

# Highlights

Digital transformation  
demands trusted partners

Trust develops where  
experience matches  
expectation

Trusted partners have high  
customer loyalty

Orange Business Services  
rated a top provider

# Voice of the Customer

*Teamwork*

OUTSTANDING CUSTOMER EXPERIENCE ANALYSIS & NEWS



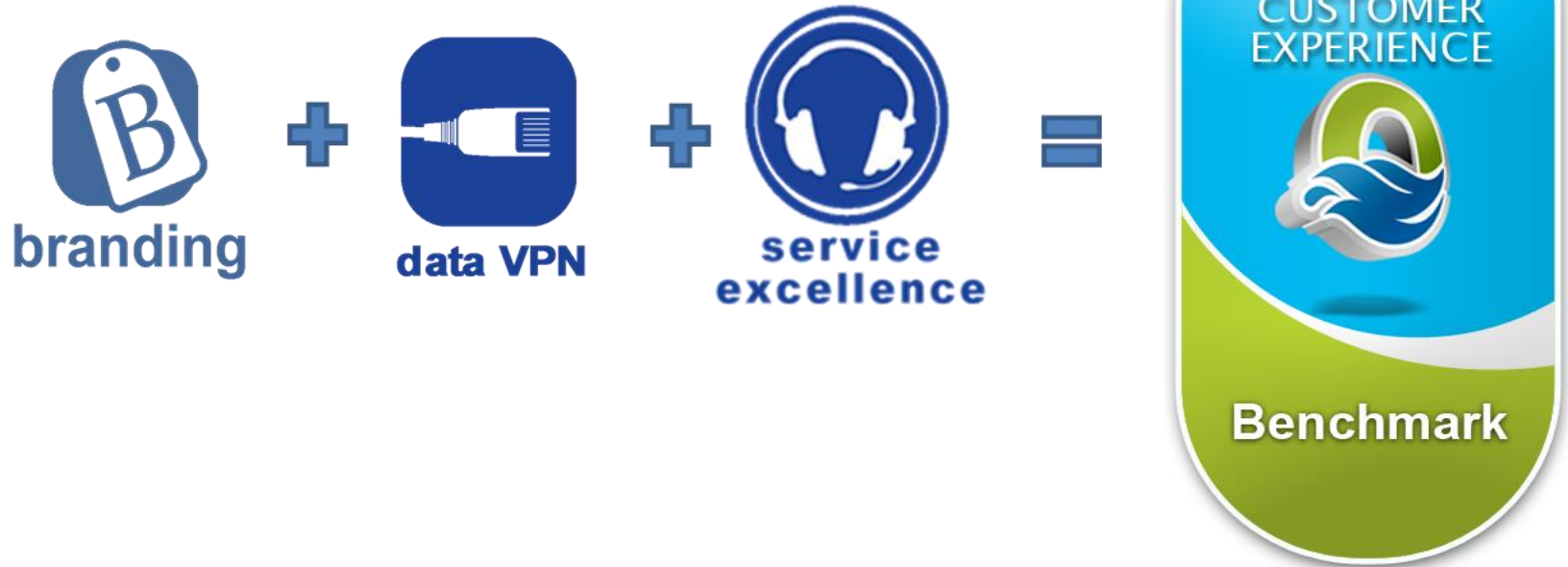
## Ocean<sup>82</sup> Benchmark - Aligning Experience with Expectation

*Helping you win, keep and nurture customers*

### Orange Business Services

Issue 21  
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# Orange Business Services ranked a top provider for aligning customer experience & expectation



Orange Business Services is perceived to be among 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 Ocean<sup>82</sup> index is the gauge used to assess the relative perceived strength of the customer value package.

The Ocean<sup>82</sup> 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 Ocean<sup>82</sup> Index for any of the major global operators is available from Ocean<sup>82</sup>. The Ocean<sup>82</sup> 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...



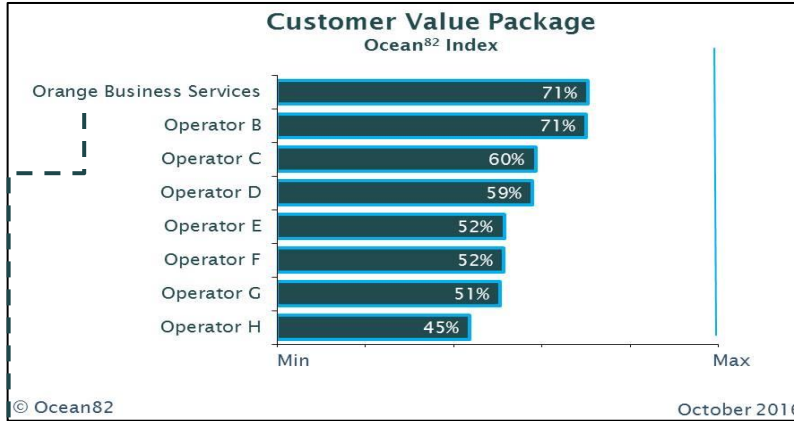
Overall, Orange Business Services is seen as best in class in its genre for meeting requirements and building partnership relationships.

Six gold awards for Orange Business Services for outstanding customer satisfaction ratings.



