

Highlights

Digital transformation demands trusted partners

Trust develops where experience matches expectation

Trusted partners have high customer loyalty

Orange Business Services rated Number 1 overall

Voice of the Customer

Teamwork

OUTSTANDING CUSTOMER EXPERIENCE ANALYSIS & NEWS



Ocean⁸² Benchmark - Aligning Experience with Expectation

Helping you win, keep and nurture customers

Orange Business Services

Issue 20
April 2016

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Orange Business Services ranked number 1

for aligning customer experience & expectation



ocean⁸² Benchmark

Aligning
EXPERIENCE &
EXPECTATION

Orange Business Services | **1st**
April 2016

Orange Business Services is perceived to be the most effective global service provider at aligning customer experience with customer expectation – i.e. at delivering against brand promise.

The *Branded* Customer Experience Benchmark

aligning customer experience & expectation

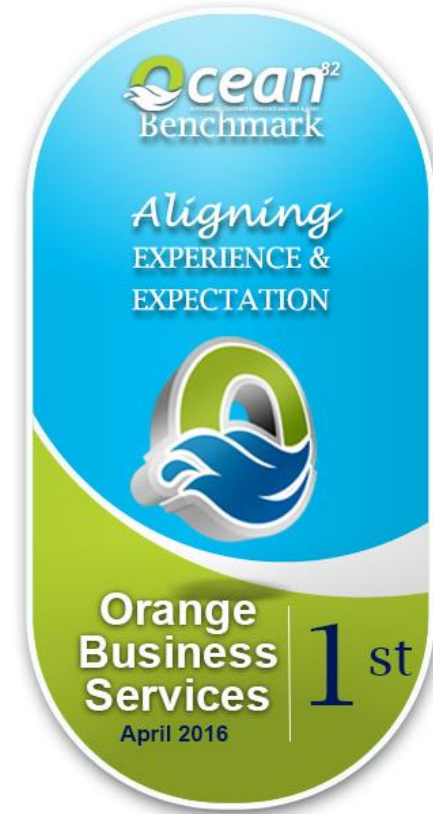
Why keep score?

Keeping score changes behaviours and focuses efforts on outcomes. Digital transformation demands trusted partners. The Ocean⁸² index is the gauge used to assess the relative perceived strength of the customer value package.

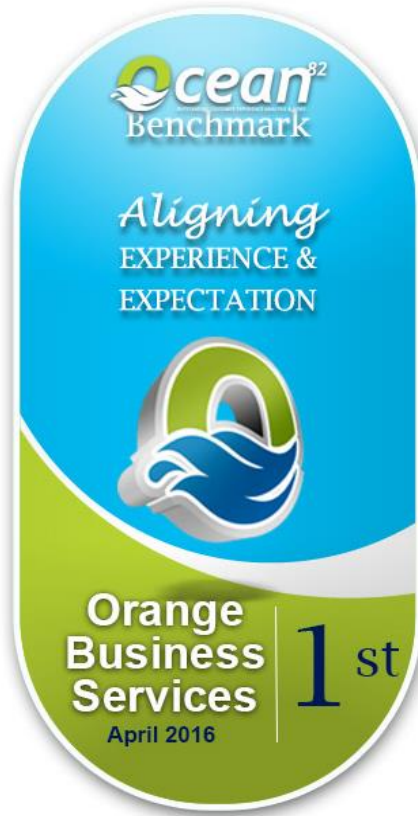
The Ocean⁸² Index:

- Weights the results according to customer priorities.
- Incorporates an assessment of the emotional affinity a customer feels toward the supplier and its services.
- Measures intent to purchase and willingness to make recommendations to peers, giving a forward looking assessment of the suppliers' likely future prospects.
- Positions a supplier against competitors and against a resilience benchmark that denotes world class.

The Ocean⁸² Index for any of the major global operators is available from Ocean⁸². The Ocean⁸² Index is a very powerful measure of perceived performance because it is calculated from more than 100,000 data points assessing the **total customer value package**.



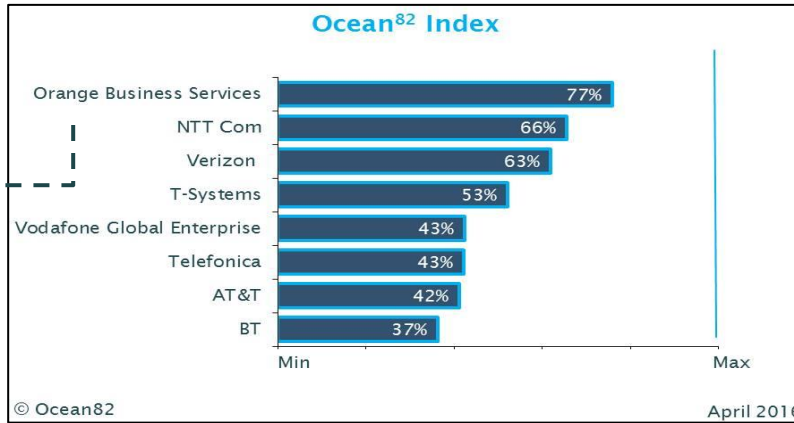
Accolades...



Overall the best-in-class customer value package that aligns customer experience & brand promise.

