

Rewrite the rules of customer engagement

AI and Automation can transform the customer experience in any way you can imagine

Business
Services



Innovate to delight customers

AI presents the biggest opportunity for companies to evolve their CX, align the convergence of IT and OT – even to survive as a business.

Where Orange Business Services adds value

We deliver a transformative journey: from consulting to implementation, integration and orchestration.

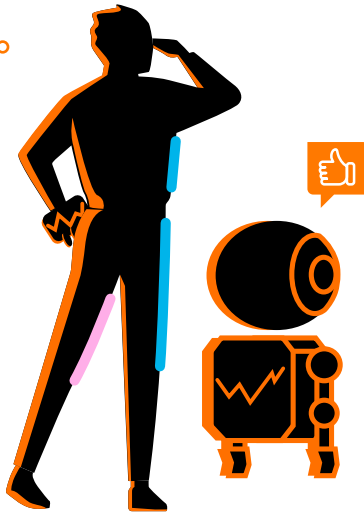
We will work with you to identify the low-hanging fruit where AI can make immediate and measurable impact, and from there replicate and evolve the implementation to other areas of your business. Automated processes will involve multiple functions, so it's important to make this a multi-function conversation. So everyone wins.

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Happier employees, happier customers

Customers now demand instantaneous service and digital experiences. Younger generations even prefer to engage with bots.



This is driving new priorities in contact centers. Skilled agents are harder and more expensive to recruit, retain and retrain. That's the reason why they should be able to perform what they do best, and let automation handle the rest. This results in higher job satisfaction, reduced churn, and loyal employees who are empowered to work smarter, not harder.

Combined with AI, happy employees can improve customer experience with lower waiting times, first contact resolution, and an immersive, engaging experience that translates into customer advocacy.

The objective of implementing AI is not to replace humans, but to ensure they are at the heart of your digital transformation. Because human capital is an asset, not a cost.

Customer story: **Global telecoms company**

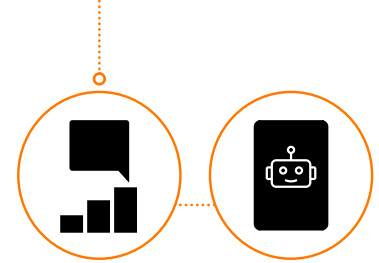
A global telecoms operator was experiencing large call volumes to answer basic questions – and a huge churn in call agents because the work was monotonous. The company wanted to offer 24/7 quality service and fast resolution for simple queries related to invoice payment, credit balance or remote fixed-line diagnostics.

Orange Business Services investigated the questions callers were asking, and deployed a callbot with automatic speech recognition that handled 20% of all calls, cut transfers by 30% due to precise qualification and routing, and reduced call times by 40 seconds.

New ways of thinking about customer experience

AI and Automation can also increase sales and revenue. Many companies still view contact centers as basic customer support hubs, not as profit centers. Equipping teams with advanced features will help them drive sales directly through customer interactions.

In the best contact centers, bots enable fast service when it's needed and on the other end of the spectrum enable agents to give detailed answers to their customers, de-escalate emotional engagement and offer extra care when the situation demands it. The combination of bots working and human thinking enhances the agent's natural talents – empathy, efficiency, helpfulness.



By 2025, AI will power 95% of all customer interactions with a brand, including live telephone and online conversations.

Potential use cases:

Sales



Recommend up-sell suggestions to agents in real-time

Proactively connect with online window shoppers

Fraud prevention



Securely authenticate callers while flagging suspicious behaviors and transactions on the fly

Claims processing



Automate claims' first-tier questions, aggregate data and assist agents in resolving claims

Customer onboarding



Speed up due diligence with bots performing data verification, credit assessment and sending confirmation

Compliance



Remove data security breaches

Improve oversight and control over contact center operations



How can Orange Business Services take your contact center to the next level?

Consultancy first

These technologies are not just off-the-shelf standard solutions. At least, that's not how we see them.

Where are your pain points? How can you do something better? We prefer to get to the heart of your business challenges – and we begin with hands-on or virtual workshops, design thinking and brainstorming.

By establishing the drivers, we can build the perfect solution. Which may include a mix of technology, process and people change.

There is no revolution or expansive overhauls needed. We start small. We help you to map employee activities and processes, identifying where automation is the key to immediate ROI and long-term optimization, with the ability to scale up when required.

