



Case Study

"Attentive™ enhances customer experience by transforming customer feedback into an actionable daily management tool for front line team leaders as well as strategic board room level decision making"

Ismar Chlebowski, Head of Service Quality



Orange positions itself as the best cellular provider by demonstrating superior customer experience



Industry: Telecommunications, Cellular Provider.

Needs: Creating and developing a ground breaking customer centric strategy as the basis for all corporate customer service policies. Establishing a separate department fully dedicated to identifying and appreciating customer demands and attitudes.

Solutions: Attentive™ has enabled the company to collect real time on the spot customer evaluations of company's products and services, facilitating and expediting its abilities to instantly adopt any changes and modifications indicated by results of feedback monitoring.

Success: Superior customer service and relations, resulting in consistently high levels of customer satisfaction, loyalty and retention. Reduced volume of dissatisfied customers. Saving resources and boosting cost effectiveness. Increased employee motivation and identification with company needs.

Orange decided that listening to what customers have to say had to be the basis for establishing a department fully dedicated to customer demands and attitudes.

The success of a company in the cellular market, which is both highly competitive and changing rapidly, relies on the ability to maintain customers highly satisfied and loyal. With that in mind, Orange entered the Israeli market (1999) and instantly realized that the key success factor in this industry is satisfied customers.

Orange positioned itself as the best cellular provider with outstanding service quality and is the second largest cellular provider and the most profitable in the country. Additionally, Orange is considered to provide paramount customer service across all industries.

Early on, Orange recognized that in a market with virtually similar technologies and limited product advantages the main competitive differentiation will be based on content richness and quality of service. As a result, the company management decided to turn Customer Service and specifically Service Quality into a strategic asset of the company. Most companies rely on their existing service quality monitoring tools; Orange on the other hand focused on customers, listening to their perceptions of customers experience which lead to the establishment of a department fully dedicated to researching customer demands and attitudes.

Common marketing surveys provide customer attitudes which are not based on actual contact between customers and the service delivery unit. In contrast, Event Driven Customer Feedback employs surveys that gather information about customers who contacted Orange customer service department. The information collected is specific and informed and includes customer attitudes and service quality evaluations. Moreover, these customers are contacted as soon as possible after the initial contact.



"Attentive™ has played a vital role in our success and since we started using it we reap the rewards"

Zion Ginat
VP Customer Division

"The only way to find out what customers really want is to ask them"

Ismar Chlebowski
Head of Service Quality

The Solution

In order to handle these large numbers of surveys, Orange deployed the Attentive™ ACE (Attentive™ Customer Experience) module. This not only enables managers to design surveys within a limited time bracket and resource, it also allows presentation of collected data at any given moment. According to Zion Ginat, VP Customer Division, "In a fast paced industry like ours the slogan 'time to market' shortened and turned into a highly appreciated reality - customer attitudes three month ago don't have any real value". Ginat further explains that they are now able to collect customer evaluations of new products and services such as survey design, data collection, presentation of results and conclusions immediately.

The main consideration that Orange had whilst deciding to implement Attentive™ was that the solution would provide accurate online information regarding the overall customer experience based on Event Driven Customer Feedback. The implementation enhanced the organization to closely monitor the service they provide and guarantee that it is wholly adequate with their customers' needs and expectations.

Additionally Orange deployed several other Attentive™ modules throughout the company:

- An annual employees' survey, a tool to measure and evaluate employees' attitudes towards the company, management etc
- FUT (Friendly User Trials) surveys concerning pre-sale customers' attitudes toward new handsets and services
- Using Attentive™ system to gather information regarding customers' attitudes towards the company's web-site
- Surveys pushed through e-mails (a very cost-effective survey technique, especially with end-users within corporate accounts).

The Success

Orange has successfully implemented its customer centric strategy. As a result, it has established itself as Israel's leading service organization. Its recognition as a quality service driven enterprise has been the main catalyst in its exceptional growth both in customer acquisition and in customer retention.

Attentive™ has played a vital role in the company's success, providing an efficient, versatile state of the art ongoing feedback management tool that was a prerequisite for successfully implementing the company's innovative customer centric strategy.