for customer privacy and information security**. These are bolstered by conducting internal process reviews, periodically throughout the year. Some examples of data privacy and security compliance frameworks adhered to :



General Data Protection Regulation

- Data Protection Officer : appoints a DPO to oversee compliance
- Data Subject Rights : implements processes to uphold rights such as access, rectification, and erasure
- Privacy by design : integrates data protection measures into systems and processes from the outset.



Payment Card Industry Data Security Standard

- Secure Payment Processing : adopts stringent security measures for handling cardholder data
- Regular Assessments: conducts assessments to ensure compliance with PCI-DSS requirements



Consensus Assessments Initiative Questionnaire

- Survey provided by Cloud Security Alliance (CSA) for cloud consumers and auditors to assess security capabilities of a cloud service provider
- Purpose is to outline security capabilities and posture to customers, in a standardized way using CSA best practice terms and descriptions.



Federal Risk and Authorization Management Program

- Cloud Security : meets federal security standards for cloud services.
- Authorization Process : undergoes rigorous assessments to achieve and maintain authorization





Tangible safeguards, rooted in day-to-day operations



Data Sovereignty

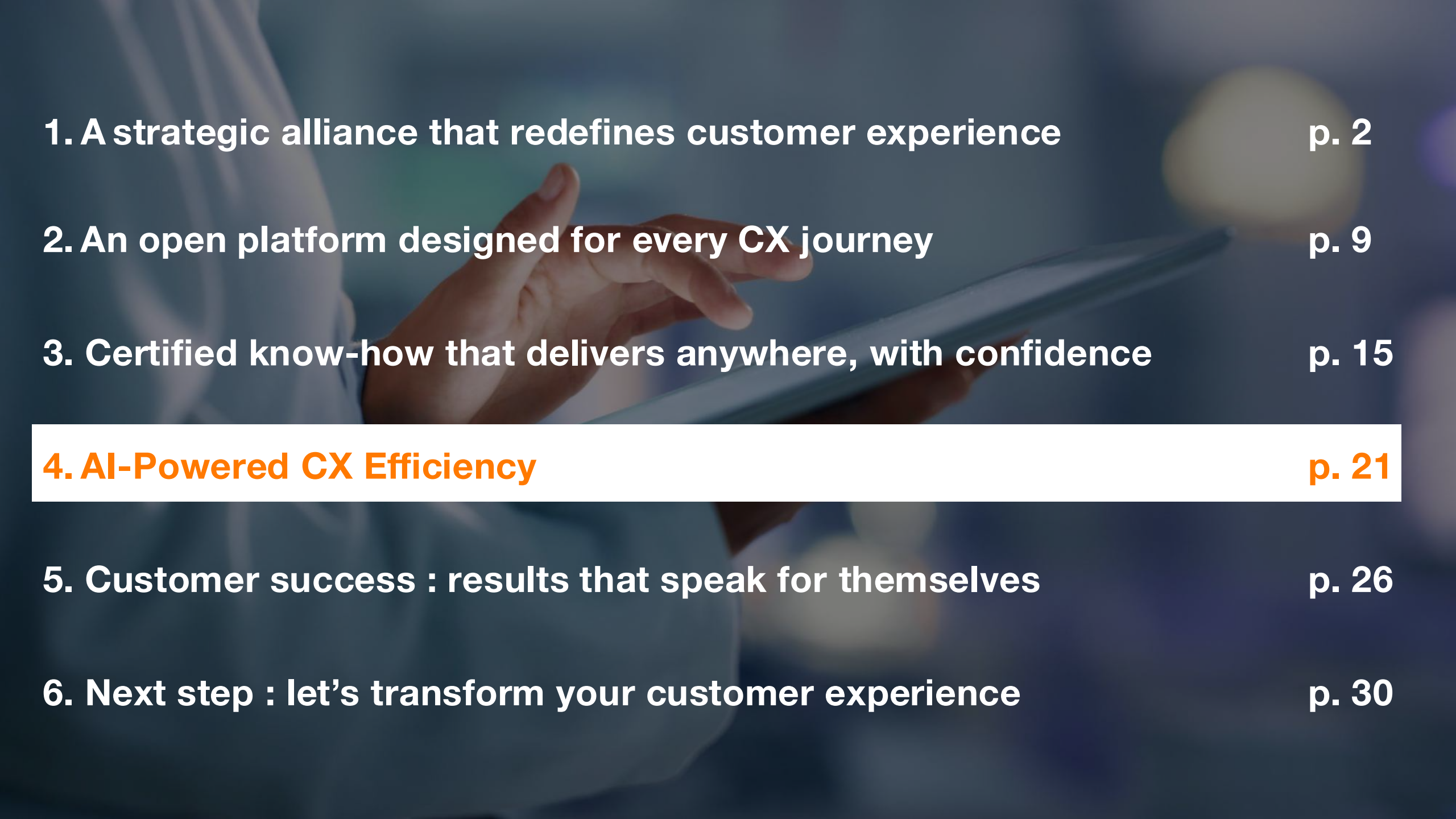
Local Data Storage : ensures data is stored in compliance with local laws and regulations
Regional Data Centers : utilises data centers located in specific jurisdictions to meet sovereignty requirements.