We take away all of the hard decisions about technology partners too, because we work only with the best fit for your solution. Whether that's major players like Google, IBM, Amazon, Microsoft, NICE, or Genesys, or niche players who are experts in their specific domains or local languages.

Then delivery

We will mobilize many skillsets: business consultants to help you define the strategy and the roadmap, data scientists to define how a bot has to respond and how to make it more intelligent, ergonomists and linguists to define the syntax and optimize understanding natural language, developers. It is complex.



Every project will have specific KPIs and concrete measures to monitor success.

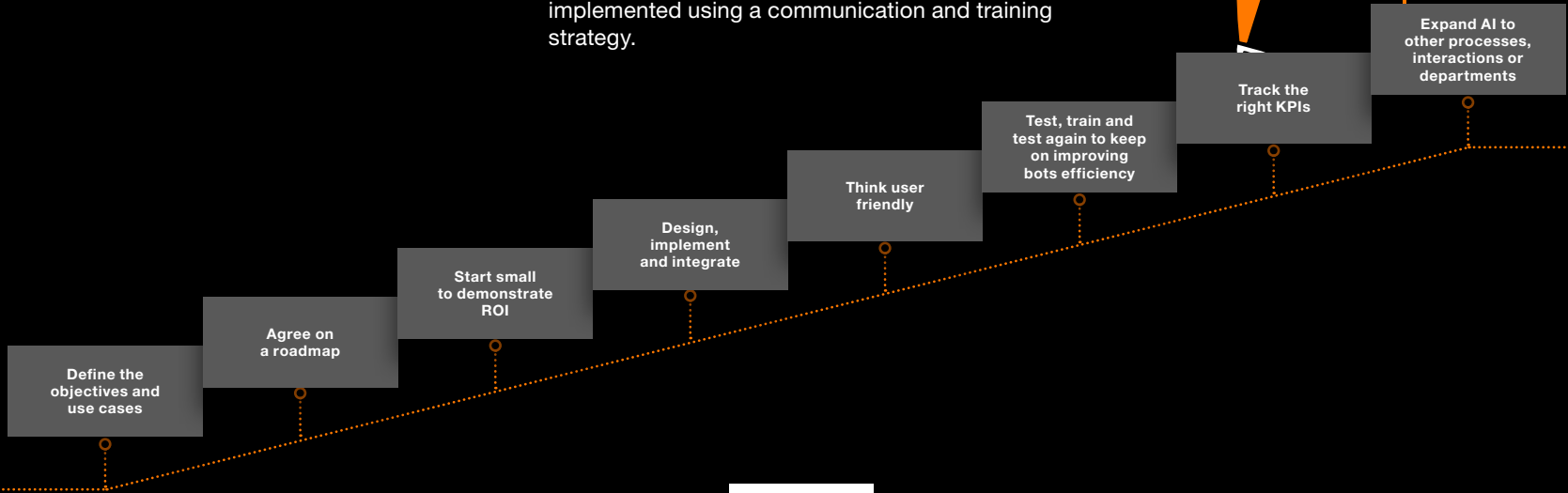
An end-to-end customer journey

Separate systems cannot exploit data end-to-end. Integrated systems can. Orange Business Services has years of experience in delivering world-class, global scale contact centers. And now with AI and Automation technologies infused through the development and delivery process, they have next-generation intelligence built-in.

Implementation across business functions

With every implementation, we work with different business functions, ranging from IT and HR to marketing and sales, to deliver the widest range of benefits. And employees must be involved in every step of the journey to make it a success.

A large part of success will be down to a successful user adoption programme, built and implemented using a communication and training strategy.



Hand off the boring work to a bot

Manual processes are a recipe for inefficiency and human error. They're also boring for contact center agents to deal with. Why waste a good human mind on work that requires no analysis, emotion, empathy or judgment?

On average, up to 20% of manual, low-value processes could be handled end-to-end by a bot.

This is where Robotic Process Automation (RPA) comes in. It's ideal for tasks that require no human intervention. It's also perfect for situations where human agents could be restricted or overwhelmed.



Customer Story: Global telecoms company

A Customer Service & Operations team wanted to execute service ordering processes with speed and accuracy by automating manual, repetitive and time-consuming steps in key operations, addressing the complexity of a multi-layered information system.