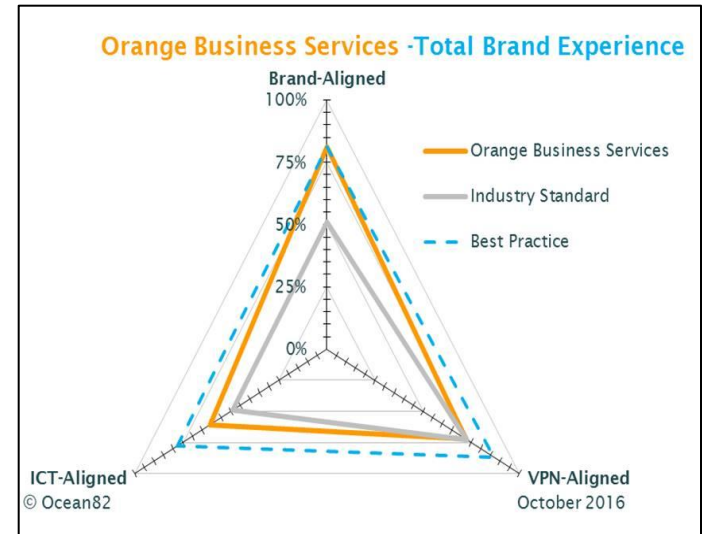
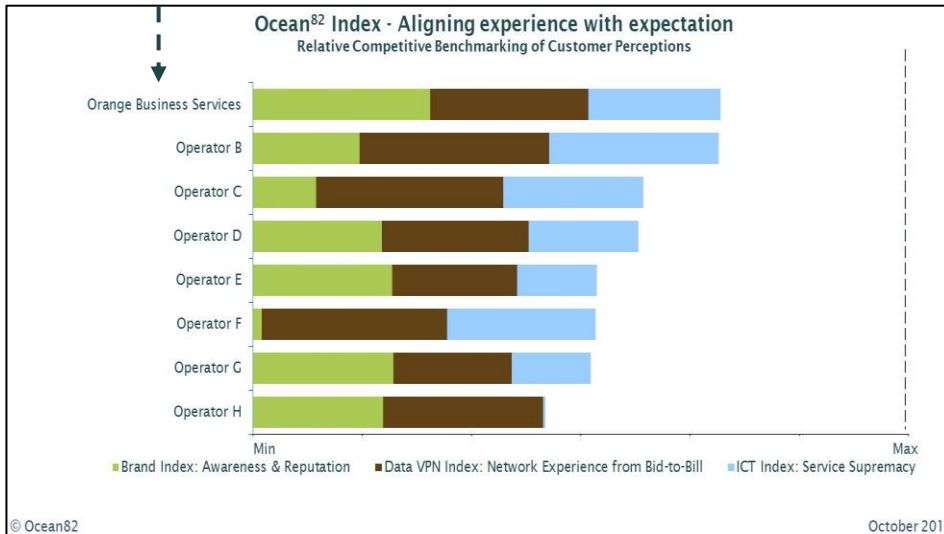
# Sustainable competitive advantage

Orange Business Services perceived to triumph in satisfying customers with a top result for customer value package.



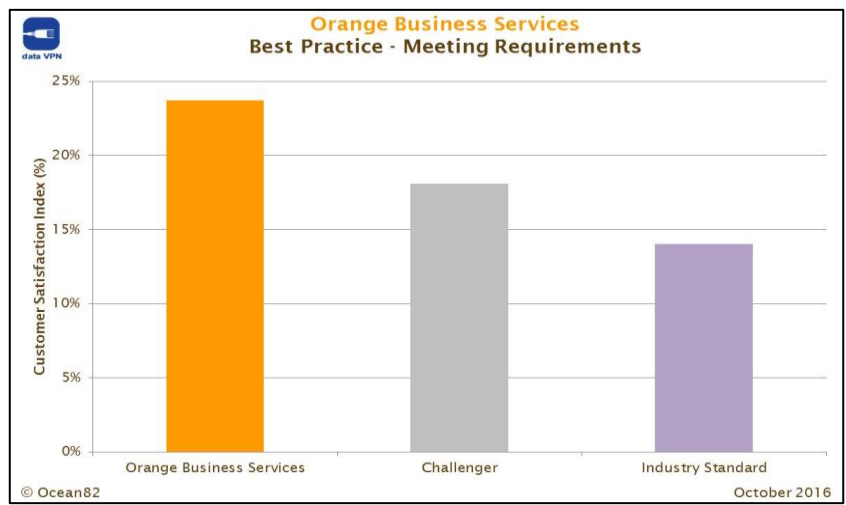
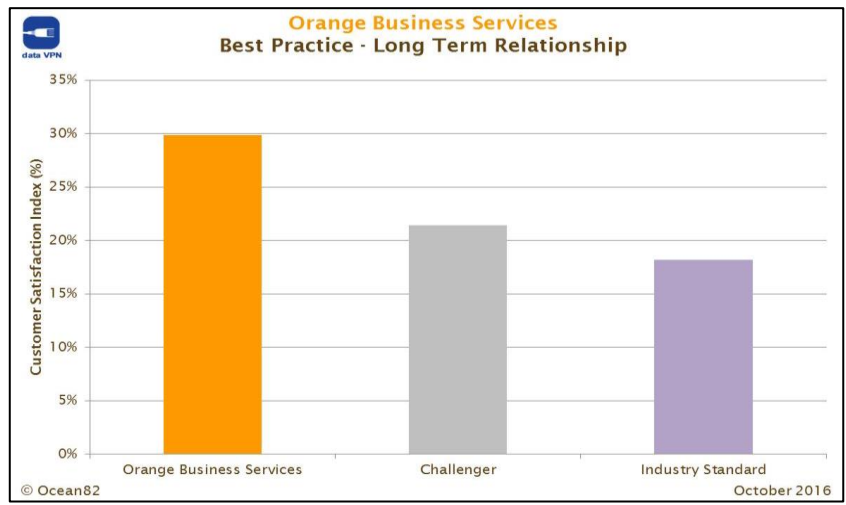
The customer value package is the combined set of benefits provided by the supplier to customers.

