

Transform your customer experience

Migrate to an omnichannel contact center

Mitigate risks from outdated contact center technology and future-proof your customer experience with Orange and Genesys.

More than ever before, your success is defined by the quality of your customer relationships and the experiences you deliver. Yet, legacy infrastructure can hinder your ability to deliver consistent service across all channels and touchpoints. If you're concerned about what the future holds with your existing contact center provider, you might not have time to wait for their next move. Customer expectations are evolving rapidly, putting your business success and competitive viability at stake.

Today's increasingly time-strapped customers want personalized, hassle-free interactions across multiple channels, within applications. According to the recent CCW Market Study, the biggest investment priority for enterprises is in digital channels. In fact, nearly 47% of organizations plan to expand their digital capabilities in 2019¹. However, delivering the omnichannel customer experience that customers expect requires the right solutions, infrastructure and provider to support this level of service.

Still, many organizations struggle with legacy contact center investments that were never intended to support seamless engagement across digital channels. When these platforms reach end of life, it's an obvious opportunity for IT to replace outdated infrastructure with a SIP-based contact center solution. The decision becomes even more complex when there's an existing – and still functional – business communications platform. The timing could be right for a contact center modernization project, but not for a complete overhaul. Either scenario can result in successful migration and better business outcomes.



**Business
Services**

Make the decision

As an executive who's responsible for driving customer experience innovation, you face the challenge of increasing customer expectations while relying on existing contact center operations and technology. On one hand, delivering a true omnichannel customer experience is essential to drive revenue, loyalty and customer satisfaction. On the other hand, your current contact center infrastructure might not be enough to deliver on that vision.

By adding proven, market-leading customer experience solutions to the mix, you can optimize customer engagement across existing channels.

And with partners focusing on both innovation and your success worldwide, you can futureproof your business as it continues to evolve.

Signs it's time for an omnichannel transformation

- Your contact center can no longer deliver consistent and connected service across all channels and touchpoints.
- Your existing platform lacks consistent innovation, including secure and proven cloud solutions. And that's putting your business agility and customer engagement at risk.
- Your provider lacks the innovation, vision, leadership or investment in the future to guide your ongoing success.

If one or more of these points describes your concerns, now's the time to move to a modern omnichannel customer experience solution.

1. CCW Market Study: The Future of the contact center in 2019

Move at your own pace

Incorporating the technology needed to deliver omnichannel service doesn't have to happen overnight. With an open customer experience platform, you can transition in phases—meeting current and future customer experience goals. You can move at your own pace. Start with the basics: inbound voice and its critical reporting and data. Then add in digital channels, self-service, assisted service and workforce management. Or deploy a full omnichannel customer experience platform and keep your existing PBX system.

Whatever your approach, Orange and Genesys are able to accompany you in your migration project, customizing applications and deploying new channels seamlessly in the contact center. We then integrate the whole solution with your existing systems, without creating any disruption for your customer journeys.

Ultimately, your goal is to manage and orchestrate customer interactions from a single, intelligent universal queue-routing engine that enables you to prioritize and blend interactions and work across all channels. This orchestrated approach reduces customer effort and improves the overall customer experience. You also gain the benefits of a single omnichannel desktop, which gives employees access to real-time context and knowledge to provide the seamless, personalized experience that builds customer loyalty.

Gain business value while addressing short-term risks

A phased approach not only improves your customer experience, it also mitigates short-term risks by avoiding reliance on a provider with an unclear roadmap, leadership challenges or an inability to deliver a true business partnership.

It also gives you the opportunity to learn a new omnichannel customer experience platform – without having to move mountains. In other words, you can reduce risks while you gain some very valuable benefits.



Establish a solid foundation for customer engagement channels and touchpoints as they emerge.



Extend omnichannel engagement across departments and processes outside of the contact center, eliminating service-diminishing silos.



Train your staff on a future-based platform that supports next-generation solutions and drives customer experience success.