Standardized Information Gathering Questionnaire Core

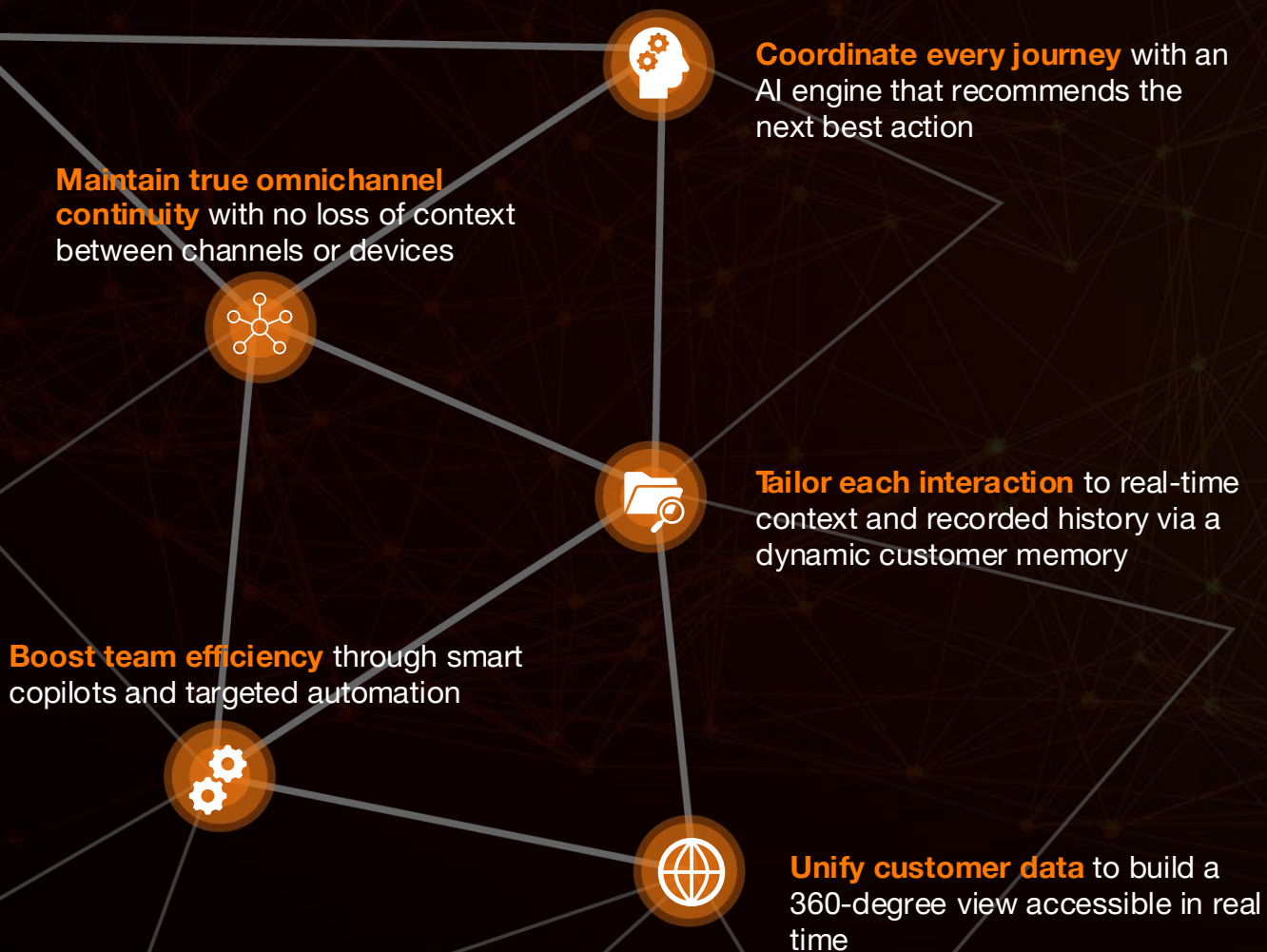
Questionnaire created to help businesses improve management of third-party risks across multiple categories, including cybersecurity, operational, data governance, and supply chain risks. SIG assessment purpose helps manage operational risks, business resiliency, security policies, cybersecurity risks, and third-party risks as part of a broader Third-Party Risk Management (TPRM) program.

