



Trust

Benchmark employer / **Customer experience** / Personal data / Support for families / Radio waves / Responsible purchasing

Providing an unrivalled customer experience

Challenges / vision / beliefs

To provide its customers with an unrivalled experience, Orange is deploying an internal transformation programme organised around three main areas for action:

- enhancing the network and services;
- digitisation, which helps facilitate the customer relationship and personalise it;
- simplification, a source of peace of mind for the customer and improved internal efficiency

The programme is based on three drivers:

- individual knowledge of the customer through digital customer recognition tools (360° vision), which enable us to personalise our customer relations, our product and service offerings, and monitor the quality of the network provided;
- the invitation to experiment and to discover, and the proximity with the Orange teams in its smart stores;
- a human and cultural driver thanks to the culture of continuous improvement based on listening to the opinions of employees and customers.

Roadmap

- become the number 1 by Net Promoter Score for 3 out of 4 customers by 2018
- Regarding customer support, the Group's ambition is that 20% of stores in France and Europe adopt the smart store concept in 2018.
- For improved customer knowledge, Orange's aim is to recognise 100% of its customers at each and every one of its contact points in 2018.

News / achievements

- **Promoting the Orange brand**
 - Orange has a strong brand, ranked 5th in the TOP 100 international brands by Brand Finance "Global 500 2018".
 - After rebranding as Orange in Egypt, Belgium and Morocco in 2016, in 2017 it was the turn of the Group's entities in Burkina Faso, Liberia and Sierra Leone (7.5 million, 1.7 million and



Thematic data sheets

Corporate Social Responsibility

1.4 million mobile customers respectively at 31 December 2017)

- In 2017, Orange was the leader by Net Promoter Score in 5 European countries out of 8: the NPS is the satisfaction measurement tool that best reflects the perception of a brand and loyalty of its customers. It is based on asking the customer whether they would recommend the service or company to their friends and family. The Group's CSR initiatives make a positive contribution to enhancing the brand.
At Group level in 2017, 68% of customers rated Orange number 1 by NPS.

■ Supporting its customers

- Digital technology can meet customers' growing demands for independence and immediacy. 45% of interactions are carried out using online tools at Group level.
- Orange is increasingly harnessing its renowned artificial intelligence expertise. In 2017, it launched chatbots in several countries (France, Spain, Jordan) which it will be making available to its B2B clients. In 2018, thanks to Djingo, the virtual personal assistant (presented at the Hello Show in April 2017), Orange customers will be able to interact with content and services in its ecosystem, using voice or keyboard commands. Djingo is intended to become Orange's keystone technical architecture in its services ecosystem.
- In France, Orange et Moi, Orange's contract management mobile app, attracted 5.3 million unique visitors in December 2017, year-on-year growth of nearly 20%.
- To trial its products with its teams, Orange rolled out a network of 327 smart stores in 15 countries worldwide at the end of 2017.

■ Customer knowledge

- Orange Digital Assisted involves reinforcing support for customers using digital tools to contact Orange (social networks, support communities, chat).