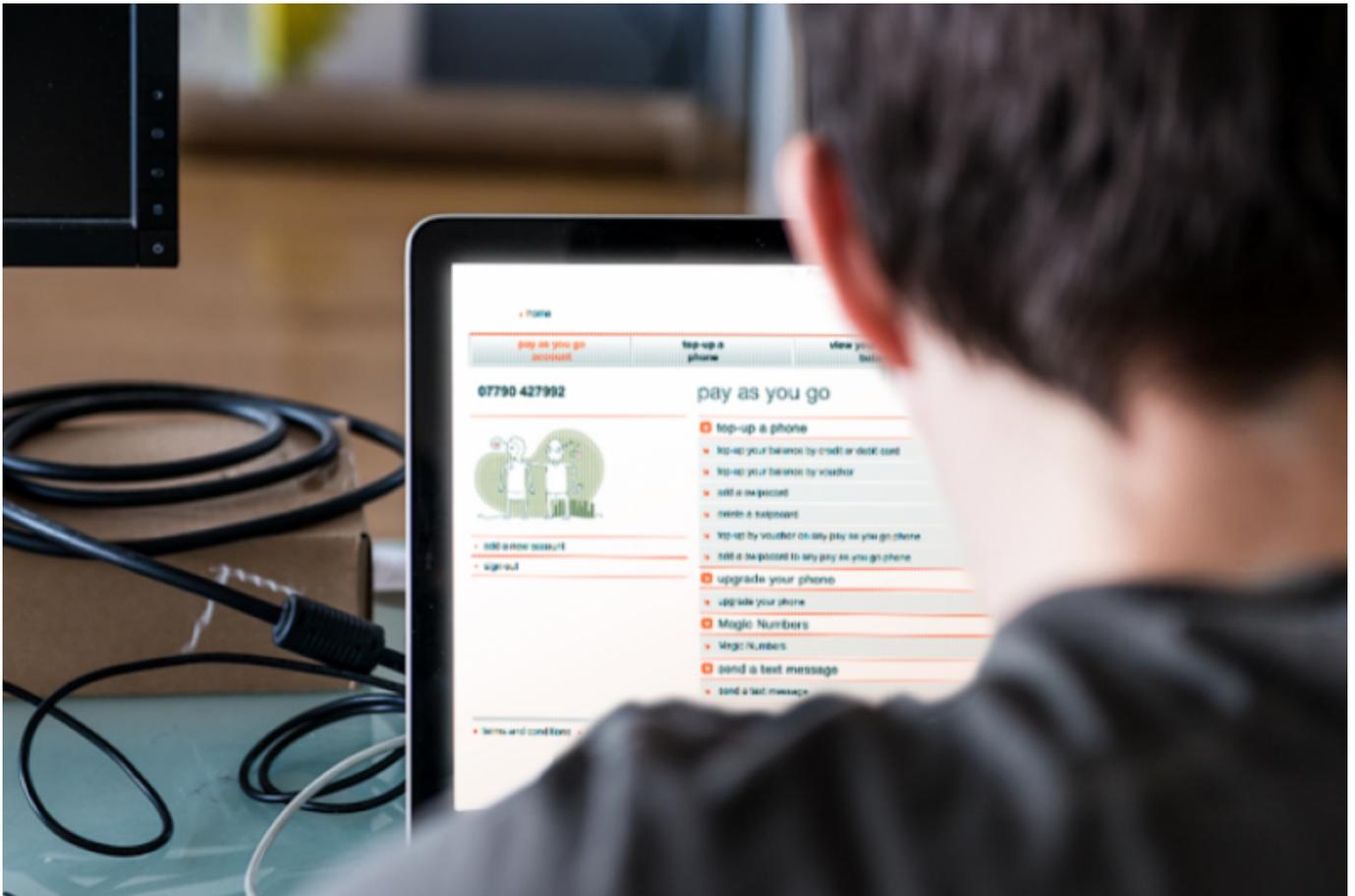


SEPARATE REALITY

# The future's bright

How we helped Orange UK deliver great customer experiences, increased brand loyalty, and reduced costs - all with a new self care portal.

## One size fits all – perfectly.



In 2003, Orange UK understood that in a perfect world, they would have a self care portal that offered a brilliant experience, helped them build their brand, helped them grow their revenue, and which wouldn't be a financial drain.

**Teaming up with Netonomy, here's how we created that perfect world for them...**

### Where it started

Orange UK was concerned that their existing customer service portal gave their competitors an advantage. Why? Because it was poorly built, PAYG and PAYM user experiences were only loosely integrated, it couldn't support their growth, and ultimately it didn't reflect their brand in a positive way.

They understood that they needed to enable their PAYG and PAYM mobile customers as well as small business customers to manage their accounts (including multiple 'family' accounts) whenever they wanted through a single coherent web portal.

They understood that their current portal was expensive and that they needed to drive down costs by moving towards an 'out-of-the-box' strategy. They also understood that they were missing out on thousands of opportunities to cross-sell and up-sell their own products and services.

We understood the importance of the brand and that the user experience is a part of it. We understood the business and engineering challenges and could show we'd done it before. MyNetonomy was the best out-of-the-box self care product on the market.

And that's exactly why they asked us to step in.

One size fits all – perfectly.

## We love a challenge

Never ones to step away from a challenge, we started out by familiarising ourselves with their current ecosystem which consisted of a number of disparate back-end systems - some of which had been created in house - loosely integrated by an EAI.

We took an agile approach and worked closely with Orange's engineering and marketing teams to deliver an intuitive, strongly-branded solution that really empowered customers to manage themselves.

During the project we focused on platform maintainability and roadmap compliance to maximise the life span of the solution. We also implemented a number of cutting edge continuous integration and testing initiatives so that the internal IT teams at Orange could confidently take over the installation and evolve it. This made sure the cost of ownership was kept low.

## From £1m savings to 1bn transactions a year

The solution diverted more than the anticipated 4% volume away from the call centre which resulted in a first year saving of over £1m. That's a return on investment in under a year!

Add to that the improved opportunities for cross-selling and up-selling, the fact that any account management function was now a maximum of three clicks away, and the knowledge that it's still going strong in 2014 (!) and managing up to 1.5 billion transactions a year... and it's safe to say that our portal delivered that perfect world our client was searching for...

## The future was Orange.