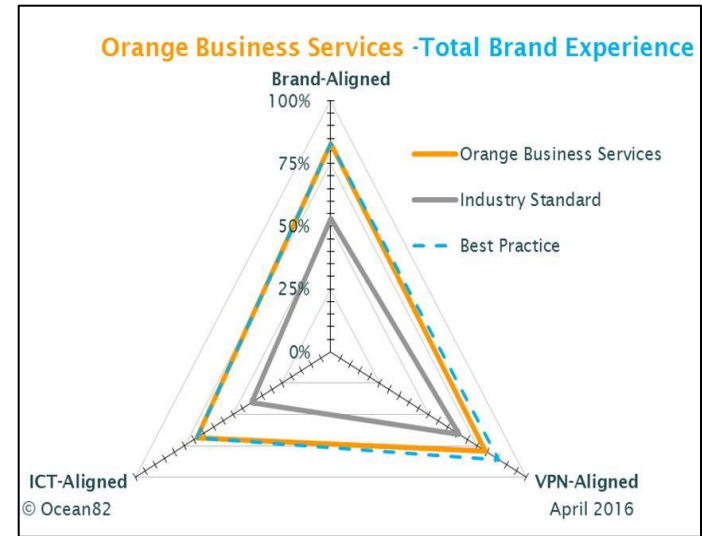
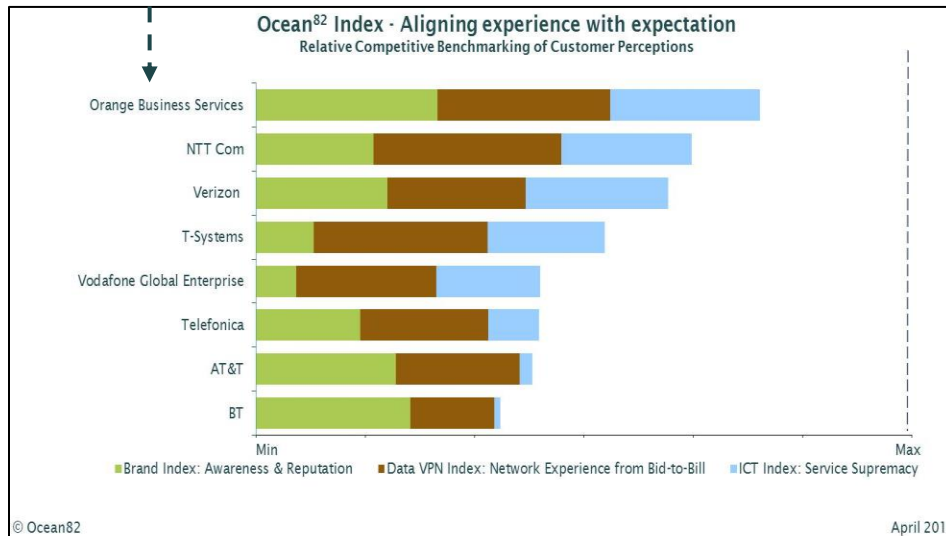
Sustainable competitive advantage

Orange Business Services perceived to triumph over rivals in satisfying customers with a best-in-class customer value package.

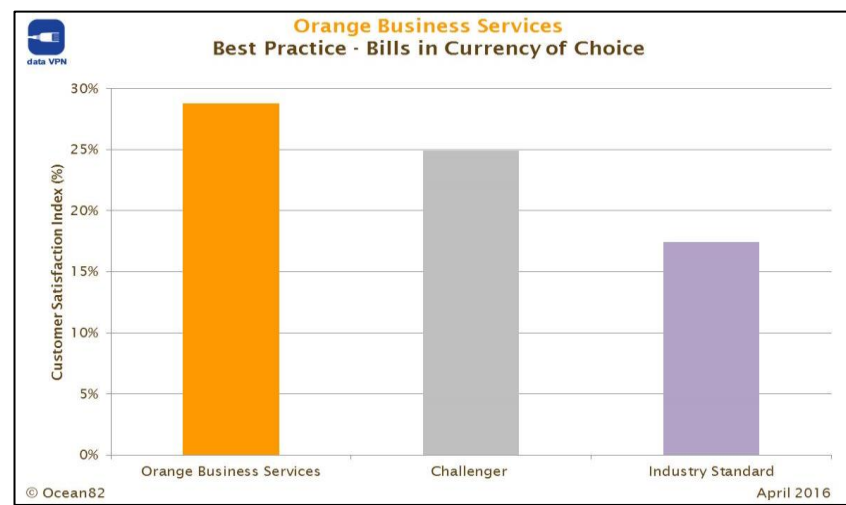


The customer value package is the combined set of benefits provided by the supplier to customers.

Ocean⁸²'s index, the measure used for rating success at aligning customer experience with customer expectation, shows Orange Business Services scored 77, which is the best-practice result among comparable global service providers, markedly above next rival, and the industry standard.

