

# Attract more customers.

## Keep them longer.

Unified Engagement Suite

Powered by



**Business  
Services**

Based on





# Your customers call the shots.

They expect...

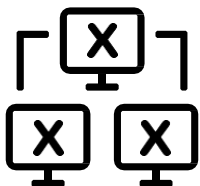
**Brilliant service  
tailored to their  
needs and unique  
profile.**

**Simple, joined-up  
digital journeys.**

**Freedom to  
engage with your  
business on their  
own terms.**

**And if you can't do that, they'll switch to a rival who can.**

# Main customer challenges



## Fragmented

Siloed legacy contact center solutions



## Integration issues

Unable to connect people, processes, and information

## Tough to do



## Lack of visibility

Hard to get a 360-degree view across all customer touchpoints



## Inflexible

Even harder to add agents, channels and sites

Transform customer and employee engagement.  
**With one solution In super-fast time.**

## Unified Engagement Suite



**Analytics and Reporting**



**Collaboration Tools**



**Digital**



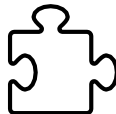
**Omnichannel Desktop**



**Outbound**



**Cloud Security**



**System Integrations**



**Customer Self-Service**



**Workforce Optimization**

# Genesys differentiators

A uniquely distributed microservices architecture



## **Reliable**

High availability with 99.99% SLA commitments

## **Redundant**

AWS cloud infrastructure based on 5 data centers in the US, Asia, and Europe

## **Scalable**

45,000 agents and over 20 million interactions handled each week

## **Up-to-date**

400 developers and hundreds of independent microservices



# Genesys

Non-stop  
business  
innovation

## **Global footprint**

for fast, easy service  
center deployments  
around the globe

## **3000+**

customers: all  
sizes, sectors and  
locations

## **400+**

developers, so you  
don't need to hire an  
inhouse army

## **New features**

released weekly,  
enhancing  
capabilities with a  
simple refresh

# Orange Business Services

You're in safe hands

## Personalized design

Development of custom applications on top of the PureCloud™ platform, tailored to your needs, in a way that's reliable and secure

## Speed of implementation

Proven ability to deploy, test, and operate services, on time and on budget, while zero disruption to your business

## Largest

pool of contact center experts to design, run, and manage your service

## 200

consultants

## 2,200

cloud experts

## 1,200

cyber defense specialists and

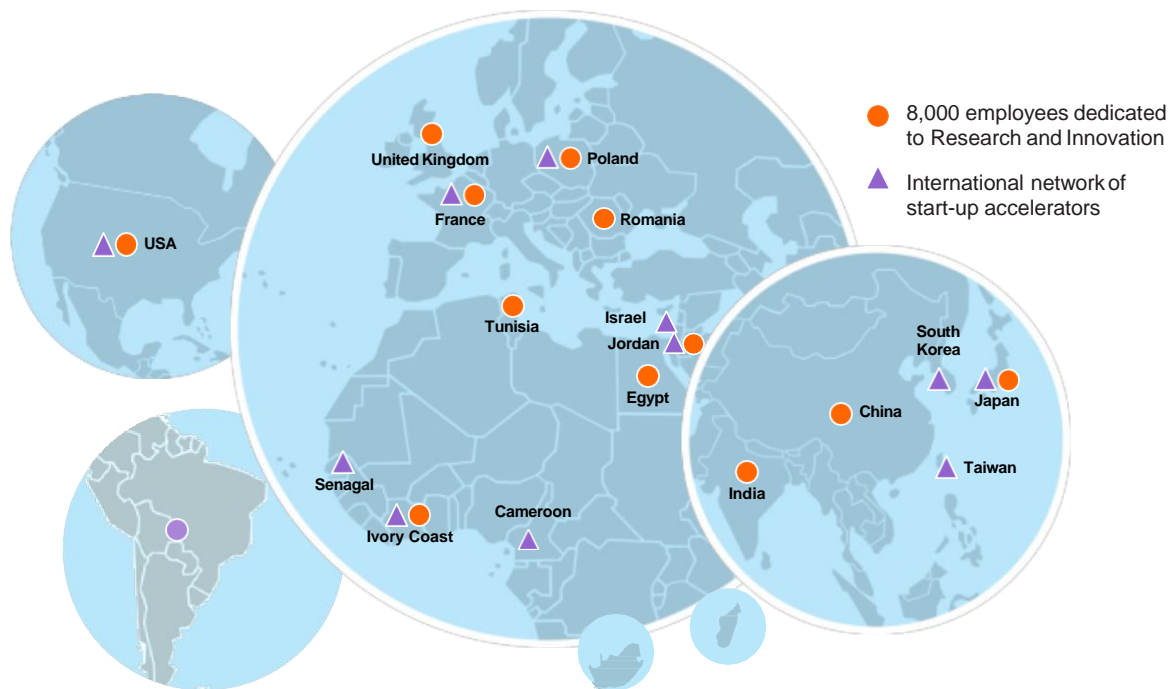
## 2,500

data intelligence experts available to support all stages of the project



# Orange Business Services

There for you, everywhere you do business



World's largest network, ensuring availability, reliability and security in

**220** countries

Collecting and routing contact wherever your customer need to be in

**150+** countries

# Orange Business Services

Protecting your CX around the clock



Extensive data center footprint

Expert lifecycle management and support, backed by self-service portal

Global service centers, combined with local care, to deliver multilingual follow-the-sun customer service



