Improve sales efficiency

Digital Workspace

A user-centric project

orange™ **Business Services**

As the primary players in the early exchanges with customers, sales people are the company's ambassadors. Their attitudes are the key differentiators in the customer relationship. In our connected world, digitalizing the sales staff's working environment is a major challenge. Customers have become used to accessing information very easily and in real time, which is having a profound effect on traditional sales processes. Today's sales person must be able to provide ultra-personalized services and support the customer in his/her choices. As such, we are witnessing a change in the sales person's role from that of sales to that of advisor, with a resulting change in the requirements.

The digital revolution is also changing the expectations of the sales staff. Modernizing their tools and their ways of working for an improved experience is a challenge faced collectively by the business, HR and IT management teams. At Orange Business Services, we are working in close cooperation with our clients to provide digital and mobile workspace that improve their employees' day-to-day performance and are perfectly suited to their requirements.

We build solutions using an agile methodology that is focused on the user and is based on our experience and our observations.

Switch from a sales role to a consultancy role.

Hybrid working environment.

Proven, agile project approach.

Sales team and the digital transformation:
corporate challenges and opportunities

Business objectives: improve customer satisfaction and increase effectiveness

In response to the changes in customer behavior linked to the development of digital technology, sales people must be able to provide an augmented customer experience; in other words, an experience that combines support, confidence and transparency. They constantly need to provide increasing value to their customers, such as more information, faster processes and more services.

Helping staff become more mobile, more effective and more responsive is possible by digitalizing their working environment. The introduction of applications that support personalized sales and applications that are shared by several business functions that improve in-house flows with marketing and the back office is improving the effectiveness of sales people. They must have access to information about their customers, whatever the context, on the move and at their workstations. Offering sales staff consistent, smooth cross-channel experiences based on normal practices, anytime, anywhere and on any device is key to ensuring a quality customer experience.

Digital transformation projects carried forward by sales management

Business owners – sales and marketing – are often at the origin of digital workspace projects. Being closest to sales staff and their expectations, they have a global view of business requirements in this digital age.

Their challenge is two-fold: offer an attractive customer experience and optimize the effectiveness of the sales force. To achieve these objectives, sales department face many challenges and, therefore, have high expectations of innovation and support of digital transformation projects.

Projects to unite people in the company

A digital workspace project is a global, company-level project relying on various teams:

- Commercial department, which understands the business issues
- Other business owners that interact with commercial department, such as marketing, operations management, after-sales service, etc.
- IT, which is responsible for designing and maintaining a consistent IT infrastructure
- HR, whose role it is to maintain a staff policy that ensures customer service and offers a digital experience to all employees

A digital transformation project is a unifier at board level because collaboration between the business function management team, IT and HR is necessary for the adoption of a common vision and governance.

Verisure by Securitas Direct digitalizes the direct sales process

"We were looking to give our security experts a customized mobile business app to make the sales process paperless, while retaining the legal value of the signature on the contract."
Alban Tissier, Manager Cross-Business Projects, Verisure by Securitas Direct

The results:
- **50% reduction in time to draft contracts**
- **80% reduction in paper consumption**
- **Tablets updated with new deals in just one click**
- **Smooth and efficient customer and user experience**
- **Improved image**
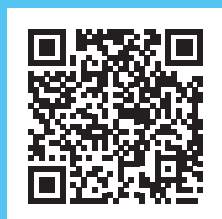
Watch the testimonial online

The tablet, an opportunity for the sales person

+ **Better information**

+ **Improved collaboration**

+ **Increased mobility**

+ **Higher productivity**

+ **More customer appointments**

+ **More services for customers**

+ **Improved brand image**

A digital transformation project: the sales directors' expectations

Innovation

Simplicity

Flexibility

Effectiveness

A new digital workspace:
real-life experience at Orange Business Services

Orange Business Services has equipped its sales force with a new, collaborative, mobile digital workspace consisting of hybrid tablets with apps that meet the operational requirements of sales staff.

Digitalization of all employees, especially the sales force, is a priority for the Orange Group. To date, over 1,500 sales staff have been equipped with digital technology. For them, it is a new way to think of the customer relationship based on new attitudes toward sales and on mobile applications designed specifically for their trade.

"Tablettes for You" project

Orange Business Services Corporate sales staff's working environment

Tablettes for You is the project that's bringing the new, collaborative, mobile digital workspace to the corporate sales force at Orange France. This project was initiated by Corporate Sales Management.