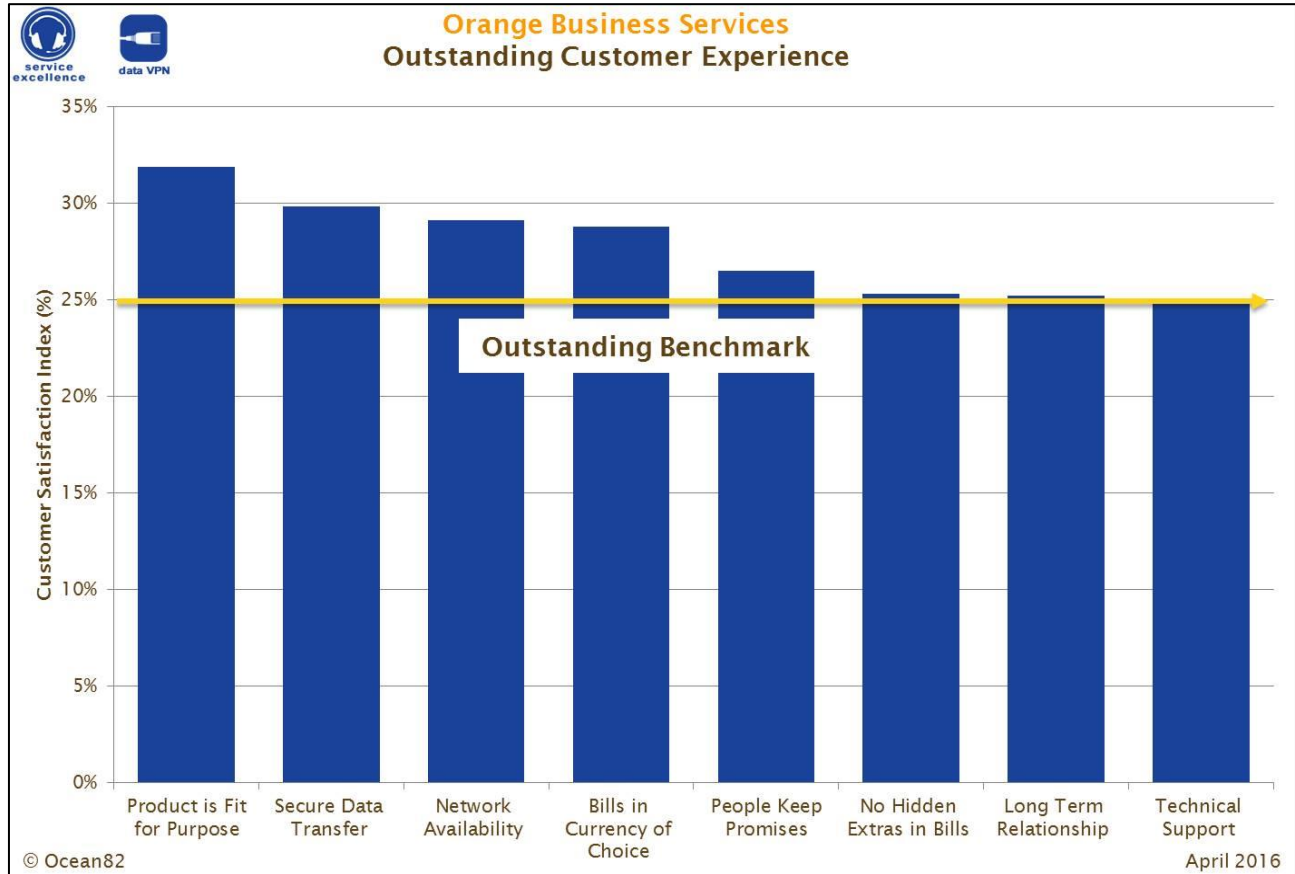


Orange Business Services ranked as Best-Practice for outperforming competitors



Differentiators - Orange Business Services is rated best in class where it outperforms nearest rivals markedly.

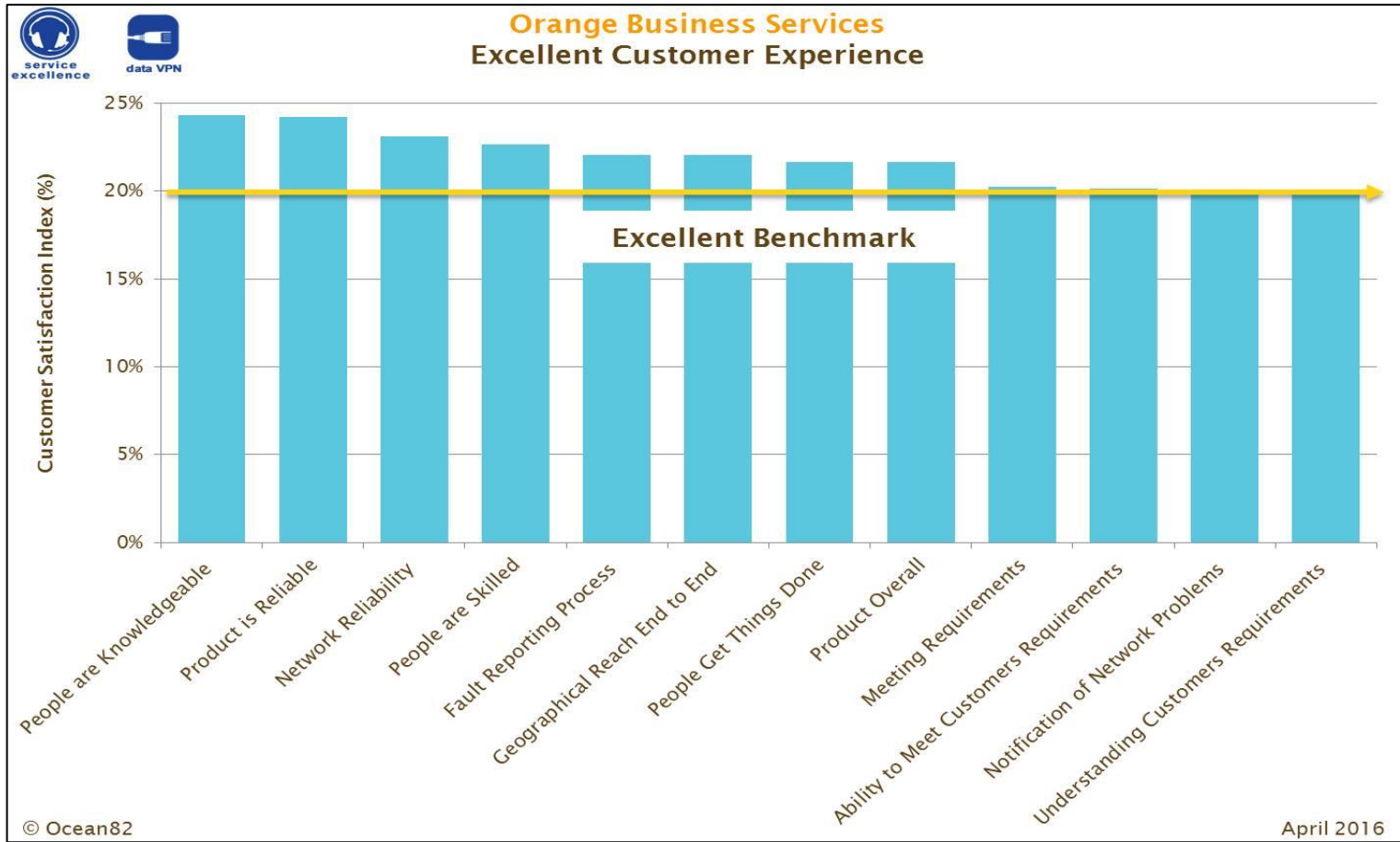
Orange Business Services earns Gold Award for outstanding customer experience



Orange Business Services earns a prestigious Gold Award for exceeding the outstanding benchmark for customer satisfaction in 8 areas of service out of 59 measured.

Committed to customers means...

