CREATING LASTING CUSTOMER EXPERIENCES

A strategic alliance partnership enabling omnichannel customer experiences in the digital age
End-users are now empowered & digitally connected.
END-USERS ARE NOW EMPOWERED & DIGITALLY CONNECTED

PROLIFERATION OF MOBILE DEVICES

MAKE IT OWN

DO IT BY MYSELF

LEADING WITH DATA
TODAY’S CX CHALLENGES

FRUSTRATED CUSTOMERS
- Inconsistent, impersonal experiences
- No predictability of outcomes
- Separation of voice and digital channels

UNENGAGED EMPLOYEES
- Unable to find information
- Unfair distribution of work
- Poor workforce performance & high turnover

MONEY DOWN THE DRAIN
- Operations remain inefficient
- Point solutions degrade customer experience, agent performance, increases operational expense
ENTERPRISES USING THE GENESYS CX PLATFORM

CORRELATE IMPROVED CUSTOMER EXPERIENCE TO REVENUE GROWTH (1)

(1) Forrester total economic impact study for companies using Genesys CX platform
ENTERPRISES USING THE GENESYS CX PLATFORM
CORRELATE IMPROVED CUSTOMER EXPERIENCE TO REVENUE GROWTH (1)

- SATISFIED CUSTOMERS
  - 50% REDUCTION IN CUSTOMER ABANDONMENT

- ENGAGED AGENTS
  - 12.5% IMPROVEMENT IN AGENT HANDLE TIME

- NEW REVENUE STREAMS
  - 30% IMPROVEMENT IN ECOMMERCE CONVERSIONS

(1) Forrester total economic impact study for companies using Genesys CX platform
MAJOR DRIVERS FOR CONTACT CENTER TO BE COMPETITIVE

Cloud options are in demand

Contact Center is the first line of defense for consumer loyalty

Digital Channels mandatory

OMNICHANNEL

Social Media is now a customer service channel

Intelligent self service is a critical differentiator

Machine learning powers agents decision making

Leaders will enhance their agent management & training practices
ORANGE MEETS THE NEEDS FOR CUSTOMER SERVICE
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CREATE VALUE
- Margin & sales
- Value of differentiation
- Improve CX

DRIVE PERFORMANCE
- Operational performance on all channels
- Break “silo management”
- Automation

KNOW CUSTOMERS
- Deep client analysis
- Personalize interactions
- Predict their needs

OPTIMIZE HR
- Personalized training
- Boosting
- Decrease turnover

ORANGE MEETS THE NEEDS FOR CUSTOMER SERVICE
ENGAGE
YOUR CUSTOMERS

EMPOWER
YOUR AGENTS

Intuitive self-services
Interactive Voice Response
Prompt response and resolution
Contact Center

Efficient and Effective Services
Workforce Engagement
Internet-of-Things & Data Analytics

ENRICH
YOUR SERVICES

ENGAGE YOUR CUSTOMERS

EMPOWER YOUR AGENTS

ENRICH YOUR SERVICES
OUR EXPERTS LISTEN TO YOU TO CREATE THE SOLUTION MATCHING YOUR NEEDS

Availability
Flexibility
Scalability
Customization
Cost-efficiency
Disaster recovery
Update / upgrade
Competitiveness
Security

PROFESSIONAL SERVICES AND EXPERTS TO FINE TUNE YOUR STRATEGY
MANAGED VOICE PORTAL

Successfully Handle Customer First Interaction

99.95% SERVICE LEVEL AGREEMENT

Host, Develop & Manage Or Delegate To Our Experts

AUTOMATE
low-value added calls

CREATE
engaging brand experience from the first seconds

HANDLE
all requests in case of activity peaks or overflow

Providing intuitive and consistent self-services

Intelligently routing callers to the best qualified available

Managing voice menus by your own in real-time
SMART CONTACT

- Embrace a mobile engagement strategy

- **CREATE**
  - greater digital customer engagement
  - Easily connecting to a live agent from an intuitive mobile app