Orange Business Services deployed RPA powered by NICE technology on 16 desktops. It delivered immediate results, cutting down the time to complete a customer order by 82%.

The bots have reduced manual workload and saved 21 agent days per year, and have boosted efficiency and profitability with 400 requests handled by bots. A further six bots are now being developed and eight are under analysis.

AI-powered workforce management

Resource management in a contact center requires optimal staffing level to balance variable call volumes. An understaffed contact center puts stress on teams and lowers customer satisfaction levels. And overstaffing leads to idle agents and higher costs.

Advanced workforce management software uses AI and machine learning algorithms optimize plans and improve accuracy and efficiency by automating operational practices.

These solutions enable you to see what your best agents are doing right. You can then provide individualized coaching and training on those skills to deliver next-level customer service.



Customer Story: Chinese multinational technology company

The world's largest telecommunications equipment manufacturer was booming, with a 50% YoY increase in only three years. But it did not have a unified global contact center and customers experienced poor-quality interactions.

Orange Business Services designed a global IP contact center that provided centralized quality monitoring and new capabilities in workforce management as well as unified data analysis and reporting. With 2,900 agents located in 21 countries, the contact center was designed for high availability 24/7 with upgrade opportunities built in. The end result? Consistent KPIs, enhanced performance and the same level of service, regardless of the country.



Callbots help get it right first time

73% of contact center traffic is made up of voice-based interaction. But traditional IVR is often a source of frustration for customers.

Most people who call a contact center want a quick and empathic answer to their problems, and long menus, incorrect routing and call dropouts can lead to significant discontent.

Callbots give customers the freedom to express themselves in their own words. Voice-driven AI assistants with Natural Language understanding understand the reason for the customer's call and help a human agent provide expert support and deliver the result the customer is looking for.

On a typical call, agents could spend up to one minute qualifying the customer. Instead, callbots can handle this before passing the call and context to the agent.



**80% faster
customer
authentication**

Customer Story: Tobacco brand

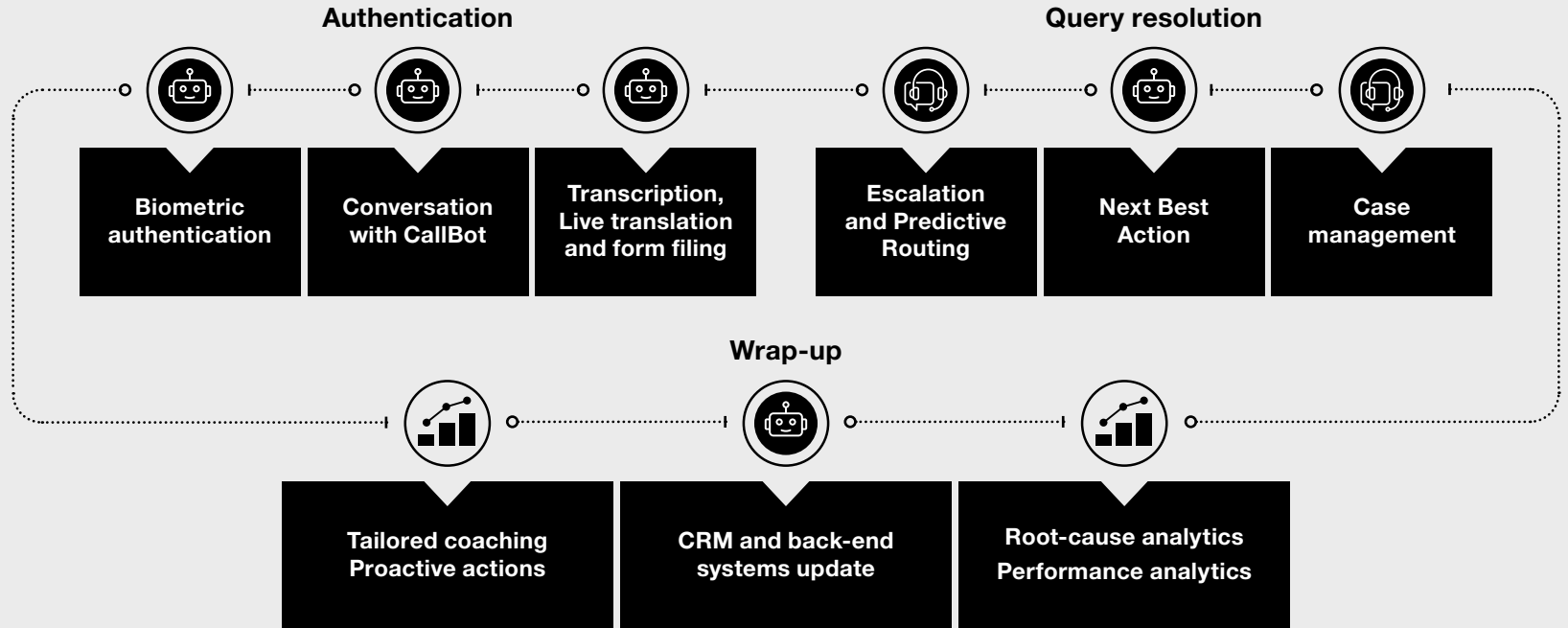
This world-leading tobacco company is transforming to create a smoke-free future. And a key part of that future relies on its ecommerce strategy. Its call center agents were spending a significant amount of time accurately qualifying calls and checking compliance with legal age limits for their electronic device sales.

