Proactive AI Agent

From reactive support to proactive, AI-led customer journeys

Key priorities

- Silence isn't satisfaction, reactive AI only helps the customers who show up.
- Reactive automation deflects demand, but it doesn't prevent it from being created.
- When journeys break outside the contact centre, 'inbound-only' AI addresses the inquiry, but Proactive AI addresses the friction.



Traditional automation reacts to inbound demand. Proactive AI Agent operationalizes this shift by detecting friction in journeys and launching AI-led conversations to resolve it before it becomes an inbound contact.

Reduce 'noise' by solving issues before the customer has to reach out

Improved conversion of key journeys, fewer drop-offs

More agent capacity for complex cases, higher productivity where it matters

Contact us for a demo:

How does it work?

- Spots stalled or at-risk customer journeys in your data, including 'silent' customers who never call, no contact doesn't mean no issue.
- Uses your business rules and historical behavior to decide **when**, **how** and **why** to reach out, choosing the right channel and goal for each customer.
- Runs multi-step conversations that can span days or weeks, keeps full context and updates back-office continuously systems.
- Automates a large share of these journeys end-to-end, so human agents concentrate on exceptions and complex situations.

orange™ Business

Your partner for a tailored and successful transformation of your contact center

1 Experience orchestration

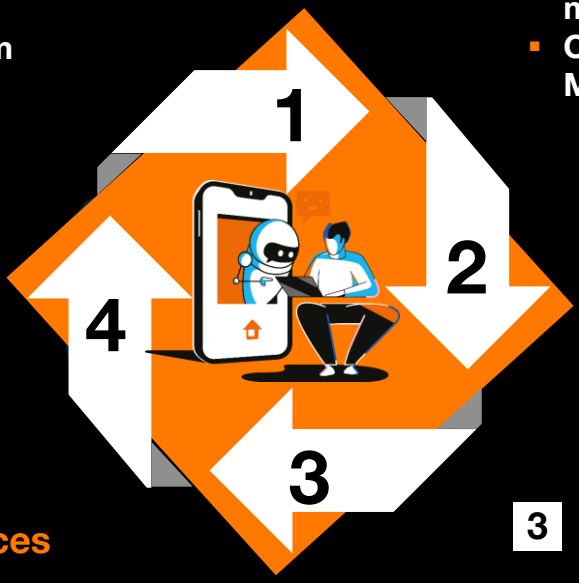
Whether you're new to cloud, adopting AI, or integrating CRM, our experienced team will help you orchestrate seamless customer experiences.

- **Move to cloud**
- **Move to AI**
- **Connected Ecosystem**

2 Centralized Service Management

Strategic design, proven implementation, and dedicated project management ensure your success.

- **Consulting**
- **Implementation and project management**
- **Customer Success Management**



3 Trust services

We provide complete trust services to proactively ensure regulatory compliance, data sovereignty, and to-tier security.

- **Compliance**
- **Sovereignty**
- **Security**

4 End to end Services

Top-tier, tailored support and training all at your fingertips to empower your team.

- **Follow the sun support**
- **A la carte services**
- **Trainings**

An expertise implemented across 200,000 agents worldwide

Teams with over 1,000 certifications in leading market solutions

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