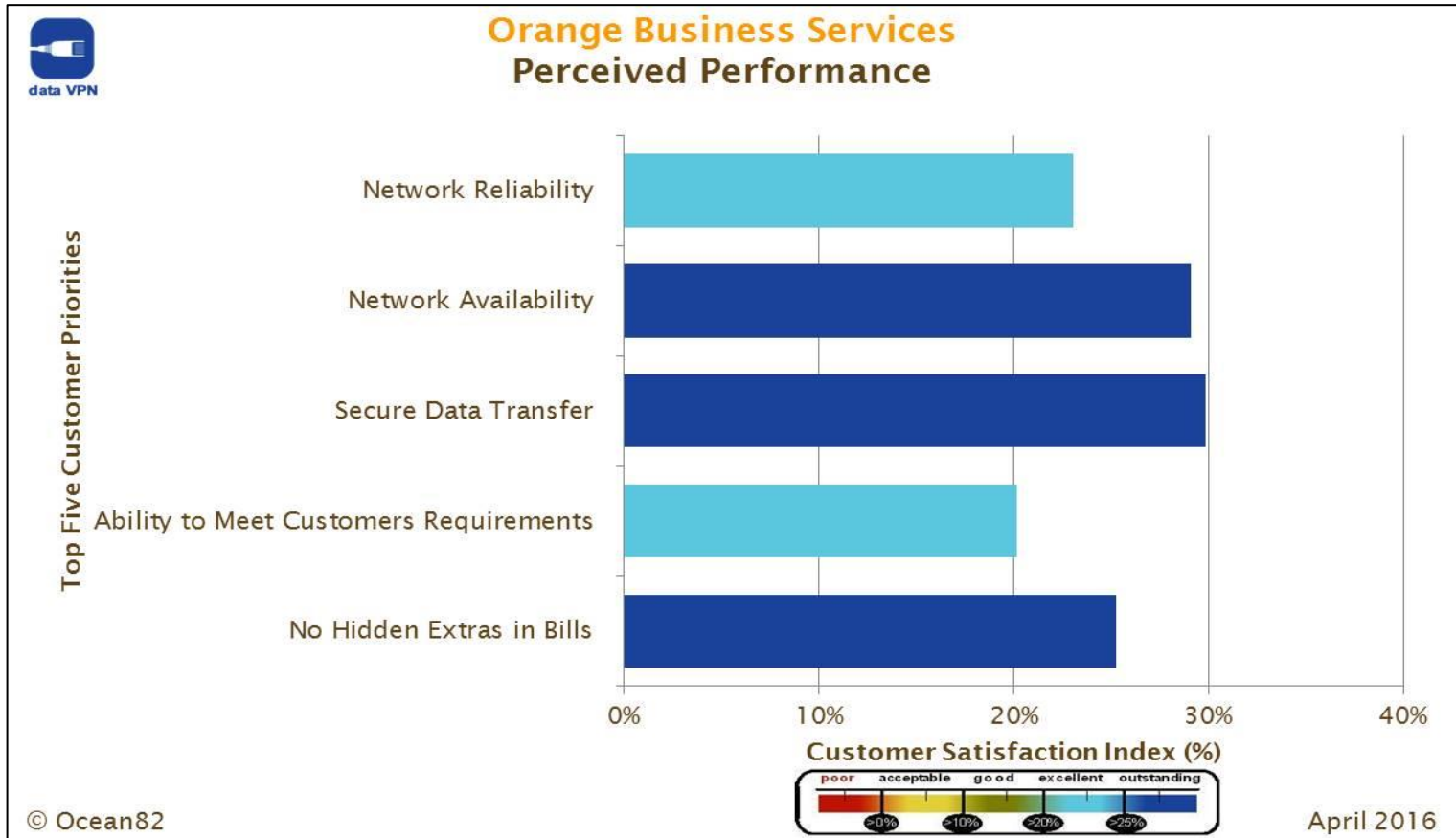
Excellence



Orange Business Services rated excellent in 12 out of 59 areas measured.
This gives a total of 20 ratings of outstanding/excellent out of 59 areas measured.

