Company background:

Spain is the second market of the Orange Group, one of the main telecommunications operators in the world with 254 million customers as of March 31, 2020. Through our different brands, all of them of recognized prestige -Orange, Jazztel, Amena, Simyo and República Móvil-, we have the trust of more than 20.1 million customers, who enjoy our fixed, mobile and television services.

What were your organization's digital customer service initiatives? What channels do you support today?

Orange Spain presents several profiles of social networks (corporate, product offerings, B2C, etc.) as well as communities and most importantly, app stores. All of them are included in the online customer service strategy, so any user can indicate his doubts or issues through the different social networks and a specialized multi-brand agent will get back to them. This is why since 2014 LSW, now Khoros Care is the customer service management tool for social media and social proof, due to its ability to integrate all channels and management in the same platform, its friendly interface for agents, the automatisms to make the tool more efficient through artificial intelligence, as well as its quality of analysis and metrics, within the tool or through the connection to its APIs

Agents Performance

|	Name	Agent State	▼ Avg Resp HT	Responses	Closed	Team Name
1	Vanesa Prieto	Offline 45m 8s	3m 6s	998	1,536	Multimarca
2	Miguel José Mori	PVD: Pausa de visualización d... 1m 21s	3m 7s	508	463	Multimarca
3	Rafael Cadierno	Offline 5d 20h	3m 20s	881	611	Prioridades P3
4	Conchi Fernández	Offline 8h 16m	3m 22s	846	332	Prioridades P3
5	Yovana Antuna	Available 1h 39m	3m 25s	872	519	Prioridades P3
6	Eugenia Del Valle	Offline 18h 32m	3m 25s	911	564	Multimarca
7	Sonia Pérez	Offline 1h 33m	3m 36s	571	366	Multimarca
	All		4m 48s	24,016	18,617	

Nowadays, Khoros has improved, gaining in complexity (worqueues, flows, labels, priorities, etc ...) and in usability, becoming key for proper customer care through Twitter, Facebook, Instagram, Communities, External Forums and the most important app stores. We are then able to use the tool to tag multibrand conversations in which we provide omnichannel support.

Source Integrations

Add:

Connect to sources like Twitter, Facebook, Instagram, Apple Business Chat, WhatsApp, Modern Chat, Brand Messenger, Communities, App Stores, etc. so you can start receiving incoming posts and conversations, and respond to what your customers are saying.

filter integrations

Type	Name ▲	Date Edited			
🐦	@Amena	edited by Gretel Ceballos on 8/6/20	Edit	On	🗑
🐦	@jazztel_es	edited by Gretel Ceballos on 8/6/20	Edit	On	🗑
🐦	@orange_es	edited by Gretel Ceballos on 8/6/20	Edit	On	🗑
🐦	@OrangeTV_es	edited by Gretel Ceballos on 8/6/20	Edit	On	🗑
📶	ADSLZone Jazztel https://www.adslzone.net/foro/forums/jazztel-soporte-tecnico.97.rss	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑
📶	ADSLZone Orange técnico https://www.adslzone.net/foro/forums/centro-oficial-de-informacion-y-ayuda-orange.120.rss	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑
📶	ADSLZone Yacom general https://www.adslzone.net/foro/forums/yacom.7.rss	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑
f	Amena	edited by Gretel Ceballos on 12/8/20	Edit	On	🗑
📷	amena	edited by Gretel Ceballos on 12/8/20	Edit	On	🗑
	Comunidad Amena http://comunidad.amena.com/	edited by Gretel Ceballos on 8/25/20	Edit	On	🗑
	Comunidad Jazztel https://comunidad.jazztel.com/	edited by Gretel Ceballos on 8/6/20	Edit	On	🗑
	Comunidad Orange España http://comunidad.orange.es/	edited by Gretel Ceballos on 8/25/20	Edit	On	🗑
📶	GSMSpain Fijo https://www.gsmspain.com/foros/rss/foros_off-topic-telefonia-fija-orange-oficial_rss20.xml	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑
📶	GSMSpain Móvil https://www.gsmspain.com/foros/rss/foros_operadores-orange_rss20.xml	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑
f	Jazztel	edited by Gretel Ceballos on 12/8/20	Edit	On	🗑
📷	jazztel	edited by Gretel Ceballos on 12/8/20	Edit	On	🗑
📶	Movilzona https://www.movilzona.es/foro/forums/orange-soporte-oficial.26.rss	edited by Gretel Ceballos on 2/16/21	Edit	On	🗑