Ocean82 index, the measure used for rating success at aligning customer experience with customer expectation, shows Orange Business Services scored 71 which is a top ranking result.



# Orange Business Services - 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

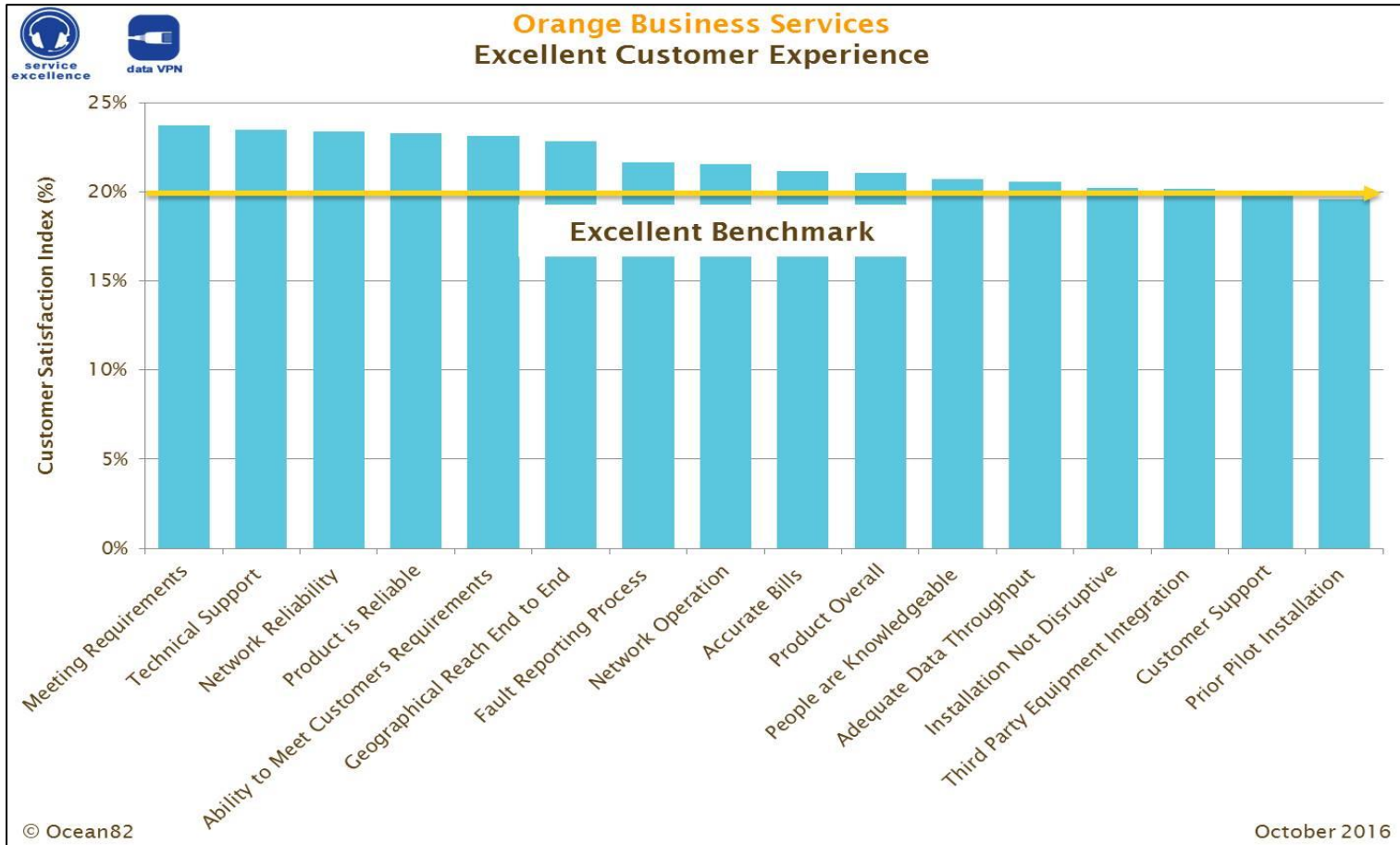
for outstanding customer experience



Orange Business Services earns a prestigious Gold Award for exceeding the outstanding benchmark for customer satisfaction in 6 areas of service out of 58 measured.

