Visual Assistance Enhances
Customer Service at Orange Spain

**TechSee implementation improves customer satisfaction
and dramatically reduces operational costs at leading CSP**

Orange Spain, better known as Orange España, is a leading EU communications service provider. Headquartered in in Pozuelo de Alarcón, near Madrid, the company delivers fiber, mobile, TV, and fixed line services to 11 million customers nationwide.

CHALLENGE

Following a successful launch of innovative Smart Home and fiber-to-the-home (FTTH) services, Orange's newly expanded customer base placed greater demands on the company's four technical support contact centers. High call volume related to requests for assistance with installation and configuration began driving up the company's technician dispatch rate and its associated costs. The company therefore set out to find an innovative solution that could support its growing range of services, while increasing customer satisfaction and cutting operational costs.

SOLUTION

The company selected TechSee's Visual Assistance solution for implementation in its contact centers and integrated it with a number of workflows. The company was keen to leverage TechSee's web-based technology to eliminate the need for an app download, in order to reduce AHT and customer effort. Customers simply point their smartphone camera to show the agent exactly what they see, enabling the agent to identify the issue and visually guide the customer using a suite of Augmented Reality tools, resulting in faster and more effective resolutions and a more satisfying customer experience.

Orange Spain's agents can now rapidly identify and resolve a comprehensive list of technical issues, including cabling and connectivity problems, disconnections, resets and synchronization, and

speed tests, in addition to software and screen issues. Cases that previously required technician dispatches can now be handled remotely by agents, driving down operational costs while saving time and effort for customers.

The technology has also proved itself in field service delivery. When dispatches are unavoidable, Orange Spain technicians use TechSee to transmit video and images of issues for real-time consultation with colleagues or supervisors, reducing Total Time to Resolution and significantly improving customer experience.

TechSee's solution is effective across a range of use cases:

Self-installation guidance – agents visually guide customers who are experiencing difficulties when setting up new hardware such as routers and set-top boxes.

Troubleshooting – agents resolve common technical issues by visually guiding the customer through all the required steps. Examples include cabling issues, smart device configuration and error message advice.

Equipment quality issues – agents can determine whether devices such as TVs need to be replaced by remotely resting screen definition.

RESULTS

Orange Spain has experienced positive results all round. Customers are impressed by agents' ability to resolve issues more quickly and effectively, and the company has witnessed a significant reduction in its technician dispatch rate due to the implementation.

With a significant drop in operational costs and high ROI, the company has now implemented TechSee in all four of its technical support contact centers, providing a total of 1,000 agents with the technology.

↑ Customer Satisfaction	↑ First Contact Resolution rate	↓ Technician Dispatch rate	↓ Operational costs

> TechSee empowers our agents to provide a more effective and efficient service and a better customer experience. By offering intuitive visual experience, both call center performance and customer satisfaction have improved significantly.
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