Other compliance Frameworks

Data Operations Policy : implements policies to manage data securely.
Twice-Yearly Audits : conducts regular audits to ensure ongoing compliance with all relevant frameworks.

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Turn AI into a tangible driver of CX performance



When customer experience gets diluted across disconnected tools and teams, AI brings back clarity and control.

By **unifying data and decoding intent in real time**, it empowers your teams to act with precision at the right moment, through the right channel.

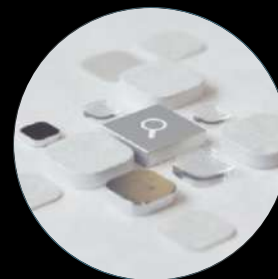
AI isn't just a layer of automation. It sharpens your understanding of the journey, **streamlines actions across silos**, and frees your agents to focus on what truly drives value.

Enlighten : purpose-built AI for smarter CX

Integrating AI that is specifically trained on CX use cases **reshapes the entire user journey**.

Drawing on a vast corpus of conversational data, it delivers real-time recommendations, automates low-value tasks, and creates interactions that are smoother, more natural, and firmly tied to context.

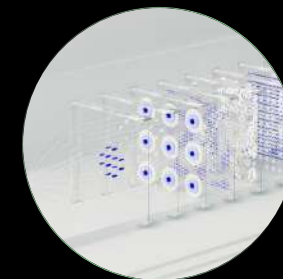
Available in **co-pilot mode** to assist agents or **auto-pilot mode** to handle selected journeys end-to-end, this AI combines **deep personalization with operational efficiency while reducing customer effort**.



