

Winning the Global Consumer Electronics Industry

A checklist for global, consistent and
secure CX



"The Age of Experience will be defined by personalized technology that meets your needs... the devices you use will understand you as an individual, blurring the boundaries between the digital and physical worlds."

HS KIM
President and CEO of Consumer Electronics Division
Samsung Electronics



The global consumer electronics industry



Smartphones, smart TVs, laptops and tablets, electrical appliances, wearable devices – the consumer electronics industry permeates every aspect of our lives. It is a proof of the incredible pace of innovation around us.

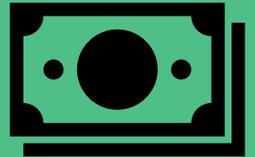
The intense competition especially from many of the industry's Asian leaders such as Samsung, Huawei, Sony, Xiaomi and LG, renders differentiation around product and pricing difficult. COVID-19 has accelerated competition as consumer behaviours shift from purchasing and in-person browsing to their digital equivalents.

Companies are looking to create unique personalized experiences that optimize every stage of the customer journey across each interaction, be it in-store, or via a website, a mobile app, social media, smartphones, or e-mail, to deliver the right experiences at the right time. Done well, enriched customer experiences will enable businesses in the consumer electronics industry to build customer loyalty in driving sustainable competitive advantage in the long-term.

¹ Consumer Electronics Market Size, Global Market Insights

US\$1 trillion

Global consumer electronics market size in 2019



Key trends:

- Increased demand in the emerging markets
- Growing dominance of Asian companies
- Convergence of technologies, devices and industries

Key trends shaping the future

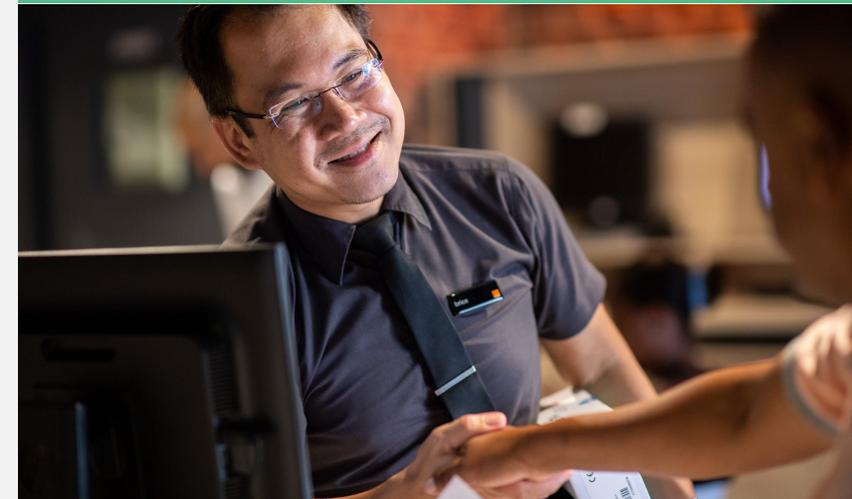
Localization drives conversions

As consumer electronics giants such as Xiaomi, Huawei, and Samsung compete for market shares in new geographies, a nuanced approach is crucial for building a strong brand presence across diverse markets.

Successful brands are localizing brand messaging to target audiences in response to consumers' preferences to obtain support in native languages reflecting local culture and communication styles. Beyond offering local language support, these brands connect with consumers on a personal level via country-specific campaigns and relevant support channels to enhance conversion rates.

Brands requires a comprehensive engagement model that taps into in-country expertise to better understand local sentiment across the various markets to localize customer experiences.

70%
of customers are more loyal to companies that offer native language support²



² Found in translation: How multilingual support helps you scale customer experiences, Intercom

Key trends shaping the future

eCommerce convenience is here to stay

Globally, consumer electronics is the largest retail category for online sales. It is a key driver of the total sales value on e-commerce marketplaces. The dependence on e-commerce has increased amid the pandemic, and this shift in consumer preferences is projected to last, forcing many businesses to bolster their online sales efforts.