# Committed to customers means...

Excellence

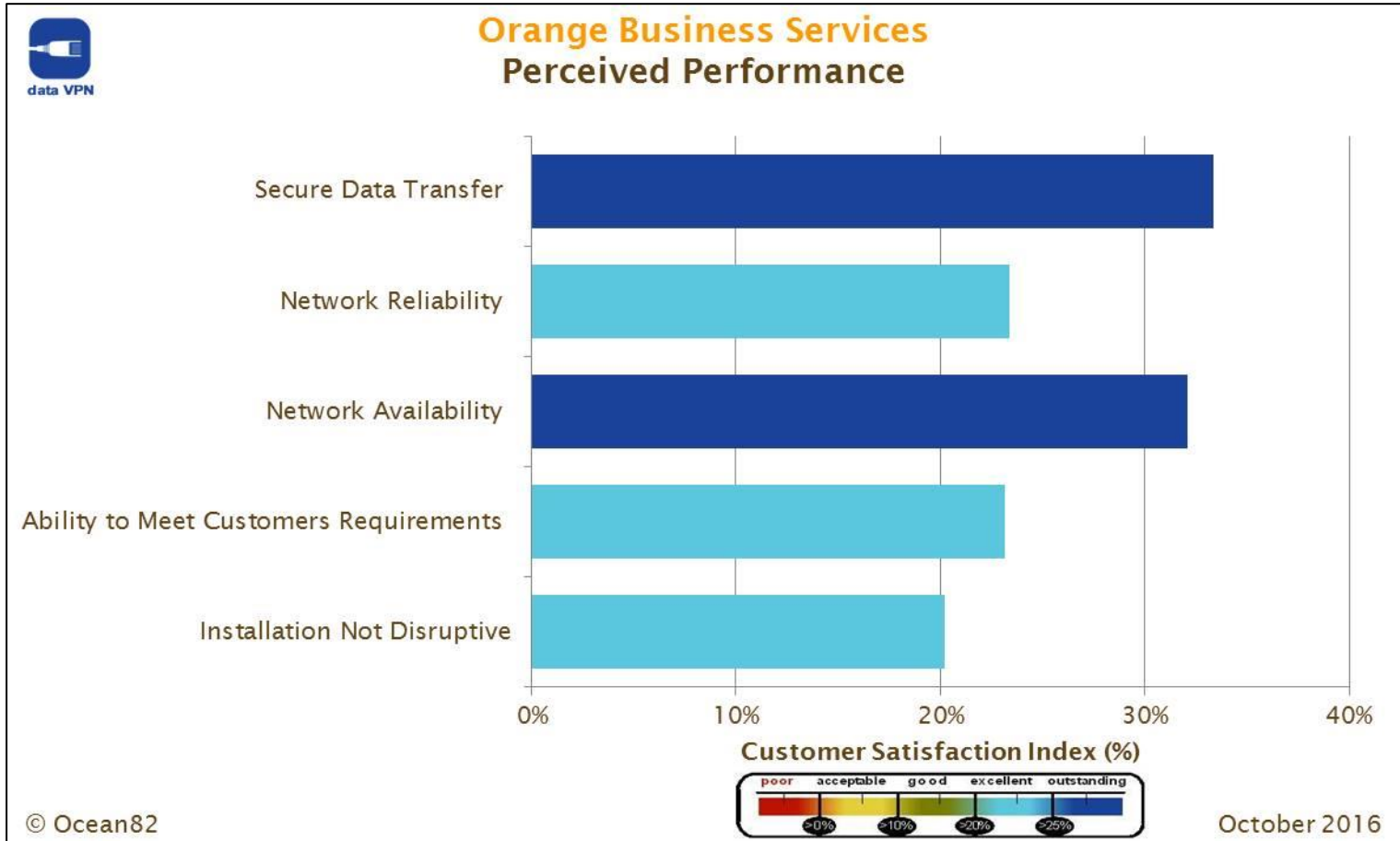


Orange Business Services rated excellent in 16 out of 58 areas measured.  
This gives a total of 22 ratings of outstanding/excellent out of 55 areas measured.