500
patents granted



200+
ready-to-use models



180M
interactions analyzed daily

Enlighten 



Auto summary



Decision analytics



AI Routing



AI-assisted agent



Self-service automation



Feedback-driven insights



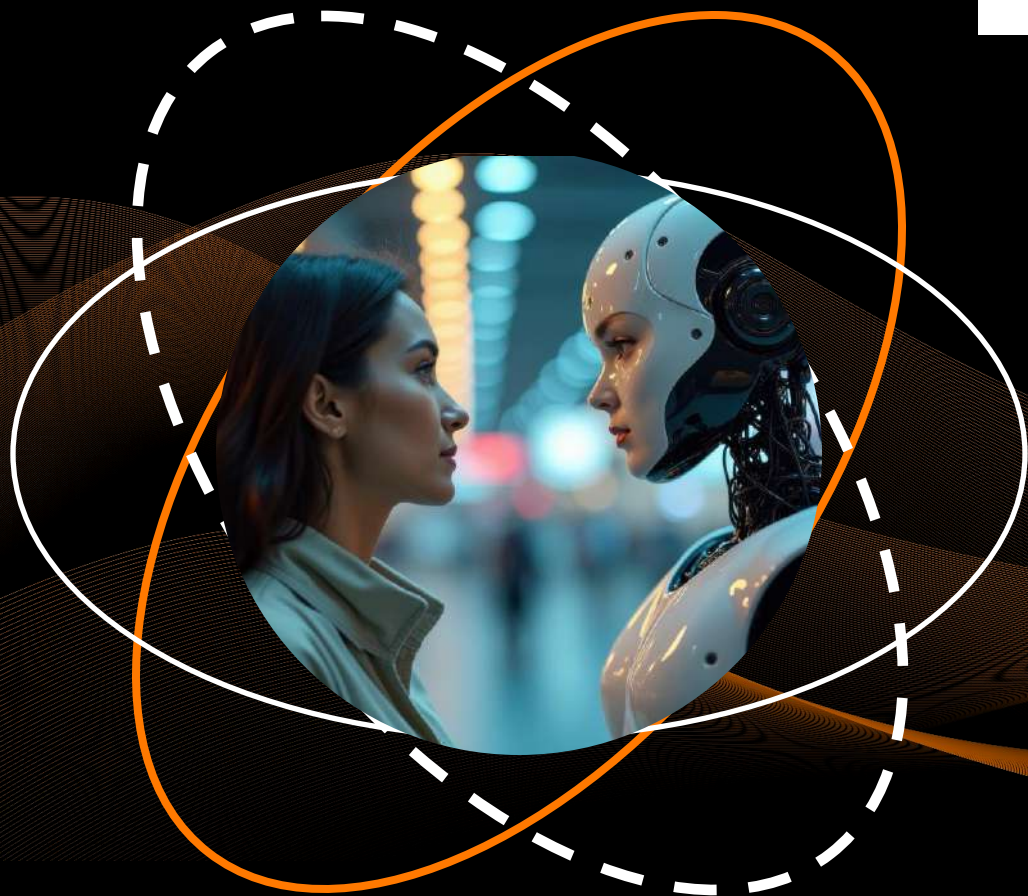
Sales coaching



Journey optimization

**AI engineered for CX,
trained on the market's largest customer-experience datasets**

Anticipate customer needs with Proactive AI



It pinpoints the **ideal moment** to engage and adapts the message to the current context.

By continuously analyzing data drawn from customer journeys and core business systems.

Proactive AI launches interactions before the customer expresses a need.

It can even **trigger tasks** directly inside your enterprise applications.

The result : smoother journeys, lower effort for customers, and agents freed from low-value work.

It is especially effective for **automating long or complex journeys** while maintaining high levels of personalization, compliance, and channel continuity.

Automate CX & EX with the Orange Business AI Orchestrator

Around 80 % of customer-service costs stem from human effort. Deploying conversational bots or employee-assist solutions often means juggling multiple technologies in a fast-moving market. The **Orange Business AI Orchestrator** provides a single digital front end-multi-LLM, multi-cloud, fully managed-to deliver the best AI experience for your specific use cases. The platform is carrier-grade, with built-in redundancy, and already supports 3 million interactions per month across 10 enterprise clients.

Why choose Orange Business as your AI integrator ?

Best-of-breed technology

We assemble the optimal mix of NLP, TTS, payment, summarization and sentiment engines for every scenario.