"We had three objectives when we kicked off this digitalization project for our 1,500 sales people. The first was to reinforce the Orange image as an innovator and present our products once integrated into this new working environment. The second was to improve the customer experience by increasing the contact between our sales people and their customers through the sharing of information on a common screen. The third objective was to improve the employee experience by making the mobile setting a more comfortable one."
François Guy, Corporate Sales Director, France, Orange.

Innovations :
- Improving the customer experience
- Improving the employee experience
- Demonstrating our ability to innovate

Collective effectiveness and responsiveness

"The introduction of clear governance and an efficient management structure helped develop team unity in the project and an attitude focused on collective effectiveness and responsiveness. In just nine weeks, we rolled out the 1,500 hybrid tablets. Training was essential for our sales staff to be able not only to operate in this new working environment, but also to develop proper behaviors needed for the side-by-side interaction."
Hasti Piotte, Director, Corporate Digital Transformation Programme, Orange Business Services

1,500

Employees equipped

9

Weeks to deploy

50

Sites in France

140

Training sessions

93%

**Deployment
satisfaction rate**

97%

**Deployment schedule
accuracy**

Tablettes for You: 4 apps developed by Orange Applications for Business

T'meetings

**Manage time
and customer
appointments.**

T'demo

**Access product
catalog with
presentations, videos,
demonstrations and
customer reviews.**

T'pilotage

Drive sales activity.

T'qualif

**Qualify customer
requirements for
digital workspace
projects.**

Very positive results

The results of the project have been very positive. Customer perception of Orange, according to a recent survey, is noticeably improved. The customer experience has been transformed, with smoother and more efficient customer meetings. For example, clients really like that our experts can create layouts directly on their tablets' touch screens, using the tablets' stylus. As for our sales people, they are very happy with the improved employee experience. With their tablets in hand, they can comfortably travel to meetings and appointments, even on public transport…and always have a 4G connection. The mobile business apps designed for the touch screen allow greater effectiveness, particularly when it comes to writing up appointment notes that automatically update the CRM and having an up-to-date catalog of deals and solutions in a dedicated app.

Business lever

We are seeing marked progress in firm deals and orders for solutions that are coming to the fore in the new working environment: videoconferences, mobile working and storage in the cloud.

"SALSA" project: Sales Agility Leadership Social Attitude

Orange Business Services Major Accounts sales staff's working environment

SALSA project is a new way of thinking of the customer relationship via a new digital workspace designed by and for sales people:

- Business applications on a hybrid tablet (Microsoft Surface Pro)
- Associated sales tools: communication and sharing with the customer (closer to the customer)

"We want sales staff working mobile half the time. We want them to be more proactive and consultative in their approach; that means talking with and listening to customers much more. We want this project to boost new attitudes and new behaviors among our sales staff and, obviously, among our customers. We've grabbed the opportunity provided by digital technology to put the user experience at the heart of this project. I am blown away that we've been able to deliver this ambitious project in six months."
Diana Einterz, Major Accounts Sales Director, Orange Business Services.

"We started from scratch. At the beginning, we had no idea how we were going to do this project. We worked with Orange Consulting to run workshops with sales staff, and in these workshops we considered new ways of imagining our customer relationship. Once we defined the functional roadmap, we created our five apps and began the analysis phase and tests, which proved extremely positive: our sales staff were using the apps and adopting the new sales approach."
Gilles Sabatier, Digital Transformation Programme Director, Major Accounts, Orange Business Services.

The customer appointment: sales staff expectations

Before

Control:
- The sales strategy
- Offers and trends
- Customer situation and challenges

During

- Establish a good relationship
- Adopt a consultant approach
- Qualify the requirements

Action

- Mobilize experts
- Co-build with my colleagues

SALSA: 5 apps for 5 new, innovative sales attitudes

1 Stay up to date with the customer's news
Keep up with the customer's news and competition

2 Get side-by-side
Share and communicate with the customer

3 Manage offers and trends
Use the online product catalog

4 Call on a remote expert
Connect with a host of experts by video link

5 Co-build with colleagues and customers
Share with communities (corporate social network)

Digital working environment:
our convictions, our best practices

The dangers of a techno-push approach

Without a strategic user-centric vision, projects to transform the working environment prove disappointing. If there is no immediate and evident added value, users are reluctant to use the new tools they receive. Staff working environments should be designed as a coherent whole that can be used effectively in every context. Our digital workspace projects use a UX (user experience) approach from start to finish. We work closely with our customers and put them at the heart of the issues in order to support them at every stage in the project, from design to final rollout. Our comprehensive approach is directed by each customer's needs and uses.

