

Trusted experiences start with confidence in every interaction



Three key takeaways from Orange Business Summit

- **Trusted experiences are now a business priority across customer engagement, employee productivity and operational performance**
- **AI can improve speed, personalization and efficiency, but it can also erode trust if identity, transparency and human oversight are weak**
- **The businesses that benefit most will be those that apply AI responsibly, on top of secure, governed and resilient digital foundations**

AI is transforming how enterprises engage with customers, support employees and manage operations. It comes with the promise of faster service, smarter workflows and more efficient decision-making. But it is also making digital experiences increasingly harder to trust.

Spam, spoofing, fraud and deepfakes are undermining confidence in digital and voice interactions. The World Economic Forum¹ now ranks misinformation and disinformation, intensified by synthetic media, among the most significant global risks, as the distinction between human- and AI-generated content continues to blur.

When automation is poorly designed or implemented, it creates more friction than value, leaving customers frustrated. Instead of feeling supported, they are left desperately trying to navigate confusing systems that wear down both satisfaction and trust. Inside the workplace, fragmented tools and disconnected data reduce productivity and often lead to duplicated tasks. This makes it difficult for teams to identify what truly matters and act with confidence. If operational teams question the integrity of data generated by systems, buildings or fleets, key decisions are often delayed, or poor choices are made.

In all these cases, the outlook is costly: lower response rates, reduced throughput, slower actions, and heightened risk of fraud, operational disruption, and failed automation.

Customers want reassurance as much as speed

For customers, the problem is increasingly visible. Digital interactions are faster and more automated than ever, but they are also less certain. Unknown calls are ignored, suspicious messages are deleted, and AI-generated content makes it harder to tell what is authentic. The result is a growing trust gap between enterprises and the people they need to reach.

According to Gartner², half of the enterprises that expected to significantly reduce their customer service workforce by 2027 will abandon those plans. This highlights the complexities and challenges of transitioning to AI-driven self-service models and how the human touch remains irreplaceable for customers in many interactions.

Enterprises must restore trust in digital interactions by ensuring secure and transparent exchanges. This can be done by providing reliable identity verification across voice and digital channels, and using AI to enhance services without making interactions feel unsafe or impersonal.

At Orange Business Summit, for example, we announced **branded calling**, an authenticated voice communication tool designed to reduce unanswered calls, strengthen customer engagement and regain trust in voice interactions. As deepfakes become more prevalent and sophisticated, we are also integrating advanced **deepfake detection** technologies into our collaboration and customer experience offers. This proactive approach helps protect enterprises from fraud, impersonation, and reputational damage.

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“The battle for digital trust is a battle for innovation.”

Aliette Mousnier-Lompré
CEO of Orange Business

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Employees want simpler, safer and more useful tools

The same logic applies to teams within the enterprise. Employees want fewer fragmented tools. Instead, they want tools that actively support them in their jobs, reducing repetitive tasks and enabling smarter decision-making. At the same time, they want to be confident that the technology protects sensitive data, meets regulatory requirements and enables them to work together more effectively.

Enterprises, however, are increasing their technology spend without factoring in evolving skills, according to Gartner³, with half of customer service organizations expected to double budgets by 2028. Despite pressure to use AI to reduce labor costs, enterprises cannot rely solely on automation to replace the customer service workforce. This will only lead to disruption and poor quality of service.

Gartner advises enterprises to use AI to reshape and modernize their operations, shifting human agents to higher-value activities that support growth. This may include giving employees the AI tools they want to work without replacing human judgment.

This approach is key, as digital workplaces are often burdened by years of overlapping tools and local workarounds, coupled with rising software costs. Here, simply adding extra features does nothing to improve the employee experience.

Real improvement comes from reducing complexity, making collaboration seamless and ensuring tools are secure, easy to use and aligned with the way people actually work. The principle is straightforward. The best employee experiences blend human strengths, such as judgment and expertise, with AI's speed and analytical power.

At Orange Business Summit, we spotlighted our **Intelligent Together** offering, specifically designed to help enterprises deploy, manage and continuously improve conversational AI agents across all business channels. This includes **Live Intelligence Studio**, a new capability within our Live Intelligence AI platform that will help enterprises transition to Agentic AI. It allows enterprises to design, utilize and govern autonomous AI agents to perform complex tasks securely within a trusted infrastructure.

The point of our innovations is to strike a balance between digital and human interaction, not take humans out of the loop. There will be times when customers need reassurance, for example, and human interaction is a necessity.