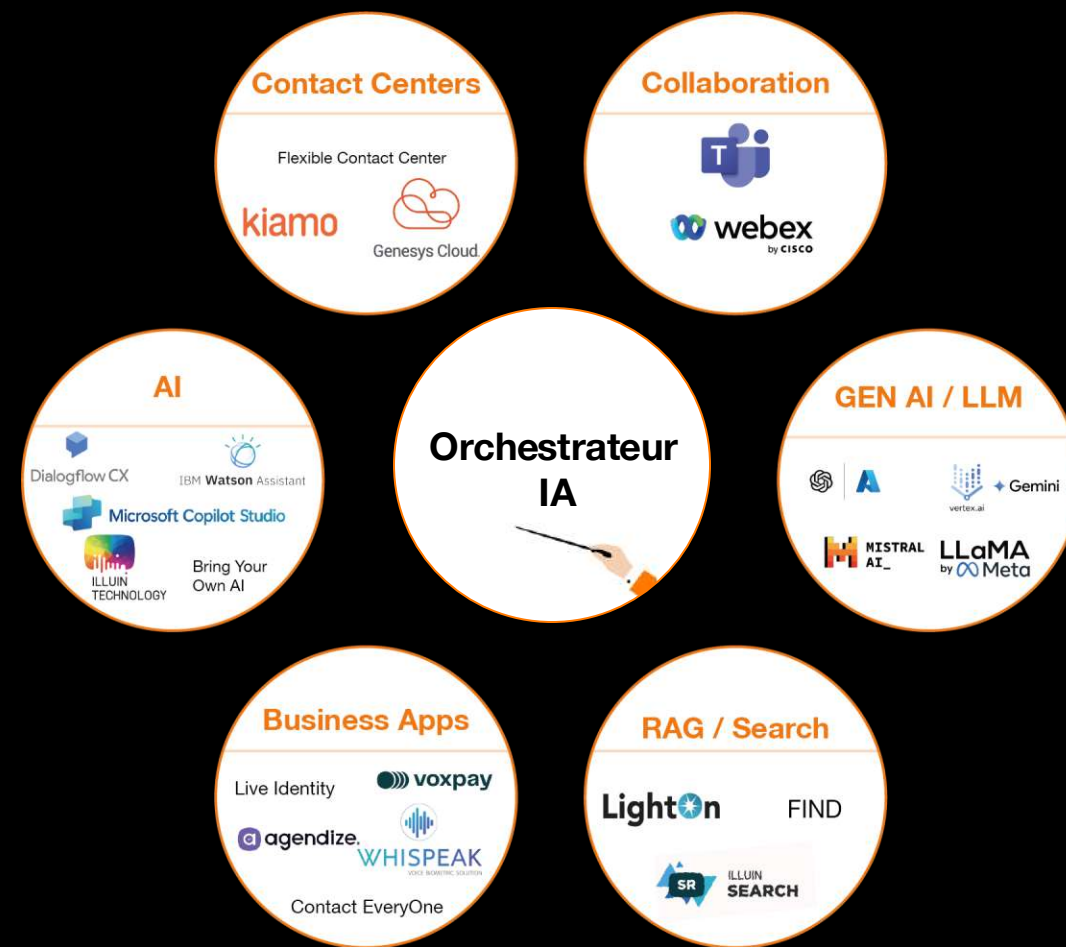
Built-in agility

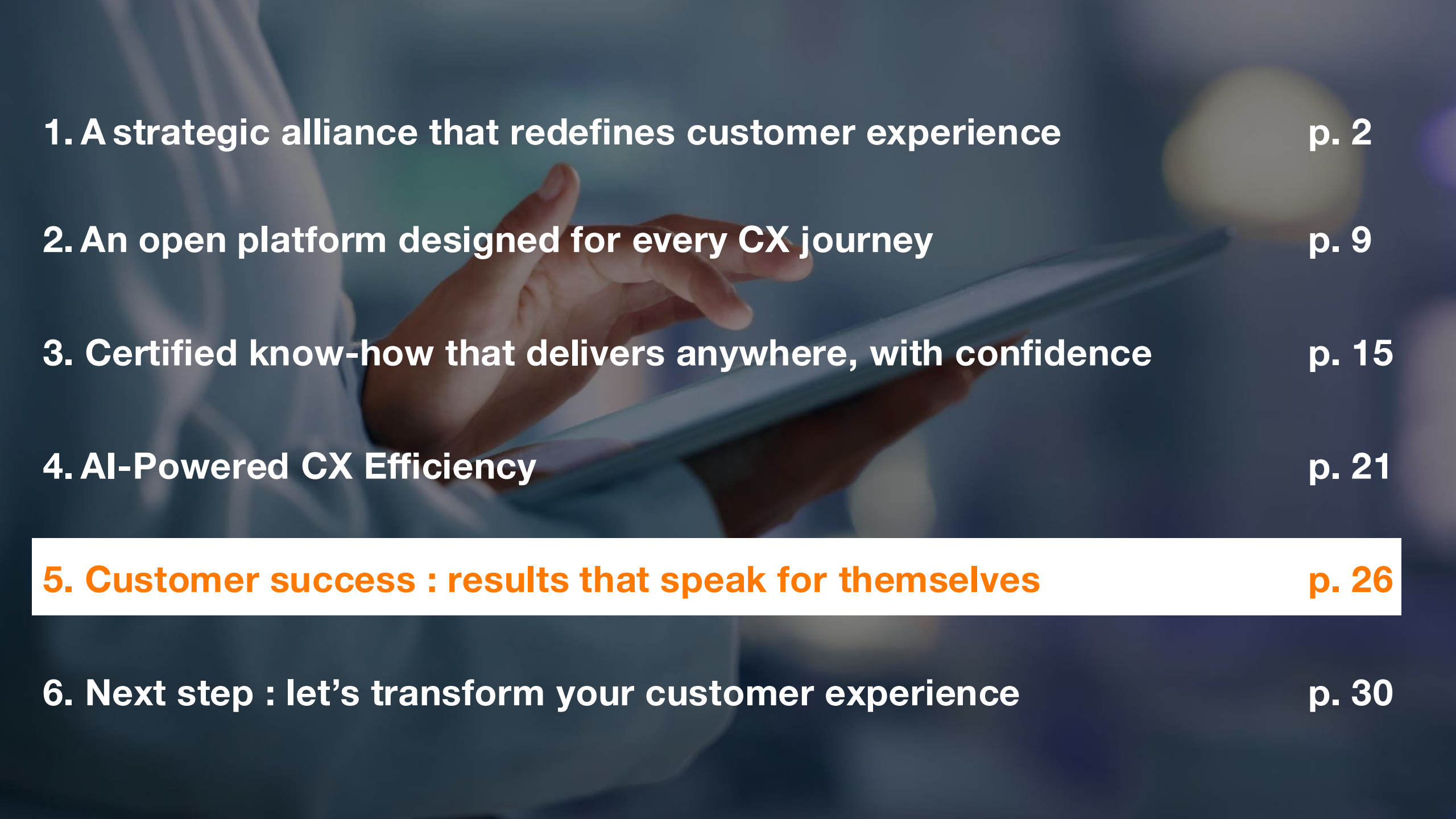
Use cases evolve; the bot evolves with them, no need to rebuild from scratch.

Vendor neutrality & sovereignty

Keep full control of data and provider choice; never locked to a single AI vendor.

Consulting, data scientists and AI developers monitor performance and benchmark new technologies with Orange Innovation.



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Customer success story : Global food industry leader

Confronted with soaring call volumes and a fragmented customer view, this food company invested in a fully integrated contact center.

The outcome is clear : more than half of all requests are now resolved on the very first call.

- **More than 300** employees connected through a single platform
- **40** co-design workshops held to shape the solution
- **Pain points** distilled into **10** decisive contract commitments
- **Seamless fit** with the existing IT landscape, with no service disruption

The client was looking for one partner to drive its digital overhaul. The chosen solution plugs straight into the current environment and boosts cooperation between in-house teams and external providers.

Beyond the financial upside, the organization now benefits from a **consistent agent experience**, consolidated performance metrics and a coherent **global governance model**.