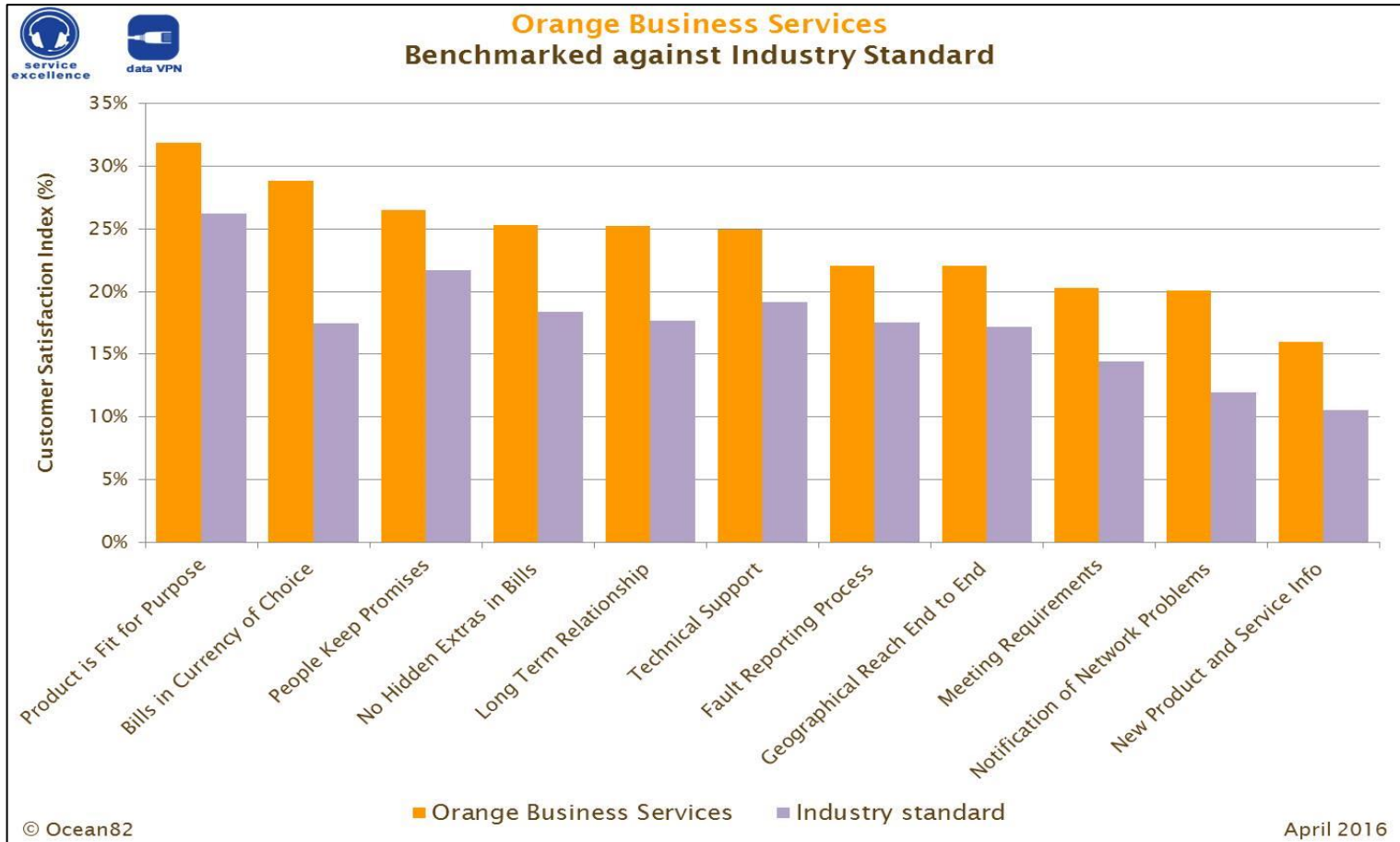
Customers top priorities

Earn trust by performing consistently well on what matters most to customers



To satisfy customers you must meet their needs by doing best on what matters most. It's the post-purchase experience, rather than the buying experience, which plays the greatest part in the decision to repurchase. Poor performances in the top 5 customer priorities would be a major catalyst for changing providers.

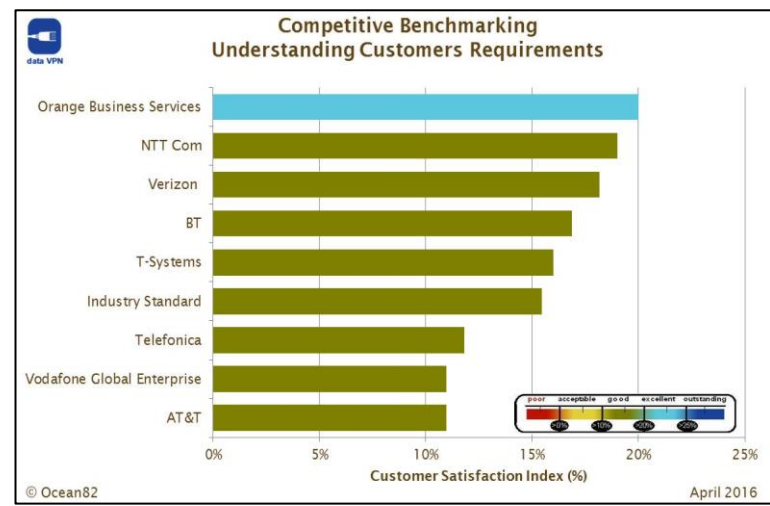
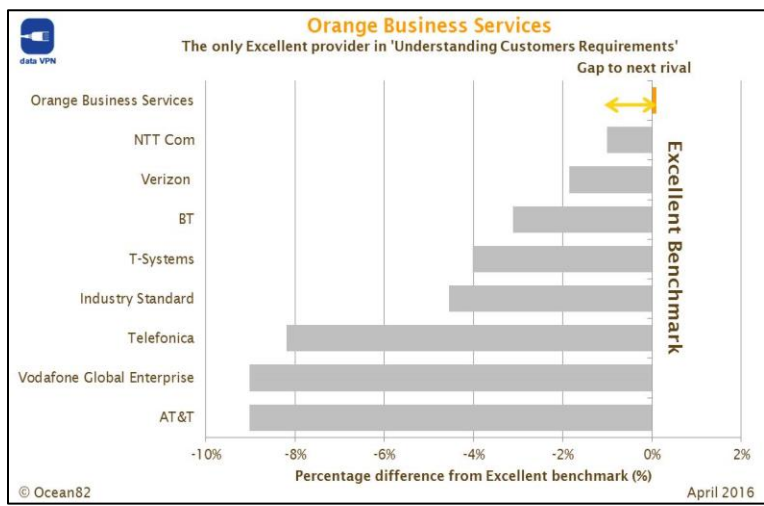
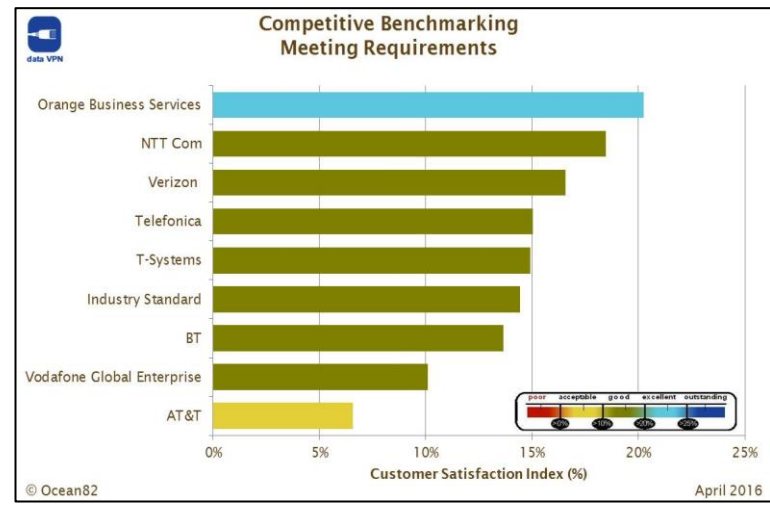
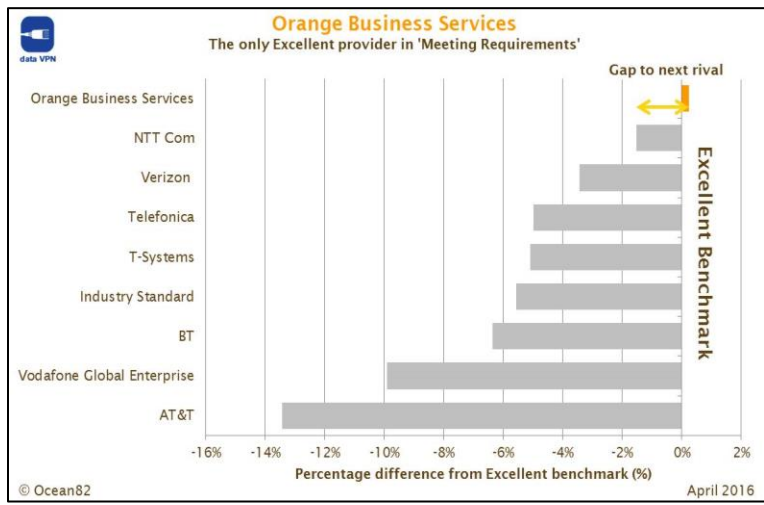
Orange Business Services is markedly ahead of industry standard



The industry standard is an effective competitive benchmark to examine perceived performance. The chart shows a selection of positive results for Orange Business Services against the industry standard.