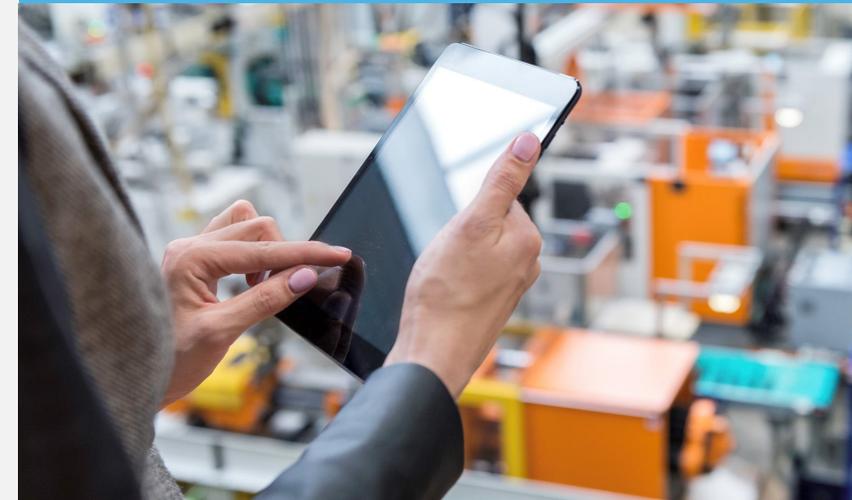
Customers also show a greater propensity to shop on local eCommerce platforms as they provide better value and frictionless localized support, motivating many consumer electronics players to partner with these platforms to expand their digital capabilities and presence in the market.

The rising use of digital channels also offers companies a new opportunity to harness real-time data. They can anticipate customer preferences based on their buying history and personalize offers, promotions, and content to suit their unique needs.

Global consumer electronic sales³

eCommerce contribution to total sales

2017	➔	2023
25%		39%



³ Statista Consumer Market Outlook

Key trends shaping the future

Business model shift: Direct to Consumer

Direct-to-Consumer is the biggest business model change impacting brands across all industries. The rapid growth of online commerce and social media applications have helped facilitate an accelerated adoption of this business strategy by brands around the world.

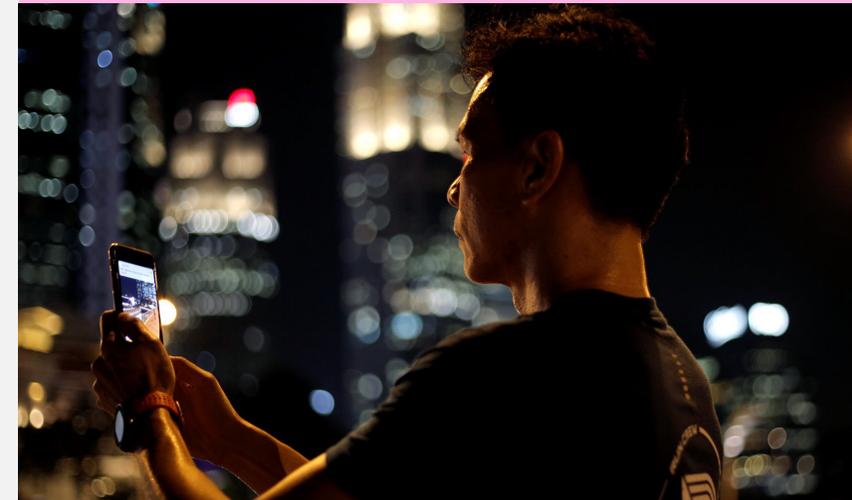
The benefits of Direct-to-Consumer business model for the brands:

- The ability to create unique personalised experiences
- Improvement of profit margins through reduced distribution costs and enhanced supply chain efficiencies
- Ownership of the total customer data to identify preferences and drive innovations in product and service design
- Development of new revenue streams through subscriptions, service add-ons and improved customer loyalty

⁴ Apple Inc. (2020). 2020 10-K form

34%

of the revenue of Apple Inc. in 2020 was generated directly from its stores and website.⁴



Key trends shaping the future

The rise of digital-physical integrated experiences

In today's connected world, the integration of online and offline retail channels is fast gaining momentum. Consumers increasingly browse goods and services online before making big purchases at offline stores, and vice versa. The online-to-offline/offline-to-online strategy allows companies to provide a true omnichannel experience to consumers.

Companies are adopting features like “buy online-pick up at the store”, “try at home”, or “initiate returns online, and doorstep pickups” to attract consumers.

Going forward, a business that is not connected will find difficult to exist. For companies to sustain, integrating physical and digital capabilities to offer personalized experiences at scale will become a strategic imperative.

