



Calabrio Workforce Management helps Orange manage 38 contact centers and 14,000+ agents.



Orange Case Study

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Background

Orange entered the crowded UK mobile phone market in 1994 with a goal of making communication simple and accessible to everyone by focusing on the benefits Orange could bring people, instead of solely focusing on products or technology.

In 1995, Orange more than doubled its customer base and by July 1997, Orange had reached the one million customer mark. Today, Orange is one of the largest mobile service providers in the world with over 45 million subscribers and has been named the 'Best Mobile Operator' at the World Communications Awards for 2005 and 2006.

Orange customer requests are as varied as the wide array of Orange customer and business-to-business products and services. Over 13 million calls a year are answered, delivered through 1,600 DN's and grouped into 960 agent skill-set groups. Call routing and distribution is centrally managed through a network of Nortel Networks Symposium ACDs.

The Calabrio Solution

Calabrio Workforce Management (WFM) is an industry-leading software solution for multi-site staff forecasting and scheduling. One of the unique and most distinctive elements of Calabrio Workforce Management is its underlying philosophy to produce schedules in a single step. Workforce Management can:

- > Be connected to an unlimited number of phone systems, Automatic Call Distributors (ACDs) and Computer Telephony Integration systems (CTIs) simultaneously
- > Manage an unlimited number of sites from one or many locations
- > Manage office locations spread out in different time zones
- > Operate in English, French, Spanish and Portuguese

The Results

The Orange France installation of Calabrio Workforce Management software was completed in June 2003. There are 38 contact centers in Orange France with over 200 active users—60 of which are forecasters, schedulers and analysts. The remaining 140 users are supervisors and team leaders that handle the intra-day management activities such as schedule adherence, exceptions and monitor productivity. There are more than 14,000 agent schedules created using Calabrio Workforce Management.

The 38 contact centers are managed as one large virtual center, both through skill and schedule management as well as matching call-routing rules using Calabrio Workforce Management. Calabrio's "View Management" feature ensures that local sites and employees only see information and agent statistics relevant to their job requirements.

At the national level, analysts and strategist use their global view to fine tune productivity and operational efficiencies.

Agents and management are able to view schedules, reports and key performance metrics easily in four different languages.

The flexibility of Calabrio Workforce Management ensures that it can respect 14,000 agent's availability and preference profiles to meet employee contractual agreements under the umbrella of the French labor law. The French labor law includes the Equity clause which obligates schedulers to provide agents equal access to days off, summer holiday weeks and day shifts. Calabrio Workforce Management allows scheduling supervisors to adequately manage the agent schedules while adhering to the Equity clause.

Orange Facts

- > 1,600 DNs
- > 960 skill-set groups
- > 800 shift types
- > 8000+ preference profiles

About Orange

- > Founded: 1994
- > Headquarters: London, United Kingdom and Paris, France
- > Annual Revenue: \$20 billion Euros
- > Employees: 14,000 agents in 38 contact centers
- > ACD: Nortel Networks Symposium
- > Customers: 45 million in 20 countries
- > Locations: World-wide operations in 20 countries including:
 - Scotland
 - Ireland
 - France
 - Moldova
 - Netherlands
 - Poland
 - Romania
 - Slovakia
 - Spain
 - Switzerland
 - Botswana
 - Cameroon
 - Caribbean
 - Dominican Republic
 - Ivory Coast
 - Madagascar
 - Mali
 - Senegal
 - Equatorial-Guinea

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