

Future-proof omnichannel customer service for strategic product launch

Unified Engagement Suite powered by Genesys Purecloud



A leading tobacco company initiates the biggest shift in its history starting conversations about smoke-free alternatives

Highlights

- One of the leading international tobacco company whose brands are among the world's best known
- Considering what is best for their consumers, this manufacturer made the dramatic decision to replace cigarettes with less harmful alternatives as fast as possible
- Their new and highly strategic line of smoke-free products have a very premium brand image that demands top-notch and innovative customer service
- Unified Engagement Suite based on Genesys PureCloud was the right fit
- Pursue their customer service digital transformation while laying a solid foundation for future scalability and upgrades



Headquartered in Switzerland



150M consumers worldwide



6 of the world's top 15 brands



Business Services

Issues and challenges

This company is engaged in the manufacture and sales of cigarettes and other nicotine-containing products in over 180 markets. With the ambition to better serve their customers and be far more than a cigarette company, they initiate a major transformation and stake their entire future on a line of smoke-free products. Their new line is highly strategical, with billions of devices expected to be sold in the near future.

To successfully launch this product on the market and ensure great customer service, this company needed a contact center allowing them to rapidly and dynamically adapt to their CX programs. Delivering and integrating Genesys PureCloud, the world's #1 customer experience platform, Orange Business Services brings the innovation, flexibility and agility of the cloud together with the security and global scalability that companies now expect from any provider.

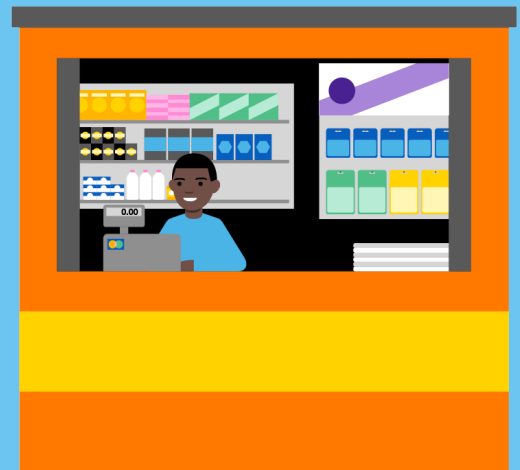
The Orange Business Services solution

- Unified Engagement Suite based on Genesys PureCloud, deployed and managed by Orange
- Pilot: 83 users in Europe
- Global production: 8 contact centers operating in 35 markets and 25 languages
- Salesforce and Distributed Control System integration

The benefits

Orange Business Services supported this global tobacco manufacturer to deliver on their smoke-free future vision through a true omnichannel customer engagement service that drives revenue, loyalty and customer satisfaction.

- Pursue their customer service digital transformation while laying a solid foundation for future scalability and upgrades
- Future-proof omnichannel contact center service aligned with their brand positioning
- Increased visibility on operations and outsourcers combined with a clear path for moving to the cloud



For more information about Orange Business Services, visit www.orange-business.com



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