How well do you understand your customers?

Asking the right questions for customer experience improvement

Recent research has found that customer experience (CX) transformation increases customer retention, cross-selling opportunities and loyalty. A further report showed that 86% of consumers are prepared to pay more for an optimal CX. It highlights how essential it is to give customers a frictionless experience across every touchpoint and why you need to ask yourself the right questions.

Are you having difficulty knowing who customers are when they come to you online?

If so, you're not using your data as effectively as you should. Your customers expect you to have knowledge of who they are, their previous interactions with you, and their purchase history. They want you to know them and they want to feel valued.

Orange data analytics tools give you full visibility of your customers' journeys and awareness of opportunities, enabling you to make better-informed decisions.

Wouldn't it be better to know what your customers want before even they even know it?

Being proactive can give you the ultimate differentiator. The ability to predict customer behavior and times of likely increased demand lets you proactively approach customers with new products and enhanced journeys when they need them most, improving their experience with you.

Orange helps you collect and analyze customer data and convert it into valuable insights using analytics tools. This enables you to predict and forecast events in the customer lifecycle and drive increased revenues and loyalty.

86% of consumers are prepared to pay more for an optimal CX

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Do you know what customers do at all the touchpoints on their journey?

If not, they won't enjoy their CX, you may risk losing them to competitors and they will tell friends and family about their negative experience. Omnichannel communications via social media, the web, your contact center, mobile apps or in person at your physical stores helps you understand your customers' touchpoints on their journey. They want a consistent and tailored experience no matter what channel they used or are using and you must give them that.

Orange consultants can help you build a customer journey that provides a great CX. You will be able to assess your customers' expectations, make targeted choices on CX and, put the right tools in place.

Are you losing customers to churn?

Perhaps your CX tools are not powerful enough to allow you to design the best use cases. If your company is too siloed, either by channel, product or service, and your CX activities isn't aligned and unified, there will be gaps in your customers' journeys. These gaps produce inadequate interactions and experience, and, ultimately, lead to customer churn.

Orange Multisourcing Service Integration (MSI) approach ensures all your CX tools are seamlessly deployed across your organization. We're the partner who helps you put all the pieces of the puzzle together, letting you concentrate on your core business.
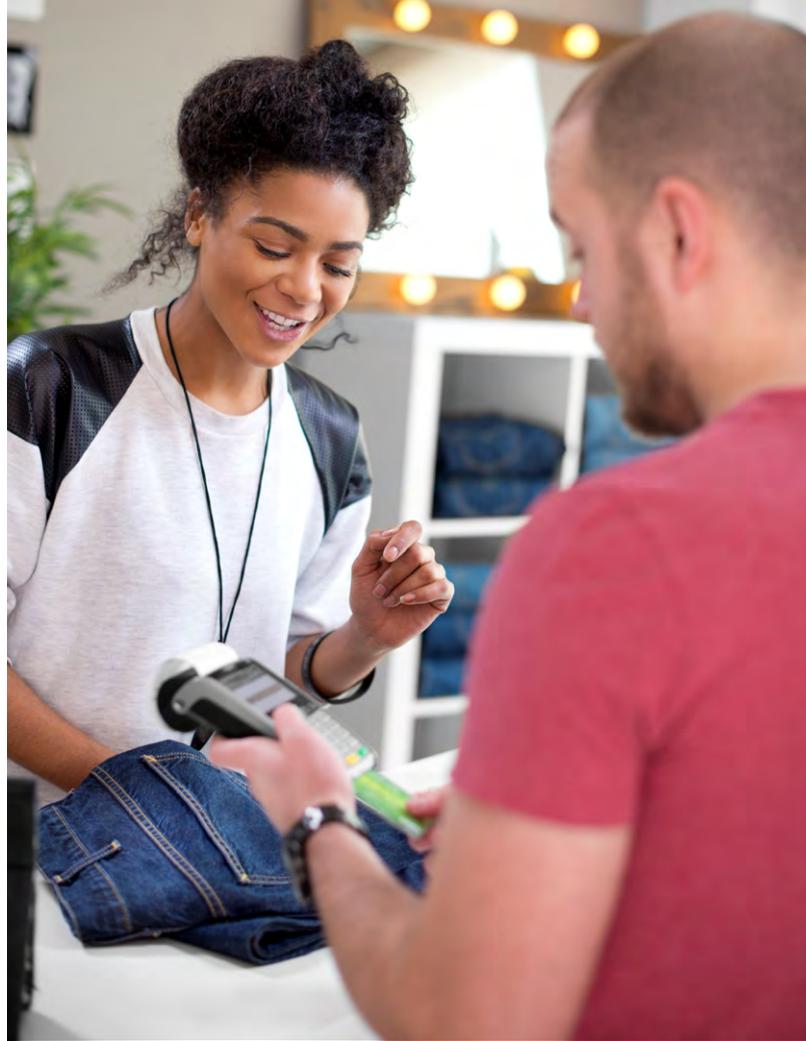

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Do you have someone in your organization responsible for CX?