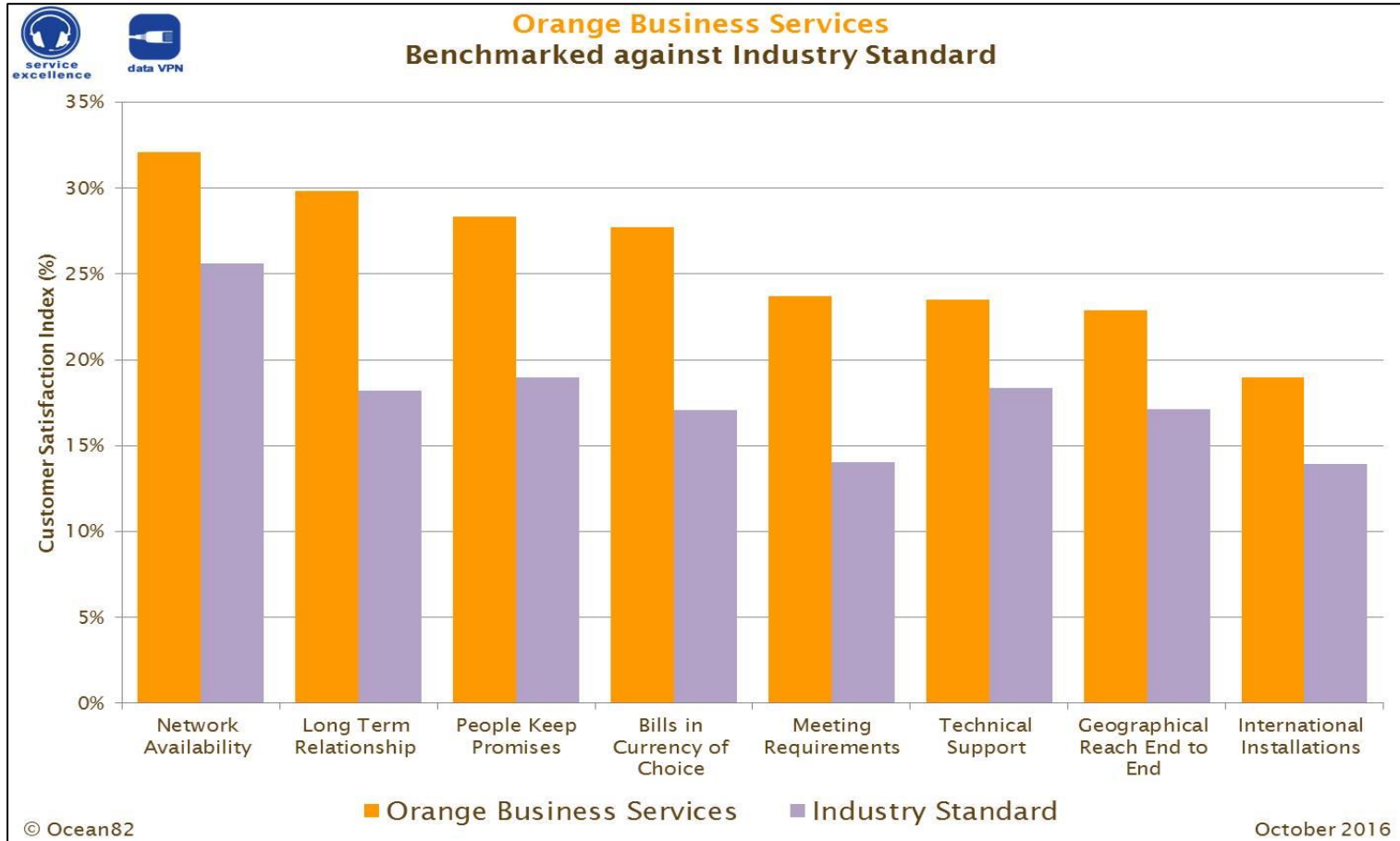
# Customers top priorities

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.

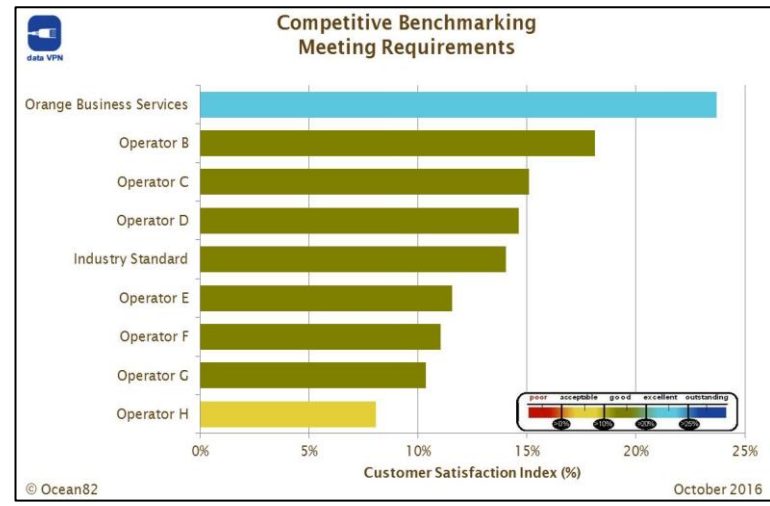