7 out of top 10
APAC consumer electronics companies sell directly to customers through dedicated e-commerce websites and experience stores



Priorities for an enriched CX



Provide consistent global CX

Geographic expansion is the foremost growth strategy for consumer electronic companies. Providing a consistent experience across countries, languages and channels is an extremely complex task. It demands a careful orchestration across diverse technologies and teams. When done well it can help improve trust and build loyalty which is critical for growth and survival in this intensely competitive industry.



Enable business continuity via automation and work-from-anywhere

Automation and work-from-anywhere have become pivotal to comprehensive business continuity programs during Covid-19. Cloud is the primary business model trend for the foreseeable future. Automation, such as conversational AI enable frictionless service even when there is a spike in call volumes, reducing the pressure on employees.



Meet regulatory and compliance needs

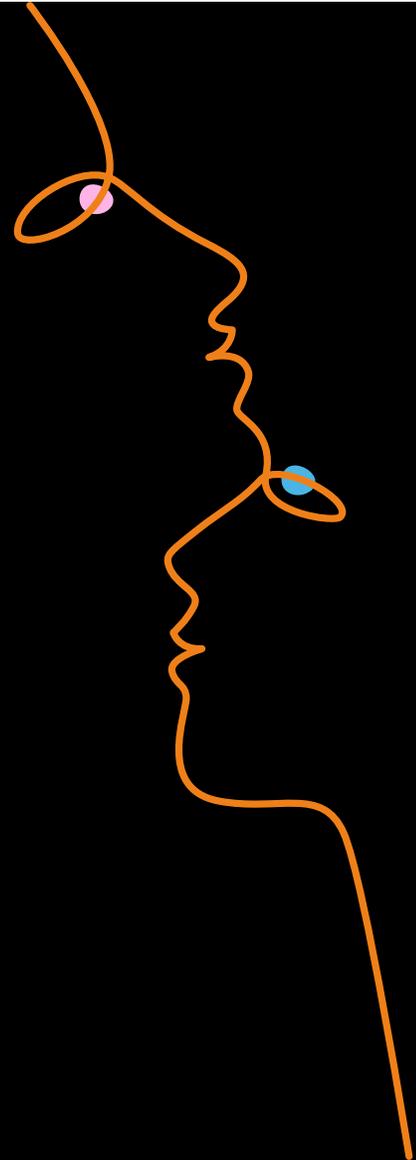
Consumer electronics companies need to address specific regulatory and compliance needs in every country of operation. The requirements range from data protection, and privacy concerns to industry-specific regulations and in-country recording and storage. A robust framework of governance and implementation is needed to ensure compliance in every country.



Enhance employee experience

Building a customer-centric organization translates to empowering and equipping employees with the right tools to enhance productivity, efficiency, and engagement. Enabling employees to make quick data-driven decisions on cross-selling and upselling opportunities and enhancing interaction quality can positively impact customer experiences and improve business performance.

Priorities for an enriched CX



Augment touchpoints with seamless omnichannel

Customers today traverse through different channels to engage with brands. There is a growing need for companies to connect and integrate multiple touchpoints to ensure a seamless experience. An omnichannel solution allows customers to shift from one channel to another – and agents can do the same without losing context when customers go through various touchpoints. Delivering this experience requires a unified system, where customers are routed to the best available resource and where employees have visibility into the entire customer journey.



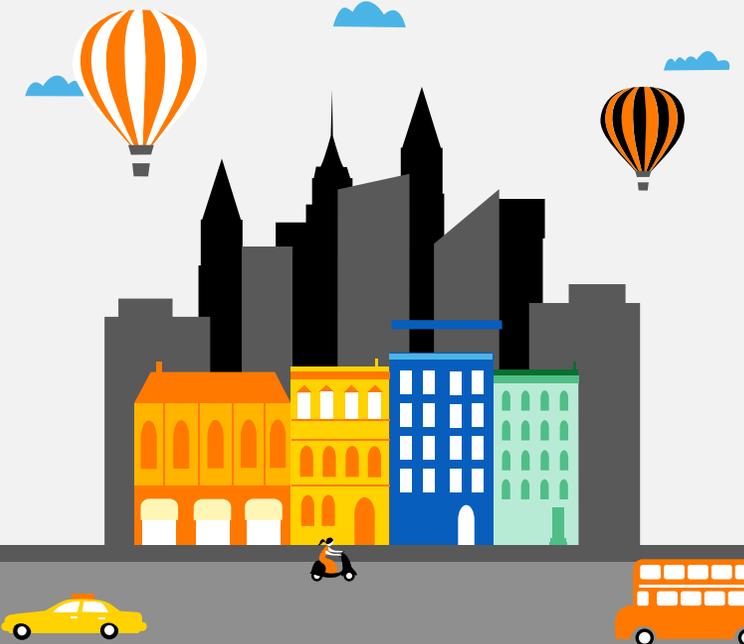
Personalize experience as a service

Crafting a personalized customer journey enabled by the right technology stack and behavioural data analytics in line with changing customer needs, is important for creating competitive differentiation. Wide-scale personalization requires a targeted approach to foster both customer engagement and conversion rates for businesses to stand out in the crowded consumer electronics market.