Pushing back the competition

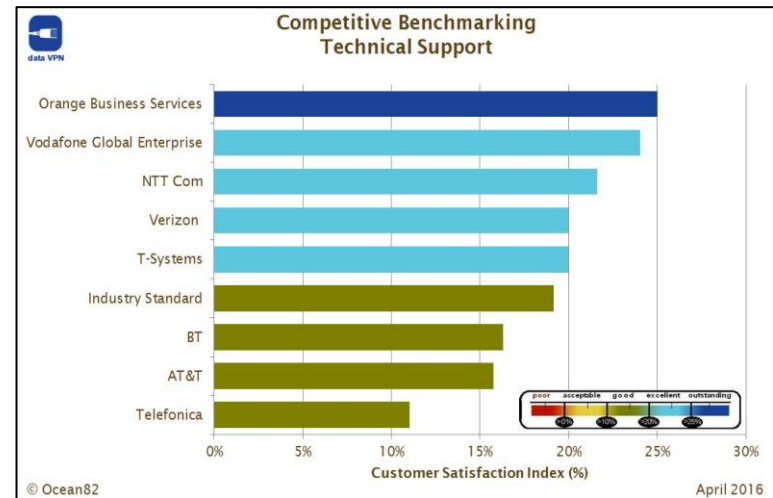
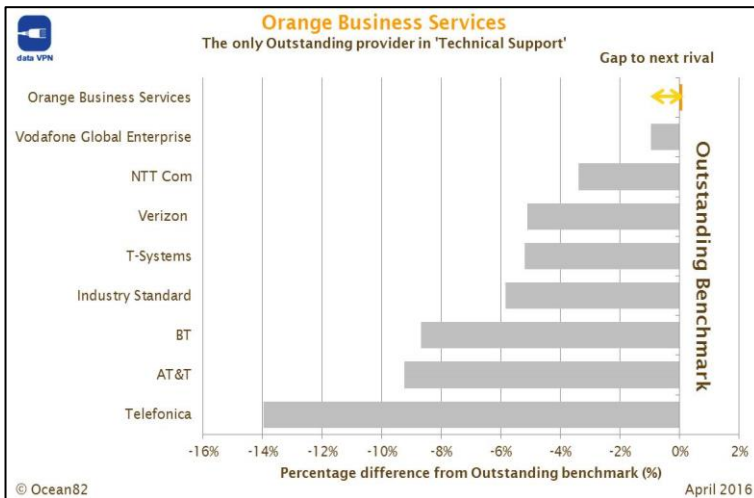
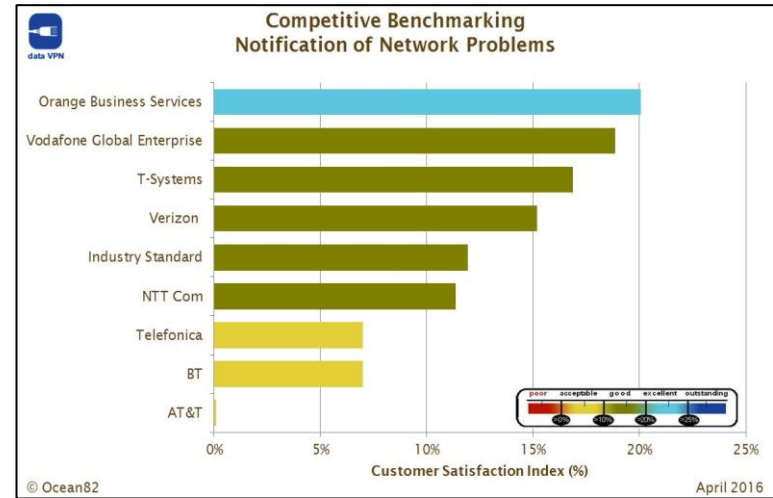
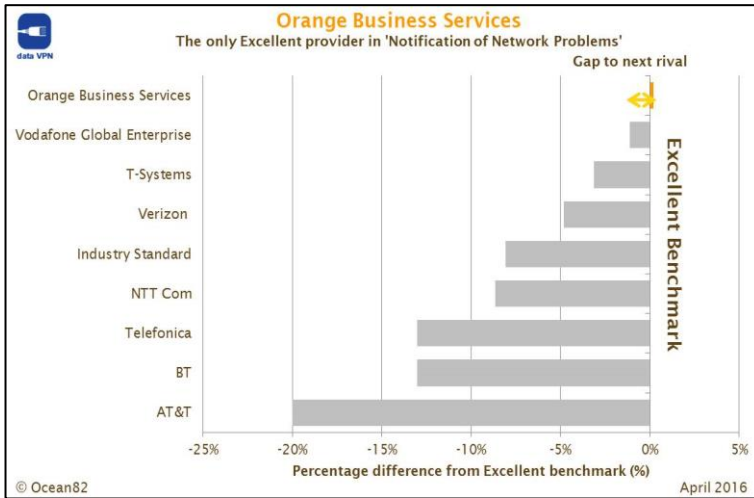
outperforming rivals



