



Customer Experience Management

Lately, Customer Experience Management services have been more and more requested by our customers and is now almost essential for their overall strategy.

Responsible of a successful customer experience, the Customer Experience Manager (CEM) plays **a crucial role in customer loyalty and in the use of its solutions.**

Are you in charge of a collaboration solution such as Cisco Webex, B2GaaS, Zoom or Microsoft Teams?

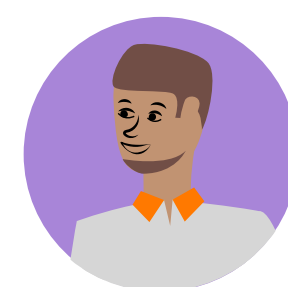
Let's discover together the role and value of the CEM for your business, with the testimonies of our CEM Jeffrey and Curtis.



Hello Jeffrey and Curtis ! Can you explain to us what is a CEM?

Customer

To put it simply, we analyze our customers' use of their solutions. We accompany our customers throughout the duration of the contract and are at their side to help them implement the solution, to increase their usage but also to make them understand the technology.



Jeffrey

As defined by Orange, a CEM is part of a Success Adoption Team. It's a service towards collaboration solutions for our customers. We are partners with different editors like Cisco Webex, Microsoft Teams and Zoom.



Curtis



What is the value for your clients?

Customer

The value is our ability to bring an informed eye to the customer on the solution but especially how to implement it in the different use cases. By knowing the objectives they want to achieve, we will help them to get to this aim through technology.



Jeffrey

A lot of companies transform their workplace but also their business and it fits a lot in our activities by accompanying them in the adoption of their solution.

Since COVID-19, the workplace is becoming hybrid, and before there were only 2% of remote workers, now more than 90% of people can work remotely.

And I would add that we become a trust advisor for User adoption, and we provide a popularization of industrial terms. Also, we are not in a sales approach, we are complementing the sale.



Curtis

We only ensure customer satisfaction through our services and maximize their usage. So, our customers can come to us and ask for support.



You also provide Premium Services, what is the difference?

Customer

The big difference is that one person is dedicated to a client, he will put his hand in identifying what the client does and his business and all the possible use cases.



Jeffrey

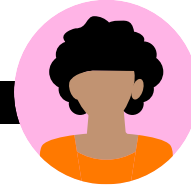
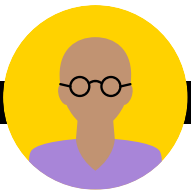
We can identify in the editor's Roadmap the new functionalities and which are going to meet an identified need by analyzing the customer's business situation. We produce reports that gives an overview of usage and how it evolves through our actions.

This reporting is personalized and co-constructed with the client and is improved as we go along to have a finished product that reflects the client's image.

The Premium part it is an additional service and gives a higher engagement to our customers. What CEM Premium is really about is to build a relationship with the customer, that can go directly to us instead of going through the account manager every time.



Curtis



Why should I get an Orange CEM?

Customer

1. We have a wide portfolio of products that can meet all the needs of a large company or even SMEs.



Jeffrey

2. The Orange CEM understands the particularities of the product : a product sold by Orange can have technical subtleties that only our CEM can fully understand and advise on.

3. Thanks to the Orange CEM, I will get a better understanding of my solution and organization for a faster ROI.

Because Orange places people at the heart of all its actions by establishing its own standards and a way of doing things as an integrator. Our model is very specific, with a standard and premium approach that cannot be found elsewhere.

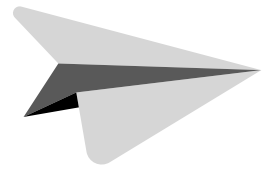


Curtis

We take the recommendations of the supplier but do it our way by taking into account the specificities of our customers and it works very well.



A final word?



Customer

Yes, I wanted to remind the context of the CEM, it's really in the perspective of having a more comfortable management of the solution that will contribute to having a more efficient return on investment.