Shift to digital customer care

The rise of social media and instant messaging is creating an opportunity for companies to provide digital-first experiences. Customer satisfaction scores on digital channels now equal and in many instances exceed those of voice channels. From a business standpoint, integrating digital channels with traditional channels can help companies lower call volumes and the cost of services.



An 8-point technology checklist for consistent and secure global CX



1 Deliver a consistent, global yet localized omnichannel experience

- ✓ Unify diverse inbound and outbound communication channels
- ✓ Integrate with locally available engagement channels such as WeChat, QQ and WhatsApp
- ✓ Utilize call back features for an uninterrupted user experience
- ✓ Adopt international call collect and regional voice routing for better quality
- ✓ Deploy global SIP trunks to control voice, messaging and video applications in real-time

2 Ensure multi-point integration for a seamless experience

- ✓ Integrate contact center systems with business process management, workforce management and analytical tools
- ✓ Integrate different natural language processing (NLP) engines such as Google Dialog Flow, Amazon Lex, IBM Watson etc

3 Enforce robust security measures

- ✓ Ensure end-to-end security across the value chain
- ✓ Manage risks and tailor security services from mobile to data centers

4 Meet compliance requirements

- ✓ Address data residency, in-country recording and storage requirements
- ✓ Adhere to in-country regulation requirements (PDPA, GDPR, cyber laws)
- ✓ Comply with industry specific regulations

An 8-point technology checklist for consistent and secure global CX



5 Scale contact center operations with cloud

- ✓ Migrate an on-premise system to a cloud-based contact center to bring the scalability, agility and flexibility needed in an unpredictable business environment (Assess, design and build, migrate and run)
- ✓ Effective lifecycle management from provisioning and facilitating flexibility to service retirement that supports business needs

6 Harness data and AI to create differentiated insights and service

- ✓ Automate simple customer service support with features like chatbots and conversational AI for self-service
- ✓ Use analytics for personalized and timely engagement in conversations
- ✓ Leverage AI to assist agents in making decisions with features such as Agent Assist

7 Empower employees with greater visibility

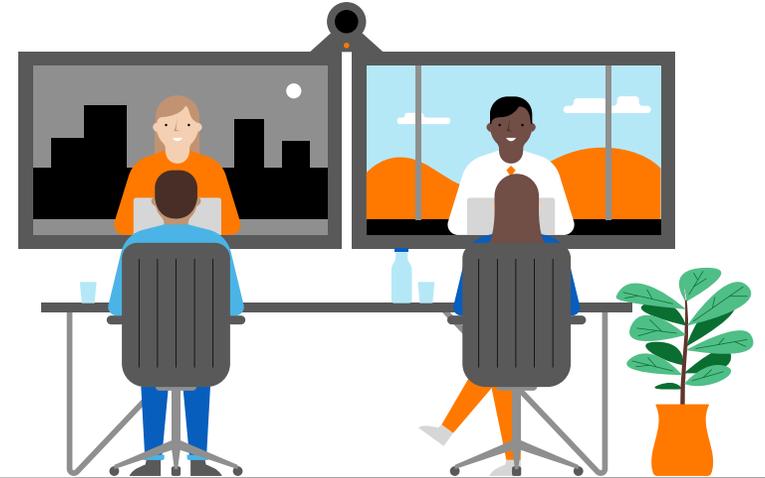
- ✓ Equip employees with capabilities such as workforce management and a unified agent desktop
- ✓ Integrate front and back offices to create seamless workflow, improve operational efficiency and reduce costs

8 Lifecycle management for optimising technology adoption, innovation and managing costs

- ✓ Ensuring service support across incident management, change management and release management
- ✓ New technology adoption or augmentation
- ✓ Ensure alignment of supplier KPIs with business goals

Accelerating global business expansion through the cloud

A leading Chinese electronics company sought to regain control of their customer experience and gain better visibility of their operational performance and deliver on their brand promise outside of China. The company is bringing outsourced customer service operations back in house and transitioning to a cloud-based operating model.



