

*Orange Business Services Recognized as the*

**2021**

**Company of the Year**

Asia-Pacific Telco Cloud

Contact Center Services Industry

*Excellence in Best Practices*



**Business  
Services**

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Orange Business Services excels in many of the criteria in the Telecommunications Cloud Contact Center Services space.

| AWARD CRITERIA                                |                               |
|---|-------------------------------|
| <i>Visionary Innovation &amp; Performance</i> | <i>Customer Impact</i>        |
| Addressing Unmet Needs                        | Price/Performance Value       |
| Visionary Scenarios Through Mega Trends       | Customer Purchase Experience  |
| Implementation of Best Practices              | Customer Ownership Experience |
| Leadership Focus                              | Customer Service Experience   |
| Financial Performance                         | Brand Equity                  |

### Addressing Unmet Needs

*“With more than three decades of experience and DNA as a telecom services provider, Orange helps companies at every stage of their digital transformation journey by leveraging technology-enabled solutions to develop new business models and enhance growth.”*

*- Sherrel Sonia Roche,  
Industry Principal, ICT*

In today’s evolving digital world, customer experience (CX) is fundamental to every organization’s growth as they seek to drive competitive differentiation through consistent, efficient, and effective customer service. Increasingly, customers expect brands to serve them across their preferred channels based on convenience, and provide personalized CX built on their personal history. This has led to organizations reimagining their business to deliver unique experiences to their customers. A well-executed CX strategy leads to customer retention and acquisition, increased sales and brand loyalty, and provides upselling opportunities.

Organizations are focusing on streamlining their existing contact center infrastructure and applications as well as deploying advanced technologies to deliver exceptional experiences.

Orange Business Services (Orange) is the enterprise services division of the French telecom company, Orange Group. With more than three decades of experience and DNA as a telecom services provider, Orange helps companies at every stage of their digital transformation journey by leveraging technology-enabled solutions to develop new business models and enhance growth. With a vision to become a

leading "network-native digital services company," Orange creates business value for enterprise clients by re-imagining their operations to be digitally-led and intelligent data driven. The company offers an integrated, engaging customer experience services portfolio including unified engagement suite, flexible cloud-based contact center, managed contact center, digital technology, data intelligence, workforce management, collaborative workspace, customer relationship management (CRM) applications, network connectivity services, and cybersecurity services. Orange partners with its clients enabling them to engage with their customers seamlessly across all communication channels, boost operational performance, and leverage artificial intelligence (AI) to deliver personalized, proactive, and context-aware interactions. The company leverages its consulting expertise to formulate an effective customer strategy by delivering the optimal technology-based CX services that resonate across the organization. Frost & Sullivan thinks that the comprehensive cloud contact center solution offering has helped Orange to expand its business in the Asia-Pacific region in addition to strengthening its competitive positioning in the industry.

### ***Visionary Scenarios through Mega Trends***

*"Orange acts as an advisor to its clients to understand their business requirements, identify technology gaps, and design and implement innovative CX solutions. The company places client needs at the center of its CX strategy and has initiated several co-innovation partnerships to explore and develop use cases."*

***- Sherrel Sonia Roche,  
Industry Principal, ICT***

Orange continues to enhance its customer experience and cloud contact center solutions portfolio. The company's co-innovation ecosystem comprises of Orange Group innovation teams and technology partners, along with a global start-up and its business-to-business (B2B) network. Orange is betting its future growth on four strategic technology pillars of cloud, digital and data, cybersecurity, and smart mobility services. The company invested over 700 million euros in research and development (R&D) and has approximately 8,600 people dedicated to R&D, including engineers, developers, designers, and researchers. As part of its transformation strategy, the company also made ambitious acquisitions in the areas of cloud computing, data

and cybersecurity (Enovacom, Basefarm, Business & Decision, SecureLink, and SecureData). Orange partnered with a number of technology partners including Vonage and Messagebird for Communications Platform as a Service (CPaaS), Genesys for customer experience platform, NICE inContact for cloud contact center software, Salesforce for CRM and business apps, Google Dialogflow and Agent Assist for AI and automation, and Cisco for collaboration, connectivity, and cybersecurity services.

It works with its clients to co-develop solutions that closely align with their business and industry challenges and anticipate unmet needs. Its co-innovation system is built on 'design thinking' and 'agile' methodologies to explore client problems and propose potential solutions creating minimum viable products and testing them. The company creates value for its clients by combining its CX services with advanced technologies including AI, analytics, machine learning, automation, self-service, chatbot, omnichannel, and collaboration tools.

