

Orange Enhances Digital Customer Care Through Consistent Quality in Service Interactions

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At any given time, there are multiple customer-led discussions about Orange taking place on social networks, blogs, forums, and elsewhere on the web. In 2010, when these new communication platforms were on the rise, Orange decided to revisit its corporate communications strategy and apply a framework for a more cohesive online presence. The objective was clear: to be present and relevant wherever its customers were talking.

Customer service as a priority

As a service provider operating in a highly competitive industry, Orange's priority must be customer service. When the number of conversations and channels began to increase, the company decided to systematize its customer response processes. To do so, it needed a tool with which all of its customer service representatives could manage the many conversations occurring on the different channels through a single interface.

The solution would also have to ensure consistent quality in customer service interactions to give customer service representatives an efficient tool, while enabling managers to effectively supervise and direct their teams.

Merging many channels

In 2012, Orange chose RingCentral Engage™ to manage its conversations on the following channels:

- Two Twitter accounts (Orange and Sosh)
- Two Facebook accounts (Orange and Sosh)

Company profile

Orange is one of the largest telecom operators in the world. With a presence in 29 countries, the Orange Group has over 256 million customers worldwide, with 28M likes on the Orange Facebook page and nearly 250K followers on Twitter.

Year founded

1988

Size

10K+ employees

Website

orange.com

Headquarters

Paris, France

- Orange and Sosh user communities (built on Lithium)
- Five unofficial forums (including Ariase and LesMobiles.com)

Approximately 50,000 messages per month are received through these channels, a volume that requires a robust management tool.

Optimizing message handling

To respond effectively to all inbound contacts, Orange employs a team of several dozen customer service representatives from different locations in France. Each center has a specific area of expertise, enabling it to process contacts related to its focus.

Thanks to its intelligent, self-teaching categorization module, RingCentral Engage is able to dispatch messages to the appropriate location.

Customer relations statistics and reporting

Orange has very high customer service standards, requiring responses in less than one hour on Twitter and within 24 hours on forums (to allow for organic customer discussions).

In addition to giving representatives targeted reporting tools, RingCentral Engage provides support to Orange managers to ensure that they would get the most out of the statistics, to implement a system for monitoring representatives' responses, and to draft and enforce best practices guidelines for social networks.

Now, Orange receives 90K messages every month, with the ability to respond to 90% of Tweets under an hour and an 81% satisfaction rate with responses.

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Satisfaction rate
with responses

“Over several years of working with RingCentral Engage, we have forged a partnership built on professionalism, responsiveness, creativity, and support as our project has evolved.”

Marie-Hélène Albertini
Head of Forums and Social Networks,
Customer Service, Orange

“It was RingCentral Engage that was able to satisfy the complex and demanding standards of our business, reconciling the imperatives of community marketing and corporate communications with the obligations of customer service when it came to customer requests.”

Marie-Hélène Albertini
Head of Forums and Social Networks,
Customer Service, Orange