

# Customer Experience

## NExT Rebranding

Customer Services & Operations – Managers Call  
Wednesday 24 May 2006



Business  
Services



# Agenda

- Introduction – Our vision      Alexandre Gouvêa
- What will change for our customers ?      Olivier Mourrieras
- What does it all mean to us ?      Alexandre Gouvêa
- O Day Events      Olivier Mourrieras
- Q&A      All

# Introduction



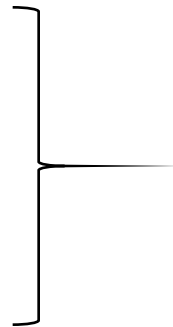
# purpose of the call

- **more and more general information, let's focus on Customer experience**
  - update you on progress made to be ready for the O Day
- **your role in this evolution is key**
  - as for any employee it is a positive move towards the future
  - as a manager in CS&O you must support our people
- **June 1st is just a start ...**

on June 1<sup>st</sup>, 2006 Orange Business Services becomes the single banner for all communication services from France Telecom

## current situation

- several interfaces
- several portfolios
- several customer services



**one banner:**



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## end game

- **unified and interconnected interface**
- **global integrated portfolio**
- **unified customer service**

**in 220 countries & territories**

# Our vision

- removing barriers to business success
- removing complexity and making technology work for more businesses
- enabling every individual to contribute to our success
- enhancing business contribution by opening up opportunities





what will change for our customers ?

# Messages to customers on our portfolio

- **networks:** leveraging the best-of-breed fixed, data and mobile networks to link you wherever your business takes you
- **mobility:** helping you exploit the full potential of mobile working
- **telephony:** bringing simplicity, economy and control to corporate telephony
- **security:** ensuring your company information remains safe



# Messages to customers on our portfolio

- **collaboration:** improving the way your people interact
- **applications:** enhancing your internal processes to help you do what you do best – your business
- **professional services:** evaluating your current business needs and future business goals
- **outsourcing:** getting the best from your communications assets while helping you focus on your business

# on the Customer Experience side

## What customers\* will see on O-Day

### ■ Project management across the whole portfolio

- capability to provide a **single Project Management governance** for all solution delivery activities.
- some implementation synergies in case of overlaps

### ■ Unified Service Management

- a **synchronized team** of Service Managers across Orange Business Services entities
- a team of Service Managers with an overall knowledge of the customer's business, infrastructure, processes and performance targets
- each Service Manager will assist with a customer inquiry by managing the query or providing customers with appropriate contact

### ■ Interconnected Front Lines

- ability to help the Customer being in contact with the right entity by getting back with the right number or contact **everytime**
- a **consistent Customer Experience** wherever the call is received or made







*\*Customers benefiting from Orange Business Services' project and service manager service*



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# Special thanks to the teams who have ensured we are ready on customer services side !

Domains	SPOC Process	CS&O specific Actions	Status
<b>Customer Service Management</b>	<i>Caroline Sabel</i>	Pre information on Unified service Management Information on joint Customers	
<b>Customer Support</b>	<i>Steve Greenslade</i>	Pre information on Interconnected Front line IVR update Verbal guidance	
<b>Billing</b>	<i>Thibault Kerrand</i>	Pre information to customers	
<b>Service Delivery</b>	<i>Thibault Kerrand</i>	Update of all communication support (gold, sesame) Information of SDM / LDM	
<b>IT SO</b>	<i>Sonia Dassonville</i>	Update of tools	
<b>Field Operations</b>	<i>Pierre Jouve</i>	Information of teams Information to ASPs	





**what does it all mean to us?**

# Orange Business Services Brand Values

**output:** what we want customers to experience

innovation

trust

responsibility

friendly

straightforward

honest

dynamic

refreshing



**input:** the values and behaviours that we demonstrate

## our DOs

- individual behaviors are keys to success
- base discussions on diagnosis of our functioning
- analyzing our difficulties, we have identified 5 “DOs”
- we are dealing with the basics.
- “DOs” are pragmatic things we can do to demonstrate our new values
- I ask you to be actively involved in the process of bringing these “DOs” to life.



# DOs

## RELATIONSHIPS

- Friendly
- Straightforward
- Trust

## MOMENTUM

- Refreshing
- Dynamic
- Innovation

- one thanks a day
- the customer is always in the room
- just do it, don't blame others
- no broken promises
- always act as the owner of Orange Business Services

## ETHICS

- Honest
- Responsibility



# Our Attitude Towards our Customers

- act as a **unique and global Orange Business Services** team
- create a **positive** and confident approach
- ensure that a customer focused approach is adopted & understood at all times
- integrate new verbal and listening skills
- ensure that all calls/queries are controlled & directed at all times



# O Day Events



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# B2B External events

- Core message
  - three companies, one vision
  - Turning ideas into business opportunities
  - Technology that works for you
  - Making your business simple
  - Moving your business forward
- Postcards / emails / brochure / new website
- June 1st - PR events local / central
- TV advertisement as of June 6th

## Internal events

- animations in 60 sites with more than 50 employees or 5 account managers
  - welcome pack : gift, 3 postcards, leaflet
  - breakfast event
  - *Do you speak Orange ?* Video on site
  - story board of what takes place all around the world: pictures
  
- Orange look & feel in all our offices
  - « Kakemonos » displaying the core values
  - posters
  
- new Intranet



# Key Takeaways

- It is a unique opportunity to be successful
  - We are all in the same boat : Orange Business Services
  - The future is bright, let's bring it to life for our customers