Challenges

- Contact center outsourcing operations broken up into multiple contracts and heterogeneous platforms
- Fragmented views of agent performance and customer journey with no global dashboards across five different BPOs
- Lack of flexibility, reactivity and confidentiality when entering a new market

Solutions

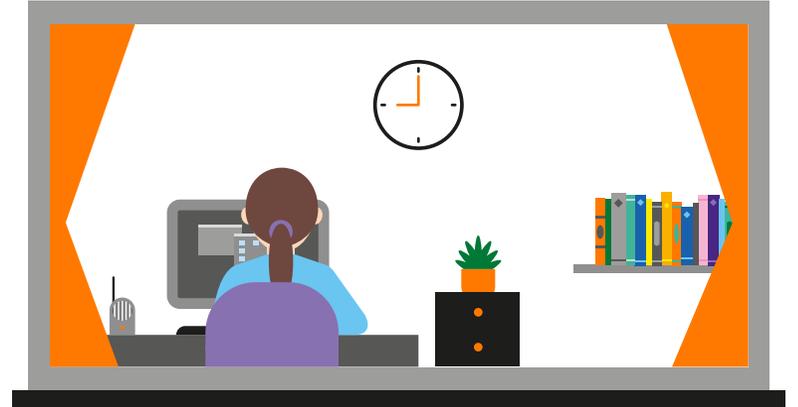
- Migrated to a Cloud Contact Center: Unified Engagement Suite – Genesys
- International call collect, post-calls survey and multichannel outbound contact
- Phase 1: 41 agents based in China supporting customers in Hong Kong and Macau
- Global production: 190 agents; 10 contact centers across APAC, Europe and Russia

Benefits

- A new operating model enabling rapid deployment and scalability to support global expansion
- Enhanced customer experiences that drive loyalty and revenue in the long run
- Centralized management and increased control on the delivery of the company's brand promise outside of China
- In-depth view into the company's performance through better data integration

Engaging a virtual workforce during a crisis

A leading global ICT solutions provider needed to ensure employee safety and continued productivity by equipping them with the right tools to cope with the swift change to remote working models while delivering customer services in a global health crisis.



Challenges

- Potential disruption to workflows due to the pandemic
- Absence of work-from-anywhere capabilities
- Ability to address unprecedented surge in call volumes

Solutions

- Centrally managed cloud contact center provides agents full interaction visibility directly from the web
- Included Mobile SSL VPN connection to meet capacity demands for a secure corporate access from any device to the contact center platform

Benefits

- Teleworking agents equipped with a full customer interaction history, enabling geographically dispersed, home-based agents to collaborate and perform more effectively
- Flexible and scalable contact center solutions to manage unpredictable call volumes
- Ease of use to execute its customer service contingency plans

Manifesting CX through a seamless global customer journey

Following the strategic acquisition of three companies for market expansion, a global infrastructure technology leader in the semiconductor and software solutions space, sought a partner to deliver consistent global customer experiences.



Challenges

- Heterogeneous service quality and siloed customer knowledge
- Align internal processes to create consistent customer journeys worldwide
- Get rid of difficult to maintain hardware spread across multiple data centers

Solutions

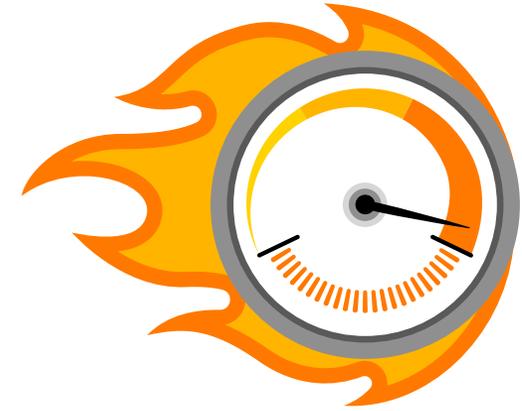
Orange Business Solutions tackled the challenges by setting up:

- A cloud contact center with 750 concurrent agents (1,000 named agents) and 34 call collection numbers
- End-to-end worldwide SLAs
- Tailor-made solutions integrated with Wolken and non-standard CRM, among others
- A project and partner management tool to enable the company to successfully deliver customer projects in line with its business objectives

Benefits

- Secure, reliable, scalable service enabling agent productivity
- Enhanced customer journey with real-time insights on behavior patterns
- Enriched customer experience by building a comprehensive local engagement model

Leveraging multichannel customer support for improved customer satisfaction and operational efficiency



Traditionally a B2B, the escalator/elevator industry has begun exploring B2C practices to reach a wider market. However, customer support as a business imperative has often been overlooked. A major escalator and elevator industry participant aimed to tackle this concern.