These strengths underpin continuous gains in customer satisfaction and provide a smooth path toward future innovation.



Customer success story : Global maritime shipping leader

With more than 5,000 agents spread over 135 countries yet only half of them able to reach the contact-center platform, this shipping giant had to unify operations and open the door to remote work. In under nine months, a cloud-based omnichannel solution brought 100 percent of staff onto the same system.

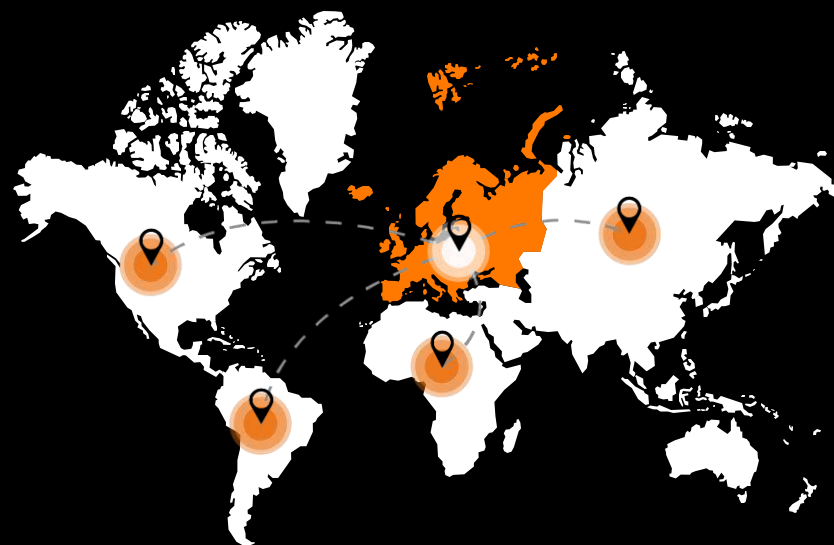
- **5 000+** agents now connected and eligible for remote work across **135 countries**
- Service coverage lifted from **50 percent to 100 percent** through the cloud
- **Native Teams integration** streamlines exchanges between front-line agents and back-office staff
- **Single agent workspace** with a banner embedded directly in the client's CRM

Fragmented teams and a patchwork of local tools were eroding service quality and blocking home-office access.

A joint audit delivered a clear roadmap : migrate to a cloud omnichannel suite, **embed the agent toolbar inside the CRM** and link Teams voice services to create a truly **unified communications chain**.

Agents now handle every interaction from one interface, while customers enjoy a seamless journey on any channel they choose.

The result is higher satisfaction, stronger loyalty and a support model ready for future growth.



Customer success story : Global health & safety services provider

To cope with four million critical assistance calls each year and keep service levels flawless, this health-and-safety specialist moved to a unified, cloud-based contact-center platform in just six months. The solution now runs across three continents.

- **More than 4,000 agent seats** cut over across **24 sites** in Asia-Pacific, the Americas and Europe
- **Close to 4 million** assistance calls handled annually
- **One integrated suite** for voice, email, chat, SMS and instant messaging
- **Flexible scheduling and training**, driven by live KPIs to balance workload and service quality
- **Real-time analytics and quality monitoring** that curb agent attrition and repeat contacts

The client needed to modernize a fragmented, aging support setup to maintain excellence in both preventive advice and emergency response. An audit and co-design phase mapped every pain point, set the roadmap and guided the switch to a **scalable cloud platform** that replaces the legacy on-prem system while **linking natively with the existing CRM** and collaboration tools.