Orange Business Services implemented a Callbot on top of Unified Engagement Suite powered by Genesys, supporting 130 seats across Europe with, NLU and Text To Speech, powered by Google Dialogflow and handling German, Italian, English and French languages. The implementation also enables instant access to inbound, outbound, email, video calls and digital channels like Viber, Facebook, and web chat.

This makes age confirmation much faster, reducing handling time, and has helped increase sales by ten times.



A typical callbot user journey



Chatbots make every interaction smarter

Chatbots are the key to the virtual workforce you need in your contact center solution.

They enable customers to self-serve. Now, with smart automation, chatbots can make context-based decisions and suggest ways for an agent or customer to proceed. Our technology also enables better communication and integration between a chatbot and your

back-end system so that, for example, a customer on a website who is asking the chatbot questions can see recommended product options, and purchase a product with the IT and CRM systems operating seamlessly behind the scenes.

80% of all applications will be managed via chatbots in 2021

Gartner

Customer Story: Government

A European national government department needed to respond to a major change in national tax policies, which was expected to drive an increased volume of calls from citizens.

Orange Business Services investigated the possibility of reducing the number of interactions handled by the departments' agents serving local authorities by handing off simple queries to bots. We implemented bots to handle 200 interactions a day, with no escalation to an agent, and a peak of 9,000 a month during the busiest periods. These bots enabled a reallocation and optimization of resources, redeploying 230 agents to better serve citizens.



Predictive insights

A major opportunity for automation is in predicting the customer's next move. And this relies on collecting and analyzing huge amounts of data. It's not something that's achievable overnight – but our experts can make it a reality.

Automated routing

When a customer calls, they expect timely, efficient support. Automated routing guides customers to the right resource based on their real-time needs.

Predictive web engagement

Predictive engagement tools learn about customer intent and deliver personalized, preferred site experiences via the right channel with a bot or human, based on real-time and historical data to understand customer intent.



Customer Story:

Large insurance company

A large insurance company wanted to unify its sales centers in the cloud after a significant merger, to better manage telemarketing campaigns and optimize customer segmentation.

Orange Business Services deployed Unified Engagement Suite with Genesys Altocloud, which delivers predictive analytics based on real-time visualization of customer web behavior, for 332 agents across 3 sites in France.

The solution has increased conversions by proactively engaging visitors, turning them from window shoppers into customers, and driven more revenue through better targeted outbound sales calls. It has also modernized the company's previously separate contact centers for more flexibility, agility and reduced costs, and improved innovative capabilities to better compete in the market.

Empower the voice of the customer

A typical business hears from only 4% of its dissatisfied customers. 91% just never come back.

Organizations need to listen to customer feedback across all touchpoints to get a good sense of their overall experience.

Broad-scale interaction analytics now generates automated business insight by analyzing customer feedback scores and verbatim comments.

It includes 100% interaction at your contact center and can be crossed with indirect feedbacks.

The question is, how will you act on what you learn?

Contact reason detection can reduce transfer rates by up to 30% so more customers are routed to the right agent first time.