- **REDUCE**
  - customer’s effort & frustration for maximal satisfaction
  - Requesting a call-back and so avoiding hold time

- **IMPROVE**
  - contact qualification and better handle virtual queuing
  - Submitting context data for smooth transition to the agent

- **COMPATIBLE**
  - with all operating systems

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Powered by Genesys Engage
UNIFIED ENGAGEMENT SUITE

- Amaze your customers, keep them coming back for more

- **CONNECT**
  better with today’s customers
  Personalizing service, managing relationships and spotting trends as they switch between channels

- **BOOST**
  employee performance and customer experience
  Providing the tools and information they need to work productively

- **ACCELERATE**
  business growth with one provider for all your international needs
  Remove the hassle, cost and delay of managing multiple service providers

ONE-STOP-SHOP
MULTICOUNTRY DEPLOYMENT CUSTOM DEVELOPMENT

Powered by Genesys Cloud
MANAGED CONTACT CENTER

Turn customers into brand ambassadors

- **Engage**
  - customers through effortless journey successfully
  - Combining digital interactive rich media with voice

- **Ensure**
  - quick answer, expert support and first contact resolution
  - Gaining customer insights and breaking silos with back-office

- **Empower**
  - both agents and administrators
  - Leveraging on intuitive tools and real-time analytics

Powered by Genesys Engage
WORKFORCE ENGAGEMENT

Significantly boost your performance

EMPOWER
agents to perform their best

Native integration with our cloud contact center
Open to legacy third parties

HIGH CUSTOMIZATION CAPABILITIES

IMPROVE
customer services efficiency, effectiveness and compliance

INCREASE
business results and build strong competitive advantage

Offering targeted coaching and adapting workflow processes

Gaining insight on voice of customer and people & processes performance

Lowering cost, boosting productivity, driving revenue

EMPOWER agents to perform their best

HIGH CUSTOMIZATION CAPABILITIES

IMPROVE customer services efficiency, effectiveness and compliance

INCREASE business results and build strong competitive advantage

Powered by Genesys Engage

Genesys Cloud

BY Orange Business Services
 ► Best-in-class **Contact Center providers**
 ► **An international network** (data traffic) / Research and innovation in **220 countries**
 ► Call collection in **150 countries**
 ► **Service management for end-to-end solutions**
 ► +3,000 multinational customers
 ► **24/7 business continuity delivered by 5 Major Service Centers**

 ► **Best-in-Class Contact Center solutions** that drive customer and business success
 ► **Make every customer journey great** across digital channels and voice
 ► **Increase business results** while improving Customer Experience
 ► **25b contact center interactions** per year in the cloud & on-premises
 ► **5,000 customers** of all sizes
 ► **27 years focusing on customer engagement** as a pure play
KEY STRENGTHS

- Global end-to-end portfolio & cloud infrastructure
- Multi-technologies for smooth transformation
- Full lifecycle management services
- Exclusive contact center operational tools

- 521 Cloud contact center customers
- 10,800 Full cloud contact center concurrent peak platform
- 105,145 Cloud contact center positions
- +12% Cloud contact center yoy growth
KEY STRENGTHS

Native support for voice & digital channels
Cross-Channel SLA management
Orchestrated customer-to-agent matching
Integrated workforce management across all channels

HYPER-PERSOALIZED SERVICE
MANAGE WORK WITH UNIVERSAL AND VIRTUALIZED QUEUE
OMNICHANNEL DESKTOP WITH JOURNEY TIMELINE
PROVEN FOR HIGHLY SCALABLE, MISSION CRITICAL OPERATIONS
A STRATEGIC PARTNERSHIP