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“Our ambition is very simple. We want to reinvent customer and employee experiences with two things: one is trust, the second is AI.”

**Usman Javaid,
Chief Product and Marketing Officer,
Orange Business**

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Trusted experiences extend to operations

Improved digital experiences aren't limited to customers and office employees; they are also relevant to operations teams running factories, facilities, fleets and warehouses. Operational managers need reliable data, real-time visibility and actionable systems to make smarter decisions.

When operational data is fragmented, disjointed or trapped by incompatible tools, trust inevitably breaks down. Teams find it harder to get to the root causes of problems, making it difficult to improve performance metrics.

It demands 360-degree observability, predictive capabilities and control. The first step is to assemble all relevant data and break down silos. At Orange Business Summit, we demonstrated how Smart Data Bridge can bring industrial data into the realm of IT. From there, AI can help by spotting anomalies, correlating events and enabling proactive maintenance. This only works if the data outputs are reliable and comprehensible. Opaque AI only clouds the situation. High-quality data and a resilient, secure infrastructure are essential for effective, informed actions.

Responsible AI is what makes experiences trustworthy

Responsible AI must be at the center of the experience conversation. Enterprises want AI that is secure by design, governed, explainable enough to trust, respectful of privacy and sovereignty, and aligned with ethical and sustainability principles. Those requirements are not barriers to adoption. They are what make adoption sustainable.

If enterprises do not consider digital provenance in verifying the origin and integrity of software data and media in AI-generated content, for example, they face risks from code tampering and abandoned open-sourced projects to deepfakes, according to Gartner⁴.

We advocate that AI should not be deployed for its own sake, but applied to specific use cases where it delivers authentic value. Built-in security is non-negotiable, while performance enhancements should not sacrifice control. This is critical in areas such as customer identity management and personalized services, where mistakes can be costly and rapidly erode trust.

A secure digital infrastructure is the linchpin of trusted experiences

Trust is a critical metric in AI usage. Trusted experiences are not created in isolation, however. Without a resilient, secure and well-governed digital infrastructure, even the most advanced tools will fail to inspire confidence in both employees and customers.

The objective is not mass-scale rollout. It is about building solid foundations and progressive deployments that address individual business cases, enabling teams to work smarter and faster, fostering loyalty and earning credibility with customers.



“We really believe that trust is earned through performance, not just promises.”

Rob Willcock
CEO International Business,
Orange Business



4 priorities for building trusted digital experiences

Rather than automating every interaction, focus on the moments that matter most, strengthen trust where it is being eroded and use AI where it genuinely improves outcomes for customers, employees and operations.

1

Identify the interactions where trust is weakest

Map the customer, employee and operational touchpoints where confidence is breaking down, e.g., suspicious voice interactions, fragmented employee tools, or unreliable machine and service data. Trusted experiences start with a clear view of where friction, doubt or poor visibility are damaging performance.

2

Prioritize the most important user journeys

Not every interaction needs the same level of redesign. Focus first on the experiences that have the greatest business impact: customer service and identity-sensitive exchanges; employee workflows with high admin burden; and operational environments where downtime, delay or poor data quality carry real cost.

3

Apply AI where it adds confidence

Assess whether AI is making the experience more trustworthy and more efficient. Can it improve response quality, reduce repetitive work, strengthen fraud protection or support better operational decisions without creating new opacity or risk? Responsible AI should augment judgment, not undermine it.

4

Connect experience to the underlying foundation

Customer channels, collaboration tools, observability and AI cannot be treated as separate layers. Trusted experiences depend on secure identity, resilient infrastructure, governed data and shared visibility across the stack. The more coherent the foundation, the more consistent the experience.

1. World Economic Forum Global Risk Report 2025 <https://www.weforum.org/publications/global-risks-report-2025/>

2. Gartner predicts 50% organizations abandon plans to reduce customer service workforce due to AI <https://www.gartner.com/en/newsroom/press-releases/2025-06-10-gartner-predicts-50-percent-of-organizations-will-abandon-plans-to-reduce-customer-service-workforce-due-to-ai>

3. Gartner AI driven increase in technology spend will not be offset by equivalent in talent reduction 2025

<https://www.gartner.com/en/newsroom/press-releases/2026-03-31-gartner-predicts-over-50-percent-of-customer-service-organizations-will-double-their-technology-spend-by-2028>

4. Gartner Top 10 strategic Technology Trends 2026 <https://www.gartner.com/en/articles/top-technology-trends-2026>