



### Key business figures

- 7,000 agents
- 50 call centers
- 19 million customers
- 37 million annual calls

## Orange France Manages its Contact Center Knowledge Base with InStranet

### Background

Orange is the leading wireless operator in France with over 19 million customers and 7,000 agents, who, spread over 50 call centers, respond to 37 million calls a year.

### The Challenges

The biggest challenges Orange faced in their call centers were:

- Ensuring all agents had fast and immediate access to the relevant product, marketing and procedural information to quickly resolve the call, while
- Reducing training times.

Orange decided it needed a better way to immediately provide their agents with accurate and timely information in order to respond to customer inquiries.

Orange identified three hurdles to overcome:

- How to create a single “knowledge base repository” containing all business-critical information...and how can management be updated and track the content in the repository?
- How to enable agents to immediately access content based on the context or type of call they are taking?
- Is there some way to allow agents to pace themselves and offer them “self-training” in order to increase awareness of products, policies and procedures?

After reviewing their needs, Orange realized a centralized knowledge base would have to:

- Automate the distribution of information based on agent and caller profile, enabling agents to answer every call correctly.
- Rapidly update agents with new offerings and policy/procedural changes.

Furthermore, in order to facilitate and personalize agent training, Orange required a way to instantly adapt the content agents see based on their profiles. Lastly, it was essential for Orange to track the performance of its agents and identify “best practices” of content usage in the field.

Several intranets were deployed, however, they lacked integration with Orange’s transactional systems. Furthermore, numerous intranets meant that procedures and operations couldn’t be unified, which meant crucial documents, such as advertising plans and product datasheets, were often inconsistent. These issues threw their contact centers out of sync, and jeopardized new and quickly evolving marketing initiatives and campaigns.

Moreover, Orange’s marketing managers were not able to see which agents used which documents, nor did they know if those documents actually answered callers’ questions or had any impact on sales. A way for management to track how this information was being used (and perhaps more importantly, if it was being used) was crucial in order to determine how to increase and improve customer interactions and customer satisfaction.

### The Solution – InStranet's "Contact Centers In-Line" Application

To meet these challenges, Orange selected InStranet's Contact Centers In-Line application. Today, Contact Centers In-Line (CCIL) enables Orange to automate the distribution of business critical content such as marketing literature, product datasheets and procedural information to its agents. Using a "content engine," InStranet automatically distributes appropriate content to agents based on their profile and type of call they are receiving. With CCIL, Orange immediately segments the information its different centers see, and ensures that all agents instantly see what is most appropriate to respond to customer's concerns...without wading through content that is irrelevant or out-of-date.

### The Business Benefits

InStranet's Contact Centers In-Line enables Orange to increase sales, customer satisfaction, and operational efficiency, while reducing costs in the following ways:

#### *Boosting operational efficiency:*

- Today, Orange's agents can quickly access relevant information without wasting time and effort. Information is organized according to agent and customer profile enabling personalized customer interactions. Since the application was deployed, Orange's average call times have declined by 10%, a significant savings spread over 37 million calls.
- Contact center managers will be able to track which documents agents use most, and determine agents' "awareness level" of Orange's global offerings.
- Since Orange's agents' ability to respond to customer needs has increased, so have sales through InStranet's cross-selling and up-selling content engine.
- Orange also discovered that providing agents with self-study personalized information increases the speed of agent training.

Thanks to InStranet, Orange now has a flexible and powerful method of distributing critical information to agents. CCIL can also monitor the flow of 10,000 different pieces of business procedures, alerts and promotions that agents are viewing.

#### *Decreasing operational costs:*

With the help of InStranet, Orange has streamlined the delivery of content to agents, while providing them a way to be trained more rapidly and offer appropriate up-sell and cross-sell suggestions. After only five months, a significant return on investment has been seen.



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