ENABLING

OMNICHANNEL

CUSTOMER EXPERIENCES

IN THE DIGITAL AGE
A STRATEGIC PARTNERSHIP ENABLING
OMNICHANNEL CUSTOMER EXPERIENCES
IN THE DIGITAL AGE

BUILD WITH THE POWER OF

orange™ Business Services
GLOBAL OPERATOR & LARGE SCALE SERVICES PROVIDER

GENESYS™
WORLD’S #1 CUSTOMER EXPERIENCE PLATFORM

FOR A SECURED TAILORED OUTSTANDING CONTACT CENTER
TRANSFORMING TO
OMNICHANNEL ENGAGEMENT

- Private & hybrid networks
- Global IT/ private own cloud infrastructure
- Cloud, Hybrid, premise delivery
- Fixed & mobile connectivity
- Exclusive contact center operational tools
- Internet - of - Things

- Native support for voice & digital channels
- Orchestrated customer-to-agent matching
- Omnichannel desktop with journey timeline
- Cross-channel SLA management
- Integrated workforce management across all channels
INNOVATION

- Co-development for strategic agent desktop
- IoT integrated into contact center
- Intelligence Artificial
- Strong R&D capability
- Value

SOLUTION BREADTH

- Virtual contact center, traffic, network, security
- All delivery models: cloud, hybrid, premise
- All customer segment: Mid-size, Large and Multinational companies

CREDIBILITY

- 120+ common global customers
- 46,550 contact center agent positions
- 177 millions minutes routed worldwide

PERFORMANCE

- SLA at 99.95%
- Certifications:
  - ISO 9001
  - ISO 20000
  - ISO 27001
  - ISO 15408
CUSTOMER SERVICE MANAGER:
A UNIQUE ENTRY POINT TO DELIVER SERVICES AND SUPPORT YOU

SLA
- Monthly meeting with CSM
- SLOs / SLAs
- Monthly performance reporting
- Service Improvement Programs

INCIDENT
- Monitoring: Pro-active by eSMC and reactive by CS&O incidents managed by Service Desk - 24/7
- CSM provide a monthly report on the incident, incident diagnosis and resolution based on SLA levels

PROBLEM
- Remote access will be used
- Proactive identification of recurring incidents via the monitoring tools

CHANGE
- CSM will give a monthly report on changes Change lead time
- CSM as single point of contact for change requests
- Orange performs the MAC upon customer’s request according to the change catalog

KNOWLEDGE
- Remote access will be used
- Configuration backup of all the critical components is done by Orange
- The CSM will do the technical documentation update
MY SERVICE MANAGEMENT
WITHIN YOUR MY SERVICE SPACE PORTAL
TO MANAGE SERVICES EASILY, EFFECTIVELY, ANYTIME, ANYWHERE

DIRECT ACCESS ON TABLET & SMARTPHONE

STATE-OF-THE-ART APPLICATION FOR SERVICE INCIDENTS MANAGEMENT ONLY

Integrated in my service space portal for PC access
Empowered by market leader ServiceNow
Hosted in Orange Business Services Cloud
MY SERVICE SPACE

- Manage solutions, user’s profiles and user services
- Access information on services usage
- Manage the entire lifecycle of your incidents
- Receive alarms in real-time & quickly create incident
- Request and track changes
- Submit changes from change catalog / device inventory
- Request and track your quotes
- Validate proposals and track your orders
- Manage your disconnect requests & track their status
- Receive fine-tuned notifications
- Download invoices/credit notes, traffic usage and view 24-month history
- Track your billing inquiries, analyze your account data and build reports
- Be automatically notified of upcoming planned & expedite Orange network maintenance
- Contact our support team by email
- Use the online help with tutorials, videos and a Q&A

Support
- Solutions Management
- Incident Management
- Change Management
- Ordering
- Disconnect Management
- Information
- Billing
INDUSTRY RECOGNITION
CONSISTENT LEADERSHIP POSITIONS

GENESYS

Leader in Cloud Contact Centers and Contact Center Interaction Management for both Large and Midsize Organizations in the Wave