Challenges

- Enhance operational efficiency of customer services and drive up sales support
- Lower turnaround time (TAT) for product information, customer query, invoices and, customer requests
- Remain cost-effective

Solutions

- Managed Omnichannel Contact Centers, including e-mail, voice and chat for large business sites
- Quick to setup, cloud based flexible contact center for small business sites
- CRM software and tools

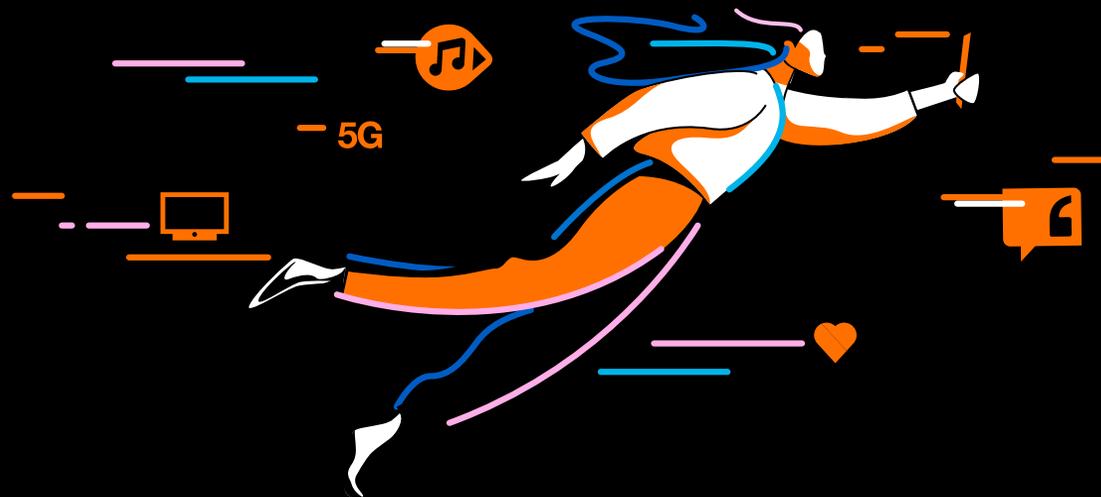
Benefits

- Faster turnaround time for product information, customer quotes, invoices, and requests
- Enhanced customer satisfaction while remaining cost-effective as solutions are customized as per market requirements
- Efficient digital support leading to improved business efficiency

Why Orange?

We offer expertise in CX from design through implementation and support along with world-class connectivity and security. Orange can help you build best in class CX with our end-to-end services. We accompany you on your CX journey from building an initial strategy all the way through to implementation, integration and orchestration.

Our consultancy practice married to best of breed technology solutions helps you differentiate your offering, remove complexity from your operations and enjoy full visibility, in order to deliver world class CX to your customers.



Multi-vendor approach:

We partner with industry's leading vendors including Genesys, Cisco, NICE and Vonage to deliver best-in-class customer experience platforms for both end-users and employees

International footprint:

To guarantee you worldwide availability and resiliency, we rely on the world's largest voice/data network, a distributed architecture with geographically redundant data centers and call collect capabilities in over 110 countries

Robust security:

Security can be the key enabler or blocker for any CX transformation. Opening-up your systems to cloud and social media information requires reinforced security. Orange makes every step of your customers' experience secure, from their visit on your website to the storage of their data in your data centers

Unmatched call collection coverage:

We offer voice coverage in 150+ countries to collect and route calls without any technical or regulatory constraint with flexibility to choose local or centralized billing

Customer service:

We operate 5 Major Service Centers (MSC) and 24 Local Service Centers to deliver follow-the-sun support in over 30 languages

As a one-stop-shop for innovative customer care: From contact center services to customer data analytics Orange can help you create lasting customer experiences

Discover the five strategies that your organization can take to achieve business resilience

[Here](#)

Explore ways to create lasting customer experiences

[Here](#)

For a more tailored consultation on how Orange can help you transform your CX, get in touch with our team

[Here](#)