# A unique partnership.

## Innovation

- Co-development for strategic agent desktop
- IoT integrated into contact center
- Artificial Intelligence
- Strong R&D capabilities

## Scope

- Worldwide coverage
- Virtual contact center, traffic, network, security
- All delivery models: cloud, hybrid, premise
- Orange and Genesys portfolio and know-how
- All customer segments: Mid-size, Large and Multinational companies

## Credibility

- 120+ joint customers
- 177 millions minutes routed worldwide
- 20+ years experience
- Strategic alliance backed by a joint engagement strategy and strong executive commitment

## Performance

- 48,550 Genesys licenses managed worldwide
- Skill centers and infrastructure all over the world
- Orange footprint and extensive sales force



# The power of a global telecom operator and a large scale IT service provider and integrator



Residential provider serving over 260 million B2C customers in 29 countries



## Business Services

3,000+ multinational customers,  
€7,3 Billions turnover  
Industry-specific knowledge  
Multi-vendor approach  
Global resources

Ability to operate networks worldwide  
Design, build and run services with end-to-end SLAs  
Best technology partners to build innovative business cases

# We act as a one-stop shop providing end-to end services aligned with your goals

## Collect

### Local or Central Call Collection

to reach your customers wherever they are

Contract Center Access

Consulting

## Distribute

### Enterprise Voice Services

to carry calls to any destination and rationalize telephony services

Business Talk

Development

## Connect

### Managed Business VPN

for a secure single access to your IP services

Business VPN

Integration

## Engage

### Omnichannel Customer Service

for a seamless experience from first contact to issue resolution

Unified Engagement Suite

Management

## Host

### Orange Public Cloud

to get the most out of the latest cloud infrastructure innovations

Flexible Engine

Training



# From inspiration to operation. Together.

## **Consulting >**

Our consultants assess needs and digital readiness, accelerating and de-risking your CX transformation, so you achieve the best possible business outcomes.

## **Design >**

Our certified specialists services customized to your specific goals and budget, in a way that's robust, reliable, and secure.

## **Build >**

Our project managers ensure fast, hassle-free deployment, systems integration and training, so employees get the most out of the solution.

## **Run**

Our experts and 24/7 global helpdesk manage your service end-to-end, monitoring performance and making sure you benefit from the latest upgrades.



# Travel

Top priorities for one of the world's largest privately-owned cruise companies included smoothing seasonal demand spikes and making it easier for consumers and travel agencies to book. Changing from on-premise solutions to a single PureCloud platform:

- Enhanced contact center capabilities and productivity for around 500 agents spread across 12 sites
- Improved service with high availability, advanced voice quality, omnichannel tools, and robust service level agreements
- Created a single point of contact and escalation path for service management and change control





# Manufacturing

With nearly 50 production facilities worldwide, this manufacturer wanted to take back control from outsourcers, digitize customer service, and accelerate time-to-value. Delivered as a global program, with PureCloud the business now benefits from:

- 8 contact centers, operating in 35 markets and 25 languages
- Customized scripts with Salesforce and Distributed Control System integration
- Being able to safely test and rapidly launch service upgrades





# Retail

This luxury fashion house was looking to insource operations and move to a cloud contact center model for EMEA, improving experience for both B2B (direct customers) and B2C (stores and partners) audiences.

- Customer care is more efficient and consistent throughout European countries
- Improved employee journey, with Active Directory and Skype for Business integration
- Ability to add new channels and expand to APAC and the Americas, quickly and cost effectively



**Empower agents:** with the tools and real-time information they need to work more productively.

**Connect better with customers:** personalize service, manage relationships, and spot trends as they switch between channels.

**Add communication channels:** at pace without major investment, turning capacity on and off as needed.

**Accelerate business growth:** one service provider for all your international needs, removing the hassle, cost, and delay of managing multiple relationships.

**Boost customer experience:** exceeding SLAs and improving the metrics that matter.

**Create a platform for innovation:** paving the way for artificial intelligence, machine learning, bots, and other automation technologies.

**Cut costs and only pay for what you need:** per agent, per month.

**Let's take your  
CX  
to the next level**

Powered by



**Business  
Services**

Based on