FORRESTER

Leader in Contact Center Infrastructure MQ
Leader in Contact Center as a Service MQ (NAM)

Gartner

Leader in Worldwide Service Providers Vendor Assessment
Leader in Contact Center as a Service MQ (Europe)
Leader in Unified Communications as a Service MQ Worldwide
Leader in Network Services MQ worldwide
Leader in Managed M2M Services MQ worldwide

Frost & Sullivan

APAC Cloud Contact Center Service Provider of the year and UC Growth Excellence Leadership
WE LEVERAGE ON GLOBAL INFRASTRUCTURE AND EXTENSIVE EXPERIENCE

550+ Contact center experts and sales specialist

Skill Centers – Regional Expert Teams, Engineering, Customer services

Data centers in the USA, Europe and APAC

Skill Centers – Regional Expert Teams, Engineering, Customer services

New infrastructure investments in the USA

46,550 GENESYS LICENSES MANAGED WORLDWIDE
ALREADY SATISFIED CUSTOMERS
THANKS TO OUR JOINT SOLUTIONS
TOGETHER, WE SUPPORT

DIGITAL BUSINESS TRANSFORMATION

FOR A FAMOUS AMERICAN INFORMATION TECHNOLOGY COMPANY

ISSUES & CHALLENGES

► Migrate the worldwide customer support & services, sales & Shopping and Global functions contact center
► Deliver best in class post sales CX while generating upsells at point of support
► Use support intelligence to influence NPI and Product Design Quality to drive Average Failure Rate below 3%

RESULTS & BENEFITS

► Digital experience and quality services for end-users
► Improved competitiveness
► An infrastructure, processes and skilled workforce supporting services portfolio evolution

SOLUTION

► Managed Voice Portal and Managed Contact Center based on Genesys technology
► 12,000 agents based on 36 countries
► Global coverage: EMEA, APAC and the Americas
► CCA call collect in 120 countries
► Multimedia channel: email and chat
► Workforce Engagement
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CREATING A FRICTIONLESS PASSENGER EXPERIENCE FOR A MAJOR AIRLINE COMPANY

SOLUTION
- Managed Voice Portal and Managed Contact Center based on Genesys Engage
- 2,200 agents based on 16 countries (550 mail agents, 190 back-office experts and 430 home workers)
- Global coverage: Europe
- Blended voice email for flexibility and productivity

ISSUES & CHALLENGES
- Provide fast and efficient services all over Europe
- Boost agents efficiency
- Benefit from a single tool to handle omnichannel contact
- Get a real-time overview of the contact center activity to better manage and monitor customer services

RESULTS & BENEFITS
- Time saving: agents can treat several mails at the same time
- Unified administration
- High flexibility and better management during traffic spikes
- Centralized management, monitoring and statistics for all sites

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CREATING A FRICTIONLESS PASSENGER EXPERIENCE FOR A MAJOR AIRLINE COMPANY
DELIVERING
THE ULTIMATE IN CUSTOMER EXPERIENCE SOLUTIONS
FOR THE WORLD'S LARGEST CRUISE COMPANY

RESULTS & BENEFITS
► Increased quality: high service availability, advanced voice quality, omnichannel capabilities, business continuity and end-to-end SLAs
► A single point of contact for service management, clear change management processes and escalation path

ISSUES & CHALLENGES
► Provide both end-customers and travel agencies with the ability to easily book cruises
► Efficiently cope with high demand and seasonal fluctuations
► Replace the existing on-premises solution and the divided support model with no clear ownership

SOLUTION
► Unified Engagement Suite based on Genesys Cloud
► Pilot: 125 concurrent users in the US
► Global production: 479 concurrent users in 12 sites across APAC and Europe
RESULTS & BENEFITS

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OMNICHANNEL CUSTOMER EXPERIENCES
IN THE DIGITAL AGE

WIN WIN WIN
LET'S DISCUSS FURTHER!
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