A user-centered approach

We tested our precise methodology with our internal projects. We gathered feedback and then adapted our approach so we can offer a quality service to our customers.

"Beyond the result, it is the process that counts."

The essential ingredients for a mobile, digital workspace

- Communication and collaboration tools
- Business applications that are designed for the needs of sales teams and are flexible and quick, easy and intuitive to adopt
- Customization of devices to fit the role
- Strong interconnection with corporate information and CRM systems
- High performance mobile network

A consistent solution for common uses

A successful digital transformation for sales teams requires the implementation of a unified application. Users access one portal, regardless of their position or their needs. The portal includes all their business applications and is tailored to the context, which simplifies and improves the user experience. Without this common means of access, the application is impractical to use.

Together with you, we design a solution that is consistent for all of your users and is integrated with your information systems to improve the user experience.

Once the solution is delivered, we support your users as they adopt and use their new tools. We also provide applications that:

- Manage customer service
- Monitor the performance related to the new tools
- Assess customer satisfaction

"Our internal projects are proof of the Orange Business Services ability to manage corporate digital transformations. They have taught me three things: it is extremely important to put the user at the heart of the project, both in terms of the attention paid to the users and their tools as well as to the support provided during the changeover; we need to be quick and responsive, to constantly surprise users in order to deliver; and we must use a multidisciplinary team approach that allows us to work diligently and efficiently. These are the key factors that Orange Business Services brings."
Gilles Sabatier, Digital Transformation Programme Director, Major Accounts, Orange Business Servicess.

The Orange Business Services approach

1. User focused
Together with our customers, we perform a precise analysis of the processes they wish to digitalize to find a realistic solution that is tailored to the company's requirements, structure and size. The customer experience is the driver in our philosophy: we take into account all the work processes and design a simple solution that makes life easier for employees. We listen to what the user is saying, what the market is saying and what the company is saying to design the optimum solution.

2. User experience
We use a user experience (UX) methodology centered on users to collect their requirements and create the project roadmap. Starting with the initial phases of the project and in collaboration with the project team, we produce:

- "Visual" deliverables that illustrate the priority of the requirements gathered from staff during several workshops
- Operational deliverables that will help decision makers to structure their thinking

Once the roadmap is established, we assist in the design and production phases.

3. Agile methodology
Using the defined requirements, we develop a solution using the Agile methodology. We focus on what is essential for the company with the best achievable deadlines. We proceed step by step in an iterative cycle – comprising development, integration and onsite test phases – to adhere closely to the customer's expectations. In this way, we deliver an MVP (minimum viable product) within budget.

4. Collaborative
By engaging the user early in the design phases, we make change management easy. We use disruptive methods like "innovation games", which maximize end users' commitment, adoption and effective use of the new working environment.

User focused

User voice

Internal voice

Market voice
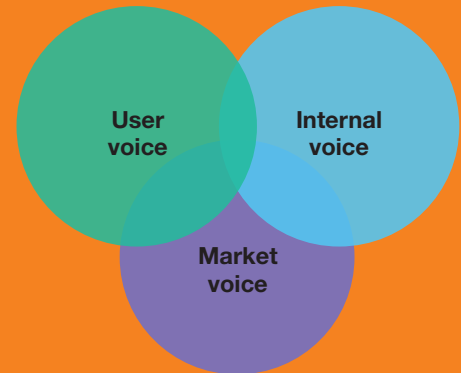
UX (User Experience)

Enjoyable
New experience, emotions, needs.

Practical
Ergonomic, easy.

Useful
Features, data, access.

Agile methodology applied

Development and testing

Integration and deployment of the pilot

Onsite measurement and evaluation

Orange Business Services is the partner of choice for organizing and implementing the digital transformation of your sales staff's working environment. As an integrator and an operator, we create complete business solutions and end-to-end services that support you throughout your projects. We have delivered large-scale digital transformation projects both in-house and for our customers. Our offer is modular, so we can give you the features that you need, with either 100% Orange products or incorporating joint products from other suppliers.

To find out more about the digital working environment, visit orange-business.com/en/

**Business
Services**