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- 6. Next step : let's transform your customer experience p. 30**

Don't wait any longer : kick-start your contact-center transformation

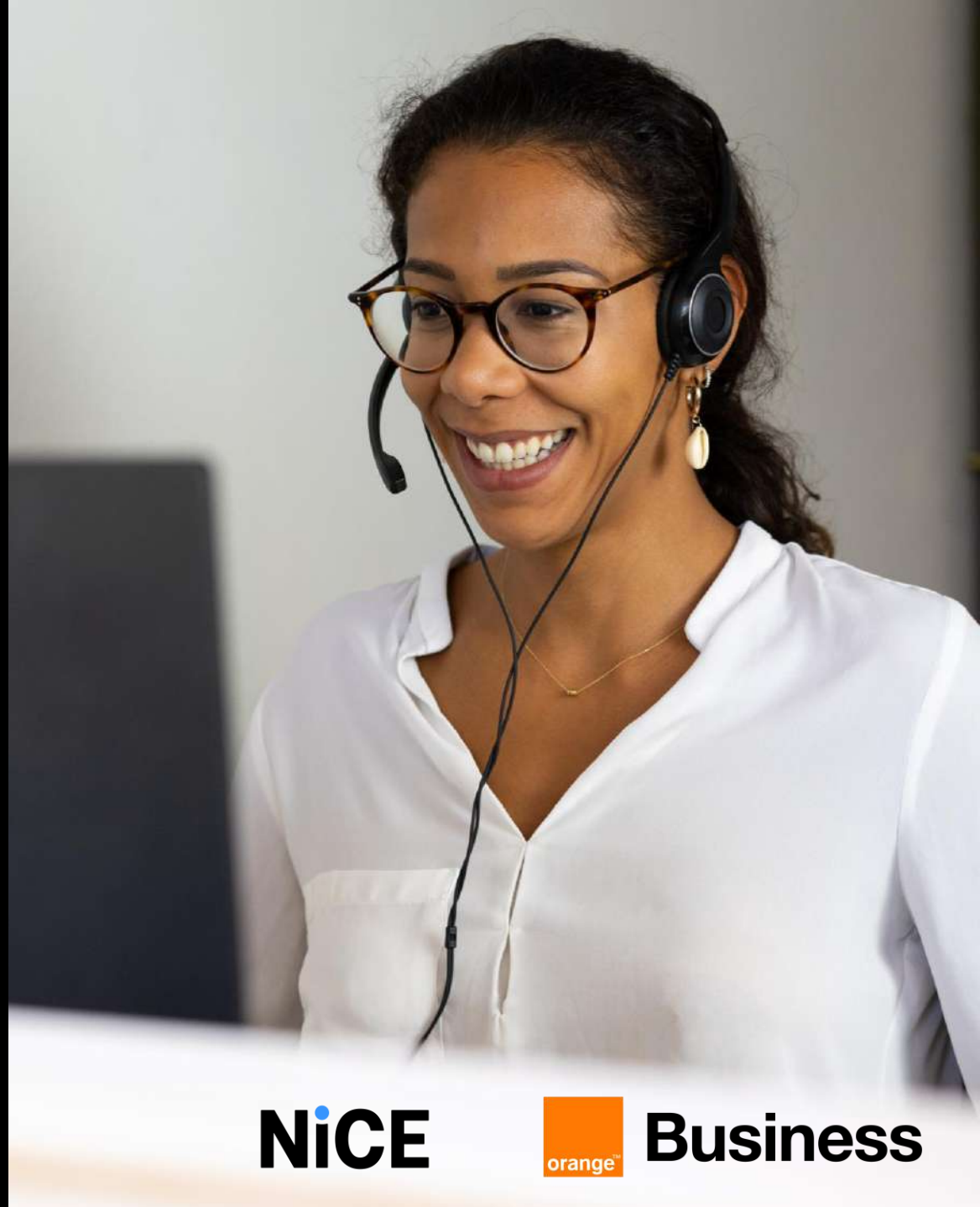
How can you reach out to Orange Business ?

- To go further, please scan the QR code below to open our quick questionnaire

You will be contacted by a sales representative, who is an experienced sales specialist on the subject of transforming your CX business from on-premises solutions to state of art-cloud CCaaS.



- They will hold an initial meeting with you to help better understand your business needs and will then propose a more detailed ½ day workshop.



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Business