



Orange Uses Alphalyr to Gain a Unified View of Its B2B Cross-Channel Customer Journeys.

Challenge

Optimize cross-channel sales performance. Better serve digital touch points.

Solution

Alphalyr aligns and consolidates disparate offline and digital data sources and generates personalized reports for everyone in the sales organization.

Benefits

Less time and effort generating and maintaining reports. A clear, 360° view of sales performance and attainment of results.

Telecom giant gives its business teams a 360° view of customer interactions and sales data to optimize the performance of its many customer journeys.

A Network Operator and Creator of Digital Experiences

Orange is one of the largest operators of mobile and internet services in Europe and Africa and a global leader in corporate telecommunication services. The company is present in 29 countries, serves over 263 million customers and, in 2015, generated of annual revenue of €40Bn.

Optimizing Cross-Channel Journeys for B2B Customers

The Digital B2B business unit at Orange serves both enterprise and SME customers. It has a strategic plan in place to digitize a greater proportion of its customer interactions and to support cross-channel customer journeys.

"Customers now expect a consistent and reliable experience now matter how they interact with the company, whether it be the online store, the client back-office, or customer service. We see this as an opportunity to get back to basics of optimizing our business across all touchpoints," says Jerome Sardou, Head of Data and Business Performance. *"We want to enable, measure and optimize them all. We want to increase customer satisfaction and, most importantly, to improve sales."*

The organization has multiple legacy systems in addition to a plethora of digital solutions. Lifecycle events, transactions, customer satisfaction scores, traffic and conversion data sit in different silos. Combining all the data and making sense of it all in light of the large number of customer journeys being actively managed is a complex task.

In the past, big data projects had stalled and compiling the dozens of reports required was a heroic job for a full-time business analyst. However, data that the decision makers received was infrequent and incomplete and they were thus reliant on guesswork to make up for the gap.



"Orange is reinventing itself to adapt to cross-channel customer journeys. We used to drown in all the data. Now Alphalyr pulls it all together for us and gives everybody in the B2B sales organization a clear 360° view of their business performance so we stay on target and improve the customer experience everyday."

Jerome Sardou

Head of Data and Business Performance, Orange Business Services

A Single View to Manage Business Performance

Today, all 60 business managers in the B2B team, automatically receive their KPIs, pipeline and channel sales data in individual user-friendly emails that come to them at the start of the business day.

Alphalyr's AI engine works through the night to consolidate, control and correct multiple sources of data as they are made available, then fills in any gaps, before compiling the dashboards.

The business team has replaced their monthly dashboards with a clear, dependable, and actionable set of KPIs they can trust to guide their day-to-day decisions. Jerome Sardou's own data team is spending less time on short-term data wrangling and can spend more time on long-term projects.

"We used to drown in all the data. Now Alphalyr pulls it all together for us and gives everybody in the B2B sales organization a clear 360° view of their business performance so we can take action stay on target and improve the customer experience everyday," says Jerome Sardou.



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