



Press Release

Paris, 12 March 2026

## **Orange France launches two new artificial intelligence services to enhance customer relations**

Orange France is taking a new step forward in customer service excellence with the launch of two AI services: **Sharlie**, one of the first speech-to-speech<sup>1</sup> AI voice assistants on the market, dedicated to the Sosh brand, and **Mon Assistant IA (MAIA)**, an AI assistance tool for Orange sales advisors.

With these innovations, Orange affirms a clear ambition: to offer its customers an experience that is increasingly simple and seamless, while positioning the company as a major player in responsible, ethical AI that truly serves people.

### **Mon Assistant IA (MAIA): AI at the service of Orange advisors**

Deployed to 3,000 Orange sales advisors, in partnership with Verint<sup>2</sup>, Mon Assistant IA assists teams in real-time during customer calls: instant understanding of conversations, detection of customer needs, retrieving relevant information, automatic summarization of exchanges to provide answers and update the customer file.

This system allows advisors to evolve their customer relationship approach, freeing them from research and summarization tasks to focus fully on listening, empathy, and addressing customer needs.

The advisor remains in control of the relationship and validates the proposed responses.

Launched in early December 2025, Mon Assistant IA already supports nearly 1 million conversations per month.

### **Sharlie: a new generation of voice assistant for Sosh**

Designed for the 100% digital brand Sosh, Sharlie is a next-generation conversational AI assistant capable of understanding the customer, responding verbally in a fluent and natural way, while handling requests comprehensively and pertinently.

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<sup>1</sup> Next-generation conversational AI assistant

<sup>2</sup> Verint, leader in customer experience automation

Available 24/7, Sharlie is integrated with Orange's customer knowledge tools and guarantees personalized, rapid, and reliable responses.

For Sosh customers, this means more simplicity, closer customer relationships, and time savings.

To achieve this, Sharlie relies on the latest generative AI technologies, particularly speech-to-speech<sup>3</sup> models and agentic AI. It is one of the first voice assistants in the world to leverage these technologies.

Sharlie is the result of close technological collaboration with Microsoft and ILLUIN Technology<sup>4</sup>, one of the leading French and European companies in AI for Customer Relations. Orange's collaboration with Orange Business teams and its long-standing partner TP was also crucial during the initial learning phases of Sharlie.

Once deployed, the Sharlie voice assistant will have the capacity to handle over 3 million conversations per year.

*"Customer relations are at the heart of our business and are a strong marker of our identity. The trust our customers place in us is also recognized by ARCEP, which ranks Orange as number one in overall customer satisfaction for fixed and mobile services. With Sharlie and Maia, we are choosing useful, practical, and responsible innovation to serve the customer experience. Our simple ambition is: more fluidity for our customers, more value for our advisors, and trustworthy AI built alongside leading technology partners," declares Jérôme Hénique, CEO of Orange France.*

#### About Orange

Orange is one of the world's leading telecommunications operators. The Group aims to be the trusted partner for everyday digital life by providing individuals, businesses and communities with reliable connectivity and innovative services. As of the end of 2025, Orange connects 340 million customers (including MasOrange) across 26 countries and generated 40.4 billion euros in revenues. As a trusted player, Orange leverages the excellence of its very high-speed broadband networks to deploy digital infrastructure in Europe, Africa and the Middle East. The Group is a European leader in fiber, with 100 million connectable households, and convergent offers. In France, Orange connects 34 million customers and was ranked No. 1 by the regulator Arcep for the quality of its mobile network for the 15th consecutive year. In Africa and the Middle East, the Group's growth engine, Orange serves nearly 180 million customers and promotes digital and financial inclusion through its connected solutions. Under the Orange Business brand, the Group supports companies in transforming their networks as well as in AI, trusted cloud and cybersecurity. Orange is also a major player in the wholesale market, where it has a leading global telecom infrastructure and significant capabilities for deploying and operating submarine cables. A committed innovator, Orange relies on 700 researchers and holds a portfolio of 11,000 patents. Orange is listed on Euronext Paris (symbol ORA).

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<sup>3</sup> These collaborations have enabled the secure, large-scale deployment of the most advanced generative AI capabilities through the ILLUIN Dialogue and Microsoft Foundry platforms.

<sup>4</sup> 2025 Customer Satisfaction Observatory, ARCEP. Orange ranks number 1 in overall fixed and mobile satisfaction, the only operator to achieve top satisfaction scores for internet service providers, #1 in fiber and ADSL, and #1 in service quality criteria, particularly in technical aspects such as internet connection quality (signal strength, connection speed), box reliability, and TV service quality. Orange also ranks number 1 in overall satisfaction regarding fixed issues and customer service satisfaction.

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