

**Business  
Services**



## ORANGE BUSINESS SERVICES

### ANALYST QUOTE

*"In the rapidly evolving Contact Center market, Orange Business Services has successfully positioned itself as a trusted partner by offering comprehensive cloud-based solution portfolio, global service availability and proven local delivery and support capabilities, helping organizations deliver a unified customer experience.*

*The company has managed to achieve strong growth in the Asia Pacific market due to the increase of its global footprint, customer centric approach and focus on innovation." 2016 Frost & Sullivan Asia Pacific Cloud Contact Center Service Provider of the Year."*

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FROST & SULLIVAN

BEST  
2016 PRACTICES  
AWARD

# 2016 Frost & Sullivan Asia Pacific Cloud Contact Centre Service Provider of the Year

The Cloud Contact Center market in Asia Pacific continues to gain momentum as increased market awareness resulted in better appreciation across organizations on cloud contact centers' value proposition. The Asia Pacific cloud contact center revenue grew 14.1% in 2015 and is expected to reach US\$750 million by 2022, increasing at a double digit rate annually.

Today, managing customer expectations has become one of the top priorities for organizations globally, and contact center is becoming a critical part of such pursuit. However, cost continues to be the top barrier for solutions deployment. Digital channels such as social media, webchat, email and self-service channels have emerged as popular engagement methods. Organizations are looking for solution providers, who can partner and deliver omni-channel customer experience to their customers while improving operational effectiveness in a scalable and flexible manner.

Orange Business Services, a leading global business communications solution provider offers end-to-end solutions that are able to meet varying client requirements. The service provider is able to provide a unified customer experience and cater to clients' large complex multi-location requirements due to its large global footprint, strong contact center capabilities and know-how as an integrator.

It also offers its clients a standard cloud-based solution from its Flexible Contact Center or customized solution from its Managed Contact Center based on Genesys or Cisco platforms. Currently, the company manages more than 90,000 contact center positions worldwide and has more than 330 Cloud Contact Center customers.

Orange Business Services has a strong expertise in network, unified communication, IT services and contact center solutions in Asia Pacific which enabled it to cater to multi-location and very specific client requirements in the region. The company registered an impressive 18% annual revenue growth for its Cloud Contact Center solutions due to the increase of customers across verticals and geography.

Orange Business Service's key value proposition lies in its ability to service large deployments with high operational complexity, CRM integrations with strong flexibility requirements. It focuses primarily on-the-ground support with regional contact center expert teams, sales specialists and skill centers offering end to end solutions. These capabilities enabled OBS to offer standardized and consistent customer experience globally.

The provider's strong focus on innovation is evident from its big team of 4,200 R&D researchers and 17 dedicated development centers. Over the years, it has successfully integrated emerging technologies to deliver a unified customer experience for its customers. By interfacing contact centers with Internet-of-Things (IoT) and analytics, the company is helping organizations to better understand customer expectations and deliver enhanced experience .

In recognition of its strong capabilities and achievements in a highly competitive and dynamic market, Frost & Sullivan is pleased to present the 2016 Asia Pacific Cloud Contact Center Service Provider of the Year award to OBS.