

**Be a customer
experience
innovation
leader**



**Business
Services**

Be exceptional when it matters most. Which is all the time.

As customers become more demanding your agents are having to be empathetic, emotionally intelligent problem solvers.

Digital channels also help by reducing effort while putting your business in your customer's pocket. And now, through artificial intelligence (AI), we can start to read and understand their digital behavior.

You can do all this and more by combining Unified Engagement Suite Genesys with value added services from Orange Business Services. Giving your people the tools to provide exceptional experiences and make happy, loyal customers. That's achieved through:

Memorable customer connections

Unified Engagement Suite – Genesys provides all the context needed to deliver deeper experiences and build stronger relationships.

Re-imagined employee engagement

Embedded workforce engagement management and gamification tools capture best practice and empower agents to collaborate, learn and progress together.

Actionable insights

Real-time dashboards and analytics uncover customer frustrations and opportunities for improvement, regardless of agent location or channels they handle.

Non-stop, self-shaping innovation

Compose your ideal personalized services from an array of native components, a vast partner ecosystem, and open APIs with new feature releases each week.

All-in-one solution, from start to finish

Unified Engagement Suite takes away the headache and expense of running multiple systems and applications. Powered by Genesys Cloud CX — the industry's #1 cloud contact center platform — it's a complete omnichannel and employee collaboration solution with advanced routing, real-time reporting, and analytics.

So, agents can easily blend real-time (voice calls and chats) and asynchronous conversations (text, email, and social messages) with simple management from a unified desktop. Other key features include:



AI-powered innovation

Improve understanding and engagement with bots, speech and text analytics, and more.



Workforce engagement management

Gamify KPIs and automate forecasting, scheduling, quality assurance, and compliance.



Digital capabilities

Meet where your customers want via chat, email, SMS, web messaging, and social.



Security and resilience

Boost encryption, multi-tenant security, redundancy and burst scalability.



Journey orchestration

Make every moment of every engagement highly personalized, not just the current one.



Prebuilt integrations

Easily connect CRM, HR, collaboration, and business intelligence systems and more.



Self-sufficient

Take control of CX changes without downtime, or the need for external support.



Open APIs and ready-to-go apps

Take advantage of 200+ AppFoundry solutions, saving time and DevOps resources.



Outbound campaigns

Optimize sales, while keeping agents productive, costs low and contact rates high.



More speed and ways to innovate

Adapt faster than rivals with out-of-the-box apps built on Unified Engagement Suite.



Custom dashboards and reports

Tailor dashboards, reports, and alerts so key metrics never stray off track.



Global compliance certification

Protect your customers' data at all times with full PCI, HIPAA, ISO, and GDPR compliance.

Get more from your contact center investment

Orange Business Services is much more than a reseller. We offer a complete one-stop shop. But what really sets us apart from the competitors is our dual expertise. As an operator, we create and oversee complex infrastructures. As an integrator, we design and manage digital services from A to Z. And our engineers are expert in cloud and contact center technology — so you don't have to be.

Strategy and planning

Our digital and cybersecurity consultants help de-risk and accelerate your contact center transformation, along with other aspects like simplifying call collection and managing voice, VPN, or cloud connectivity.

Implementation and integration

Our certified specialists can customize dashboards and integrate UES with digital services and systems like AWS, CRM databases, collaboration tools, and wallboards. If required, we'll provide in-depth training too.

Follow-the-sun support in local language

Should you encounter any technical issues you can count on our 24/7 global helpdesk. We'll manage everything and get the problem sorted in the shortest time possible, with minimal impact on your CX.

Teams, experts, and local markets

Our bring-your-own-carrier (BYOC) trunks connect all your contact centers quickly, without the cost and hassle of deploying edge devices. That means better routing and voice quality, and flexibility for local compliance.

Collaborative contact centers

We know how to integrate Genesys Cloud CX with tools like Microsoft Teams or Zoom. Enabling agents to quickly connect customers to subject matter experts, resolving more issues first time. So, there's less need for follow-up messages and actions.

UES customer success manager

You'll have a dedicated CSM to make sure you get the most out of your cloud contact center service through regular reviews, action planning, change management, and product roadmapping, all tightly aligned with your strategy and objectives.

Full service catalog

We believe you should be free to pick and choose the support services you need. Which is why we've introduced our unique à la carte catalog (see below). So, you'll never over-pay and only be charged for the services you actually use.



Consulting services



Training



Voice quality monitoring



Secure payment



On-demand implementation services



Orange applications



Conversational AI



Customer success management

Application bundling with Orange

With some of the most talented developers around we have created a complete range of value-added solutions to complement your Genesys Cloud CX platform, making life even easier for your customers and people. Instantly available and ready-to-go they include:

Conversational AI: Assessments, pre-validated solutions, or help building your own bots.

Usage monitoring: Closely track your usage and avoid unnecessary charges.

Edge and SIP monitoring: Receive alerts and guard against device and trunk failures.

Data export: Export conversation data and call recordings to storage of your choice.

Bulk contact management: Transfer data directly to and from Genesys Cloud CX.

Routing planner: Configure and forward routing logic anywhere in the world.

MS Dynamics 365 connector: Join Genesys with Microsoft CRM, ERP and BI apps.

ServiceNow connector: Automate processes, requests and workflows.

Case study

The client, a global tech giant, wanted a global Contact Center as a Service (CCaaS) solution with full AI, resource management and digital capabilities to address seasonal workloads and the need for faster innovation. Changing to Unified Engagement Suite Genesys has:

- Enhanced contact center capabilities and productivity for 11,000 agents globally
- Improved availability, voice quality, omnichannel tools, and SLAs
- Simplified service through easy introduction of voice and chat bots
- Ensured the right agents and skills are always in the right place with Genesys WEM
- Reduced effort and information hunting with Microsoft Dynamics CRM integration
- Uncovered fresh customer insights through better reporting and analytics
- Enabled new agents, features and channels to be added at pace without major investment
- Secured PCI-DSS level 1, omni-channel remote payment processing with Voxpay
- Avoided double (old and new) platform payments during migration
- Created attractive licensing model, only paying for 4,800 concurrent users
- Provided a single point of contact and escalation path for service management and change control

Take the next steps

Transform your CX. Contact your Orange Business Services representative today. Or go to <https://www.orange-business.com/en>.



**Business
Services**

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