Pushing back the competition

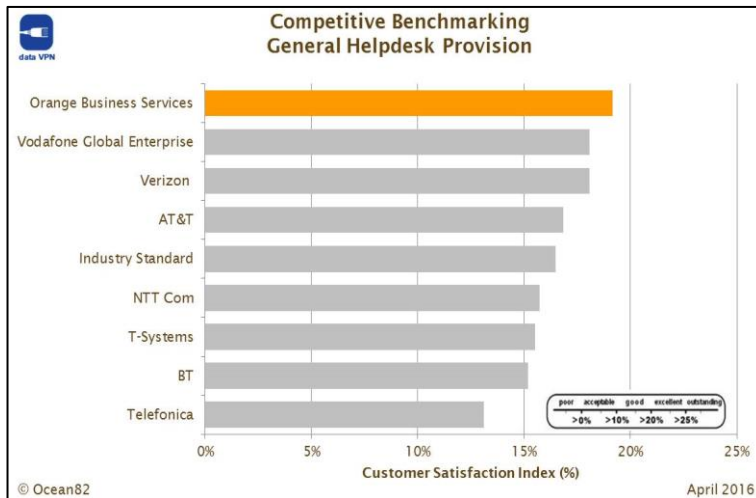
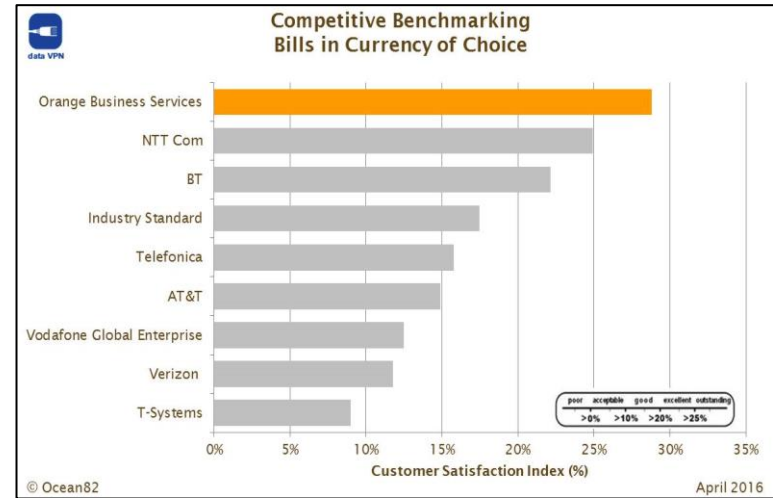
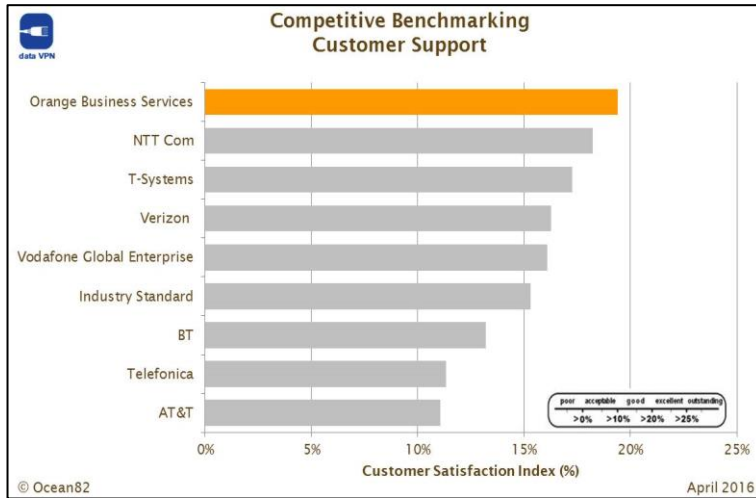
Pushing back the competition

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Pushing back the competition

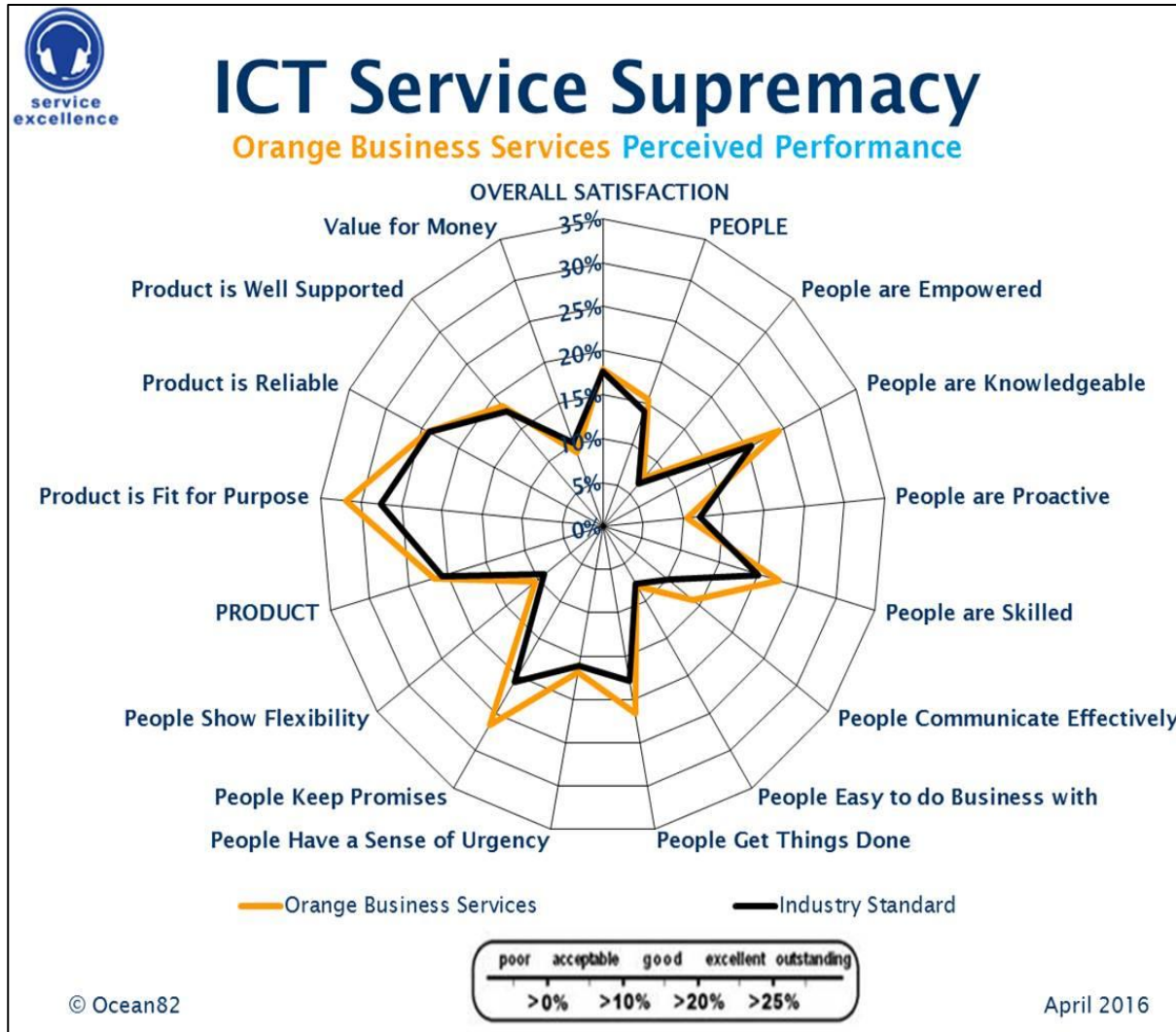
Outperforming rivals



Across a range of service attributes from product quality to billing Orange Business Services is seen to be a leading service provider.