### *Customer Purchase Experience*

Orange offers its clients end-to-end customer experience solutions that orchestrate an omnichannel and customer-first engagement strategy to deliver next-generation experiences. The company's consulting and certified specialists ensure that they seamlessly integrate and implement a tailored CX solution irrespective of an on-premises, cloud, or hybrid environment. Orange understands its clients' demand for increased flexibility and agility while reducing operating costs and the greater need to seamlessly integrate multichannel communications. In response to this market requirement, the company moved toward a cloud-first strategy and is focused on building a multi-cloud partner ecosystem. It partnered with Genesys and NICE inContact to deliver Unified Engagement Suite, an all-in-one omnichannel contact center and employee collaboration cloud platform. The unified cloud-native platform is a single integrated environment that provides organizations the flexibility and agility to adopt next-generation digital technology across channels. The platform enables customers to connect to the right agent, regardless of the location and communication channel, and provides agents a 360-degree view of the customer data enabling them to provide quick and accurate resolutions. Orange also invested in developing proprietary applications on top of Genesys and NICE inContact cloud solution to create business value for its clients. It developed conversational services, AI and messaging, compliance and security, and customer services related application program interfaces (APIs).

The company also delivers managed contact center solution in close partnership with Cisco and Genesys. OBS fully manages the CX service organization, and ensures availability and reliability through its 24x7 global support that is backed by a 99.99% uptime service level agreement, a disaster recovery system, and a four-hour guaranteed time to repair. Clients have the flexibility to choose a cloud contact center platform from different principal vendors that will be fully managed by Orange. Furthermore, Orange supports its customers across all geographic regions with a high standard of service and availability. Frost & Sullivan thinks that Orange evolved its CX cloud strategy and expanded its partner network to facilitate the effective management of hybrid and multi-cloud environments.

### *Customer Service Experience*

Orange acts as an advisor to its clients to understand their business requirements, identify technology gaps, and design and implement innovative CX solutions. The company places client needs at the center of its CX strategy and has initiated several co-innovation partnerships to explore and develop use cases. It designed vertical-specific use cases that demonstrate the ease of creating personalized innovative solutions, thus driving deeper client relationships. The best practices and use cases address the vertical-specific challenges faced by organizations as well as the implementation of advanced technologies. The company adds value to its clients through its wide range of APIs, which enables transformation of customer experiences and delivers greater operational efficiency. Frost & Sullivan thinks that Orange is successful in understanding the customer requirements, customizing the solutions taking into consideration vertical-specific challenges and technology gaps, and designing best practices for various use cases.

### **Brand Equity**

The company's clients and partners exhibit high brand loyalty and have shared positive testimonials on the services provided. Orange is one of the leading global unified communications service providers with a rich heritage in connectivity and system integration, which is a key influence in the growth of its business services. Through its proven track record and technical expertise, the company earned the trust of its clients building long-term relationships. Orange works closely with its ecosystem of technology partners, cloud and cybersecurity partners in combination with its own IT team to create customized customer experience solutions. The continuous focus on the development of data intelligence to enhance its customer experience portfolio is also crucial to its future growth in the industry.

### **Financial Performance**

Orange has a strong portfolio of cloud-native solutions defining its Cloud Contact Center strategy that attracts MNCs and large enterprise accounts. Orange is investing in accelerating its growth and expanding its presence in the Asia-Pacific region. As part of its expansion strategy, the company strengthened its delivery capabilities to accelerate its market penetration. It set up an Asia Competency Center (ACC) in Kuala Lumpur, Malaysia that will also act as the business operations hub supporting end-to-end service delivery across Southeast Asia, Australia, mainland China, Hong Kong, India, Japan, and Korea. The center of excellence will offer centralized services, such as network design along with multi-lingual services for all Asian customers, and will also provide sales and operations support. Frost & Sullivan thinks its geographic expansion strategy reinforces Orange's focus on building its presence and expanding its customer base in the region.

The company is also growing through its strong partner ecosystems as it continues to establish several new partnerships, and reinforce the existing ones. Orange saw a boost in its cloud contact center solutions due to the COVID-19 pandemic, as majority of its clients implemented cloud technologies as they shifted to a work-from-home environment. The company worked closely with its clients to scale up their contact centers to support the increase in call volumes as well as manage mail and online queries.

### **Conclusion**

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Orange is uniquely positioned to bring together the value proposition of a telecom and a system integration service provider, delivering on technical expertise in data, network, cloud, and security. During COVID-19, as organizations looked at transforming their legacy contact center technologies, Orange worked closely with its clients to deliver technology-infused CX solutions. The company successfully leveraged its consulting services, technology solutions, integration expertise, and best practices to deliver next-generation experiences and business outcomes.

With its strong overall performance, Orange Business Services earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the Telecommunications Cloud Contact Center Services industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