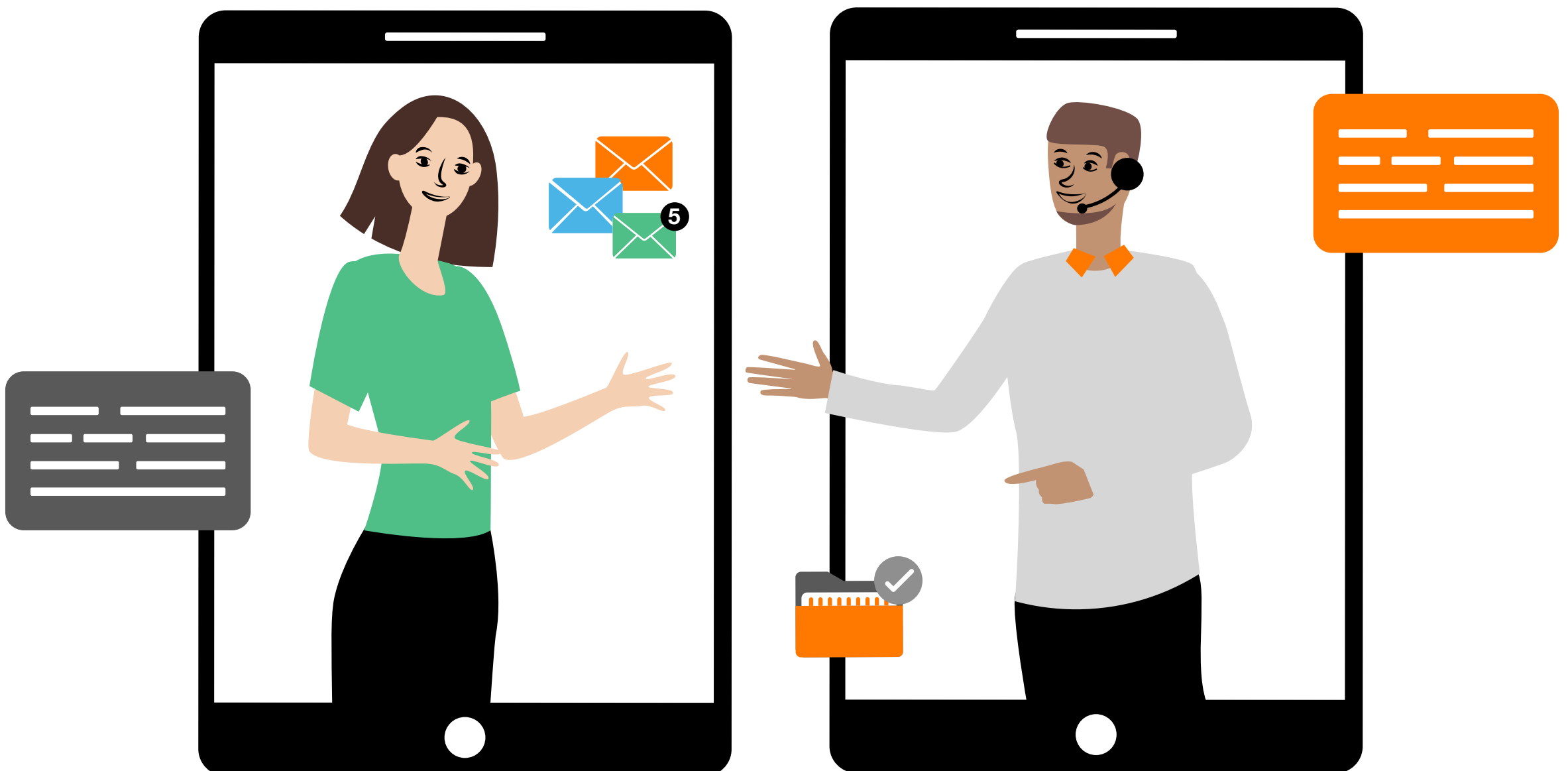
Jeffrey

And that the final product will be adopted more easily by the users by giving material and resources and get the best out of the solution.

Thank you !

Need more informations ? Contact us

contact.cem@orange.com



Scan the QR code and discover our product page



Business Services