The **Genesys® PureBridge** program delivered in partnership with Orange Business Services can smooth your migration journey, beginning with a complimentary workshop to bring stakeholders together. We'll work with you to assess your current environment, identify your desired outcomes and customer experience vision, and then map out a realistic path to get you there—at a pace that's right for you.

Take advantage of cloud innovation

It's no secret that when it comes to innovation, cloud comes first. This holds true in your contact center, too. Cloud technology is faster to create, test, iterate and deploy. With our continuous deployment approach to the cloud, new features and enhancements are always available. Using cloud technology to power all your customer conversations changes your game with these benefits:

- **Best routing.** Our patented AI-powered routing engine uses your data to match customers with the best resource—bot or human—most likely to achieve your business goals.
- **Any channel.** Any time. Start thinking in terms of experiences and not just channels. Genesys simplifies omnichannel, so you can deliver delightful customer interactions across all channels and manage it all from one place.
- **Better business insight.** Real-time dashboards, up-to-the-second analytics and customer journey insights—everything you need to understand your business and help your customers get what they need.
- **Happy employees, happy customers.** Happy customers start with happy employees who are engaged and empowered to work smarter, not harder.
- **AI-powered cloud technology.** Our AI solutions are designed specifically for customer experience. Create personalized, proactive and predictive experiences at every moment.



Benefit from a proven migration model

The unique, proven Genesys Prescriptive Migration methodology is built on best practices, outcomes-based use cases and architecture patterns that offer repeatable steps to guide your transformation. By applying this methodology, you can dramatically reduce risk, costs and complexity while ensuring faster time to business value. Since 2016, more than 1,300 organizations have trusted Genesys to help them successfully migrate to a more flexible, future-ready and true omnichannel customer platform.

Drive your business and customer experience forward

There are many considerations and risks in a customer experience transformation and the move to an omnichannel environment. However, risks are compounded every day that you rely on contact center investments that are at, or approaching, end of life. This is especially true when you're working with a provider who lacks good options for their customers, consistent technology leadership or the ability to sustain future investments.

New customer engagement demands and innovation must forge a new way forward. Avoid the risk of standing still. Incorporate an open, stable and proven customer experience platform – and provider – and gain the advantage of proven prescriptive migration methodology to guide your transformation. Manage short-term risks while meeting the expectations of today's customers and get future-ready to meet your long-term goals.



Retail industry

Digitizing a multinational's end-customer experience for a seamless journey

Challenge

- This multinational tech retailer needed to upgrade its contact center infrastructure after a major internal reorganization
- It wanted to create a unified organization to handle all service support calls
- Agents need to be able to deliver best-in-class post sales experience while generating upsells at the point of support

Orange solution

- IIVR, CC based on Genesys PureEngage and powered by Orange Cloud, and Workforce Engagement services
- Unique online portal for autonomous management
- 12,000 agents employed by 18 business process outsourcers in 150 locations over 36 countries

Benefits

- Delivering an improved service for both B2B and B2C consumers
- Meeting rapidly-changing requirements with digital touchpoints
- Generating revenue through outbound sales calls



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Why Orange and Genesys

Our partnership is the exclusive combination of the Orange unrivalled global network, end-to-end service approach and high level of support with Genesys' leading position as pure player in both cloud and on-premises customer service solutions.

About Orange

At Orange Business Services, we're expert in contact center integration and service management so you don't have to be. No matter which markets you're in, we understand your local environment, regulatory challenges and business goals. No-one can apply new learnings faster or more effectively.



Unrivalled worldwide presence with coverage in 150+ countries



Global end-to-end portfolio and cloud infrastructure



Multi-technology approach for smooth transformation



Full lifecycle management services



Exclusive contact center operational tools



550+ contact center experts to design build and manage your solution



High service availability (99.95%)



24/7 customer support

About Genesys

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

 GENESYS™



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