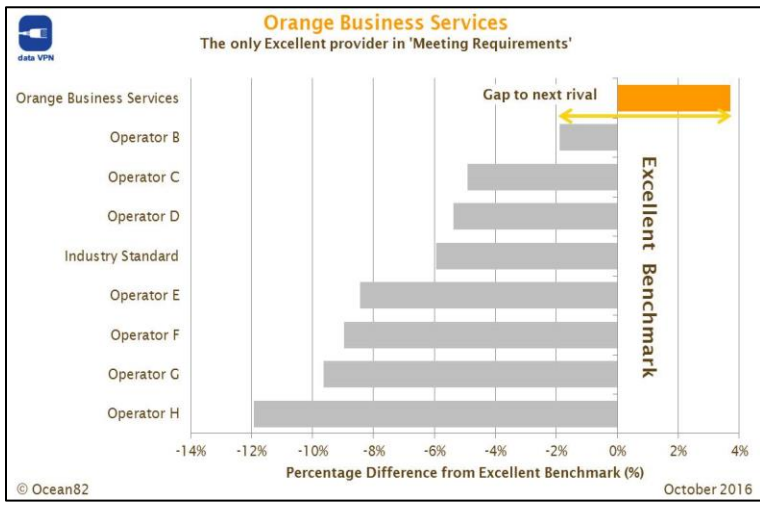
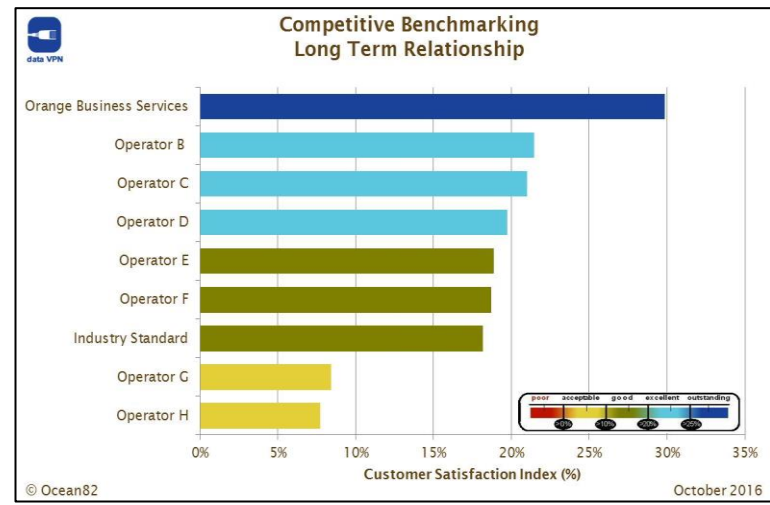
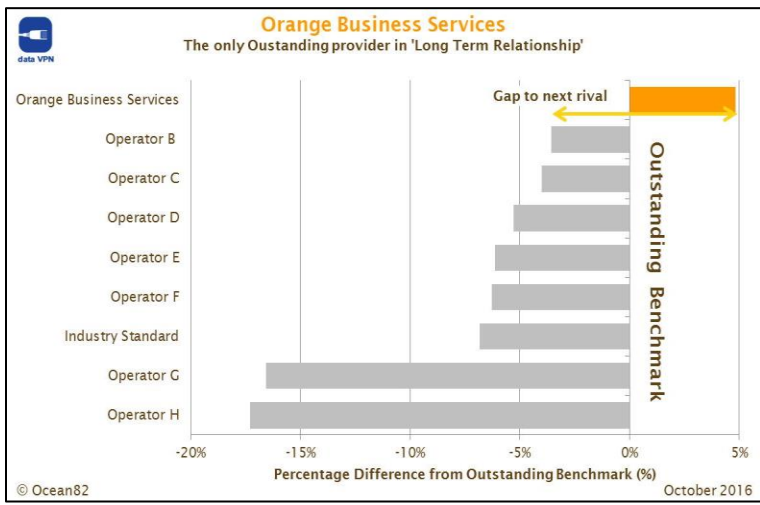
# Orange Business Services - markedly ahead of industry standard



