Reinvent the customer relationship

Create personalized experiences in financial services

Customers today live an omnichannel lifestyle, effortlessly switching from channel to channel and device to device as is their need. In each and every financial services channel, they expect to be communicated with in a way that is contextually relevant to that moment in time and personalized to their own unique requirements.

Our financial services experts can help you improve the customer experience across all channels, build engaging mobile apps and transform big data into actionable insight.

Design user-friendly mobile apps

Customers want financial institutions to offer convenience and hi-tech banking options whenever and wherever they are. Mobile apps offer users simplicity, immediacy, transparency, independence and personalization. They are driving the mobile banking and insurance revolution.

Our solution

Orange Applications for Business designs mobile apps that provide an appealing customer experience, from initial assessment through to proof of concept and launch. Our experts can help you create customer centric mobile applications based on the experiences of your customers.

Increase customer satisfaction

Customer expectations are being shaped by innovations outside the financial services industry and satisfaction is a key factor in choosing financial products online.

Chatbots, interactive voice response (IVR) and speech analysis capabilities can all ensure your customers get the right answers to simple queries. This frees up agents for more complex calls.

Our solution

Our omnichannel contact center solutions allows you to provide customers with a consistent experience across all channels – on any device. Direct feedback from your customers can help you advance your products and your business model, improving overall customer satisfaction.

orange™ **Business Services**

Take your customer relationships to the next level

In today's digital economy you need to enhance the quality of service to strengthen customer loyalty and satisfaction.

To complete your overall customer experience and engagement, it is essential that your back-office solution can provide your agents with advanced support.

Our solution

Our back office solution gives agents a single view of customer interactions, together with the right analytics tools to optimize workforce engagement and improve the consumer experience, by allowing them to shift channels without losing context. By optimizing these omnichannel journeys, you can help customers proactively reach their goals easily and swiftly.

Build a personalized user experience with big data

Personalized customer interactions are a powerful differentiator, but financial institutions are only using a fraction of their data to generate insights. Advanced customer data and predictive analytics are essential to help with new product innovation. Event-based forecasting unlocks opportunities for top-line growth.

Our solution

Orange Business Services offers strong data analytics capabilities. Our data scientists can help you to transform customer data into smart data that can better service customer needs. This data can give you the competitive edge when creating personalized customer services such as contactless payments and mobile apps.

Orange Business Services can help you control the end-to-end customer journey

- Secure your customer experience, from website to customer data storage
- Move customer service to the cloud to take advantage of scalability, flexibility and agility
- Guarantee service availability and security 24/7
- Create a high-quality, seamless and secure customer experience

Why Orange

Customer experience is what makes your financial institution stand out. We are your one-stop-shop for innovative customer care – from digital self-service, contact centers, unified collaboration and workforce engagement to data analytics.

Proven track record in system integration and software development	200 digital business consultants
Full lifecycle management services	550+ contact center experts
24/7 customer service support	50+ Workforce optimization experts
Call collection in 110+ countries	2,400 data intelligence experts

For further details please go to: **https://www.orange-business.com/en/solutions/customer-experience**

Business Services