Digitally “listen” to every customer interaction

Find the most successful approach in sales conversations

Find out why a new product does or doesn't work

Understand why customers are contacting you

Identify trends and new points of interest among customers

Detect the probability of customer churn

Create training to upskill all agents

Feed this into new product development processes

Create better user journey flows that answer common questions more quickly

Feed this into new product development processes

Take pre-emptive action to retain them

Customer Story: Food & beverage industry giant

The company wanted to get a 360° view and actionable insights from interactions with customers coming into their contact center and outsourcers. The business also needed to deliver targeted agent training to boost up-sell strategies, comply with policies and enrich interaction with their B2B and B2C customers.

Using NICE technologies, Orange Business Services helped launch a PoC in France and the US, involving 700+ agents and 20,000 calls analysed over a 2-month period.

The PoC delivered ROI within 18 months, and business stakeholders became project sponsors for a global rollout. The business has ensured that future profits cover all expenses for the global implementation of the solution, which will handle between 6 and 8 million calls and 20 million interactions per year.



Why Orange?

Orange Business Services has a world-class voice network: this really matters when the majority of contact center calls involve voice interaction.

We also have deep experience in IVR and contact center integration and implementation. Our experts in natural language understanding, biometrics, AI and analytics can devise and build the exact bespoke solution for your specific business issues.



We have a multitude of in-house expertise:

Project Manager

Bot Trainer

UX Designer

Developer

Editor

Contact Center Expert

Business Consultant

NLU Developer

UX Expert

Bot Designer

Security Expert

Customer Service Manager

We work with many technology partners including:

Robotic Process Automation

UiPath
NICE®

AI-powered Employee Engagement

NICE®
GENESYS
VERINT

Business Services
orange

Conversational Agents

amazon LEX Google IBM Watson
Smarty.ai Microsoft OWI
Hexastack Lekta NUANCE
allomedia wit.ai arabot.ai
Dialogflow

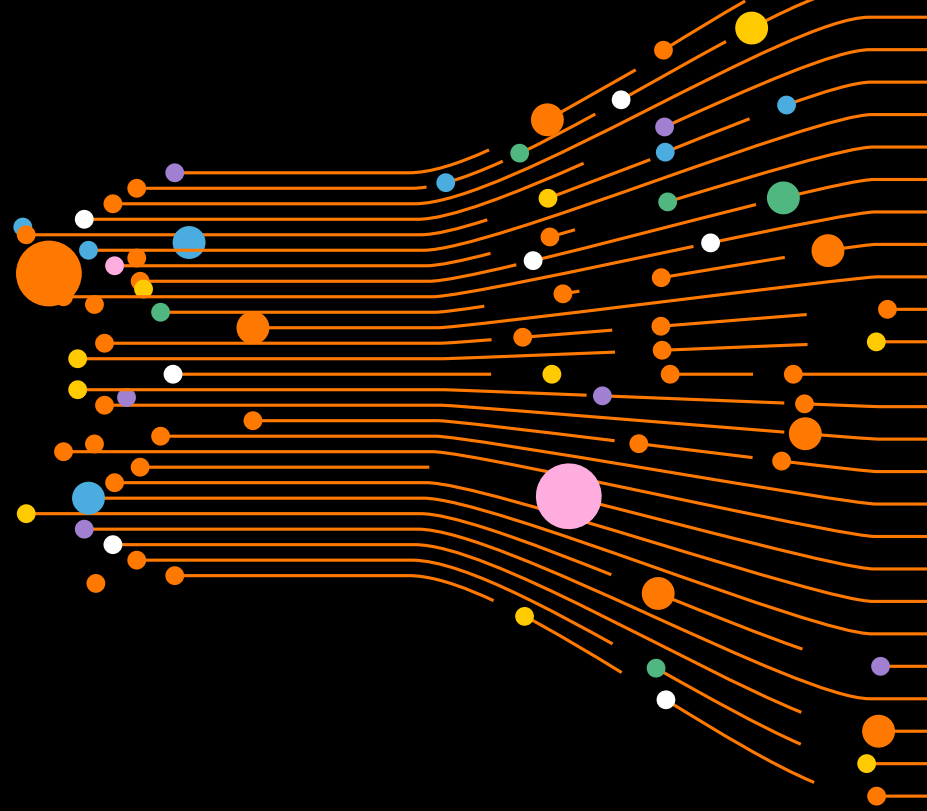
Predictive Engagement

GENESYS



See more ways AI & Automation can transform your contact centers

The potential for AI & Automation is almost limitless. We can help you explore how to take your contact center into the future.



www.orange-business.com/en/solutions/customer-experience



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