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.

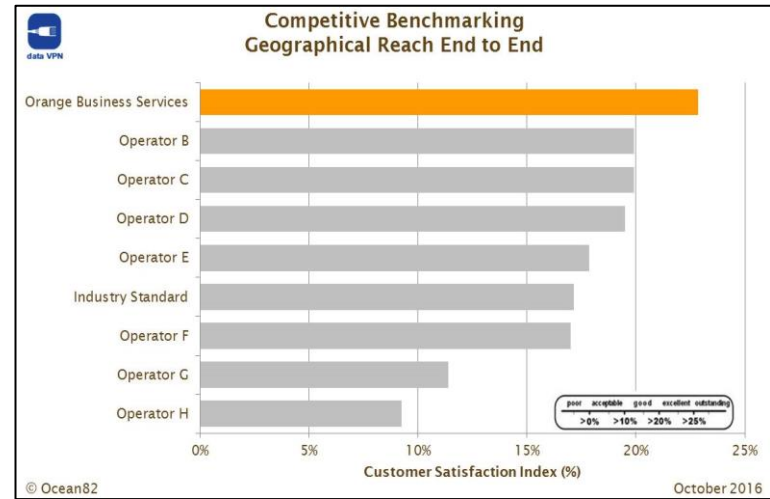
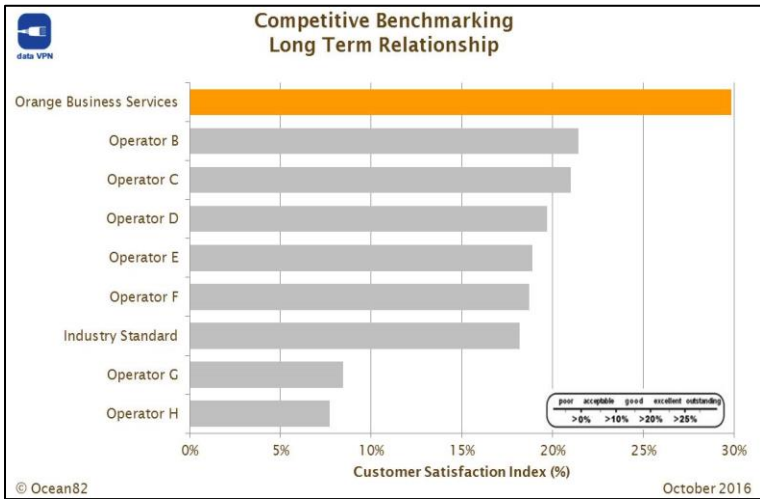
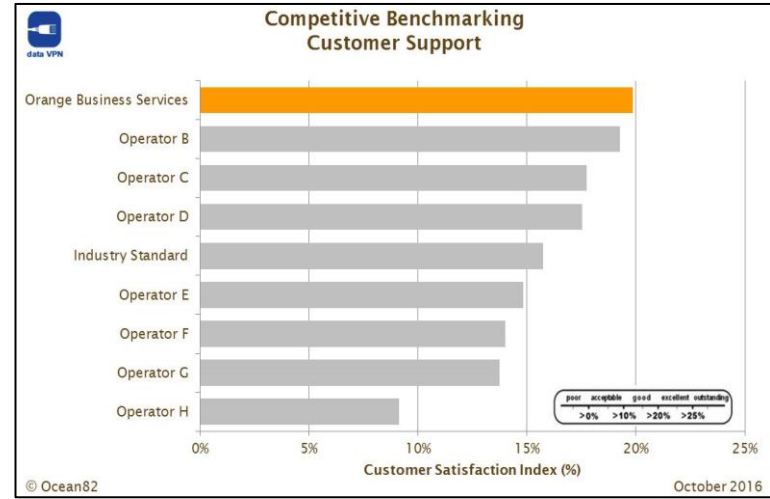
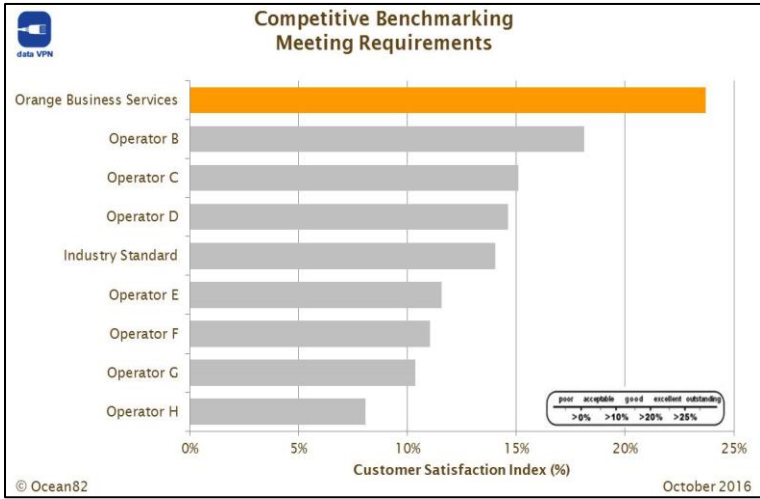
# Pushing back the competition