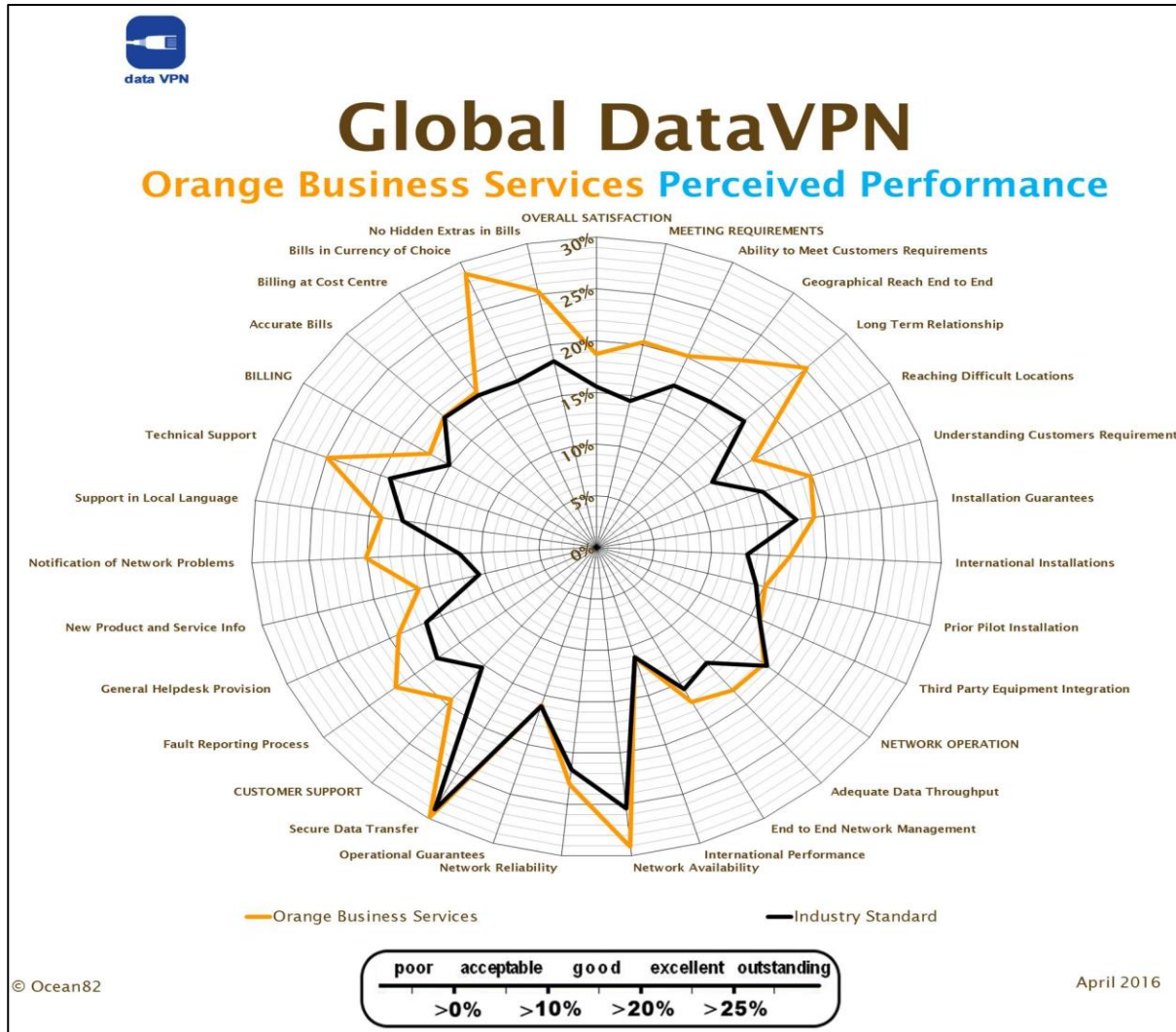
Service excellence in ICT

Benchmarking perceived performance to demonstrate that customers are thought of in terms of long-term value and not just as a one-off sale.



Global DataVPN

Benchmarking perceived performance to demonstrate that customers are thought of in terms of long-term value and not just as a one-off sale.



About

Summary Methodology

Good quality marketing research relies on asking the right questions to the right people in the right quantity at the right time for the right purpose.

Ocean⁸²'s database of large and multi-national business enterprises allows samples to be selected at random to give a representative view of the data VPN user community as a whole.

The analysis is largely about perceived gaps in performance set against a series of benchmarks. It is a global study covering 30 countries.

About this report

These highlights are extracts prepared for Orange Business Services on their perceived strengths. The full study is available to purchase from Ocean⁸². This study is independently produced and has not been commissioned or sponsored by any global operator.

About Ocean⁸²

Ocean⁸² is an established marketing services firm specialising in benchmarking the customer service experience for the Information & Communication Technologies industry. It offers marketing research, consultancy, publications and online services.

Ocean⁸² is known for its track record in 'voice of the customer' analysis of: competitive positioning; business strategy; demand estimates; branding; tariffs; product development; post-purchase care; channel management and pre-sales support.

With an committed team it has experience in 30 countries and 10 languages often making Ocean⁸² the first-choice supplier for many organisations with a requirement for international marketing research and analysis covering emerging and established technologies such as cloud computing, MPLS, VoIP, networked services, convergence and hosting applications.

For more information, please visit www.ocean82.com or email info@ocean82.com.

Helping you win, keep and nurture customers

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