In some companies, the chief executive officer oversees CX, in others, it's the chief marketing officer. In others still, it's the chief data officer. Chief information officers still play a crucial role in many companies' data-centric approaches to CX. More and more companies are creating a dedicated role to oversee CX, with chief customer officers "representing" the customer at C-level in the company.

Orange Consulting can help define the role, and strengthen your CX by having a dedicated executive with a strategic customer experience focus. Orange integration then helps you ensure decisions and agreed solutions are deployed seamlessly and effectively across your entire organization.

85% ⚠️
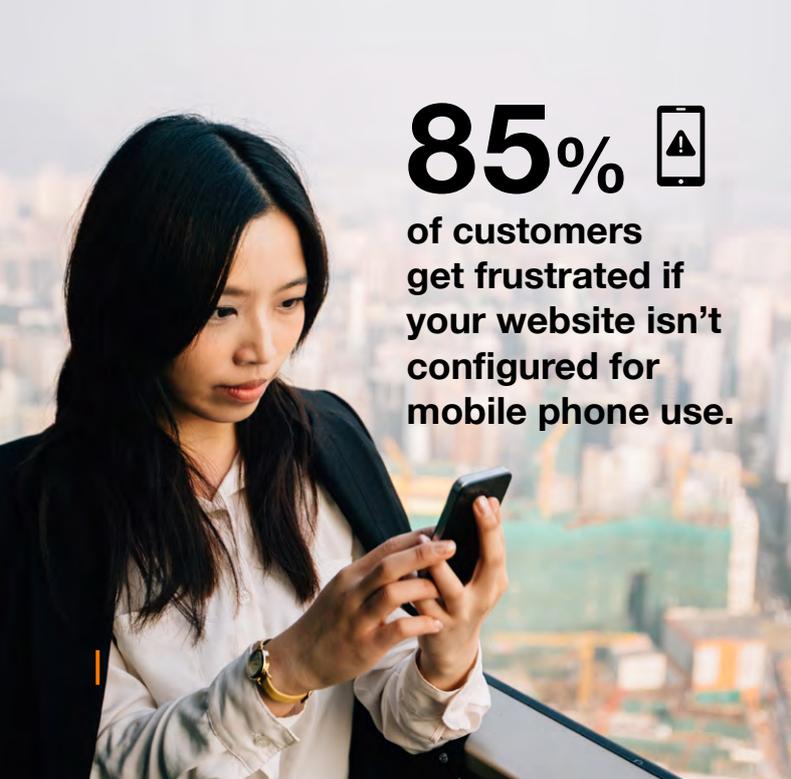
of customers get frustrated if your website isn't configured for mobile phone use.

Does your omnichannel really mean omnichannel?

Research shows 85% of customers get frustrated if your website isn't configured for mobile phone use. In addition, 44% of millennials expect CX to be the same regardless of channel. If you're not communicating (and remembering the interaction) with your customers via all the channels they expect, including social media, instant messenger, mobile app, website and email, you'll lose them. Your omnichannel strategy ensures you interact with customers at every touchpoint on their journey, and they expect consistency.

Orange consultants work with you to ensure you are interacting with your customers with the channel they prefer at any specific time, meeting and exceeding their expectations.

Does your workforce perform at the level you expect them to?

Visibility also helps you manage your workforce effectively, so that you can allocate the right number of agents with the right expertise and insights, at the right times. It also helps you differentiate your CX investment strategy to ensure you get the maximum ROI.

Orange workforce management tools will keep your employees providing great CX. We help you fully optimize resources, share best practices and next-best-action, boost worker performance, and reduce wastage to give you an improved ROI. In addition, our training and adoption programs ensure agents are getting the most out of CX tools.

Are you aligned with your customers' expectations?

Consumers want to engage on their terms, easily, quickly, and efficiently. By automating simple tasks using AI, chatbots, NLU and RPA, you can deliver a self-service solution that takes care of basic requests and assist your agents when empathy and decision making is needed.

Orange contact center solutions incorporating advanced automation empower your organization and provide your customers with easy ways to get the right answers in a short time.

Why Orange

CX is built on the right blend of expertise, know-how and technology. Orange can design and implement an end-to-end CX offering that gives your customers what they want at every step of the journey. Our CX portfolio includes consultancy skills, contact center solutions, cutting edge technologies, integration services, and data analytics tools.

3,400+ Service desk experts

550+ Certified contact enter experts

2,400 Data intelligence experts

600+ Consultants

500+ Service providers managed

20+ Years of partnerships with key players

If you would like to learn more about CX and how Orange can help you make it a competitive differentiator, please read our new brochure and white paper by visiting www.orange-business.com

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