outperforming rivals



Pushing back the competition

# Outperforming rivals

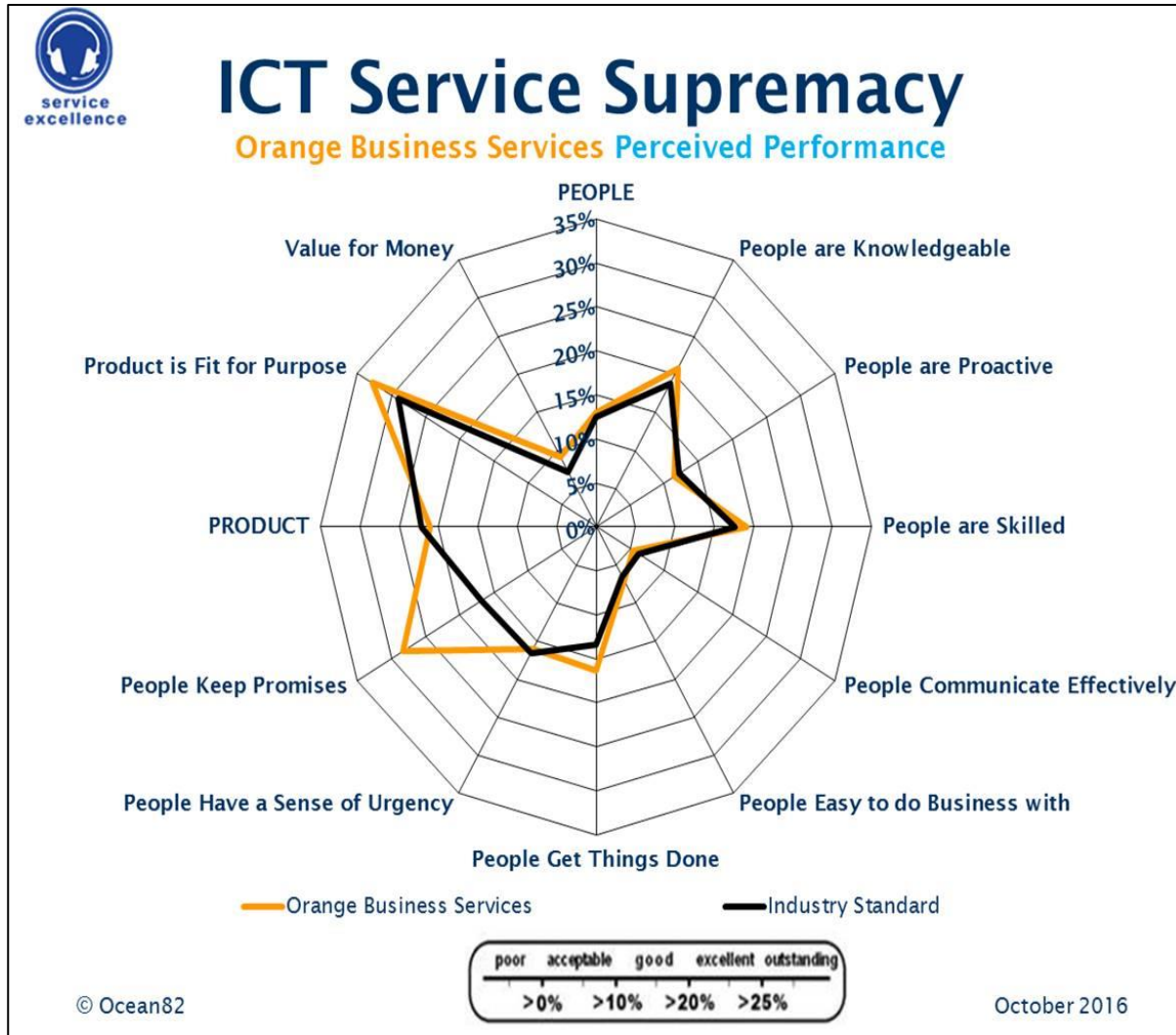


Orange Business Services showing competitive edge in addressing customer requirements by building long term relationships for mutual benefit with strong geographical reach.



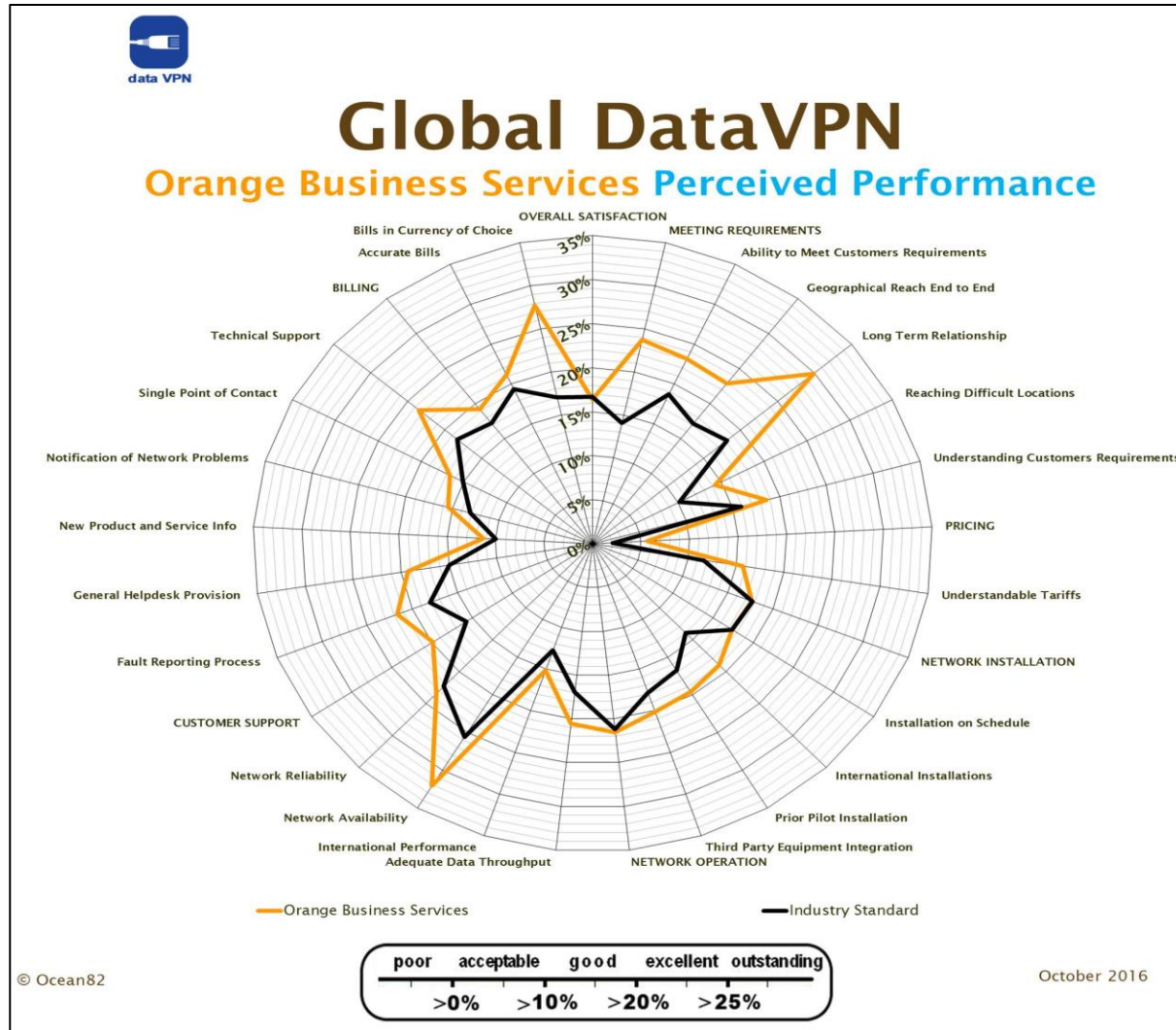
# Service excellence in ICT

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.

Ocean<sup>82</sup>'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 from a detailed study prepared for Orange Business Services to highlight their perceived strengths. The full study is available to purchase from Ocean<sup>82</sup>. This study is independently produced and has not been commissioned or sponsored by any global operator.

## About Ocean<sup>82</sup>

Ocean<sup>82</sup> 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.

Ocean<sup>82</sup> 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 Ocean<sup>82</sup> 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](http://www.ocean82.com) or email [info@ocean82.com](mailto:info@ocean82.com).

**Helping you win, keep and nurture customers**

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