What was the most important issue you were looking to solve via your digital technology (e.g. community and/or social media management platform) — and what makes your approach to that achievement unique?

Reputation and customer experience are key indicators for Orange, each and every one of the communications and customer service channel has to meet these satisfaction goals. Within the online environment, more and more users use social channels to contact our brands in order to receive customer service. To achieve this efficiency in our customer service, an online multi-brand and multi-channel management tool is essential.

This achievement is possible thanks to the features of Khoros Care and Khoros Communities, the expertise of the agents working with online platforms, their knowledge and multi-brand management to handle conversations in different channels at the same time, and moderation of the communities have been key when it comes to getting the good results in Social Customer Care.

On the other hand, access to the API in both Khoros Care and Khoros Communities has opened up many possibilities of making a more in-depth analysis of the service and the moderation of the communities.

3. What 1-3 metrics best describe your success? (e.g. CSAT, call deflection, cost reduction, agent efficiency, response speed, resolution rate, etc.)).

Using native surveys in Khoros Care has allowed us to improve the response rate of satisfaction surveys. In addition, during the last quarter we have achieved 67% of our clients are satisfied.
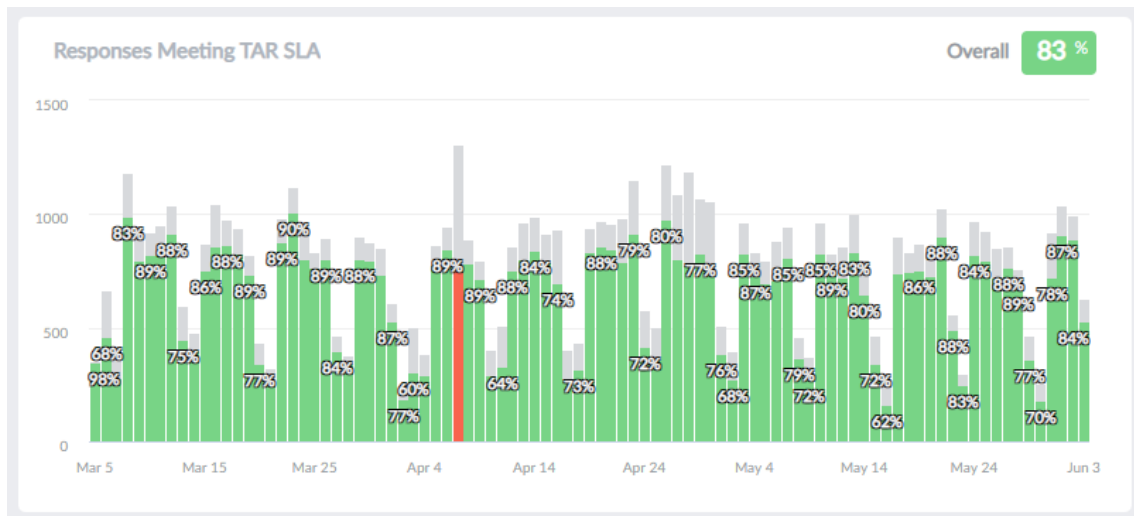
With the constant updating of the tool, during the last quarter we have managed to give better response times. Managing to answer 83% of our conversations globally, on all channels within the first 2 hours.
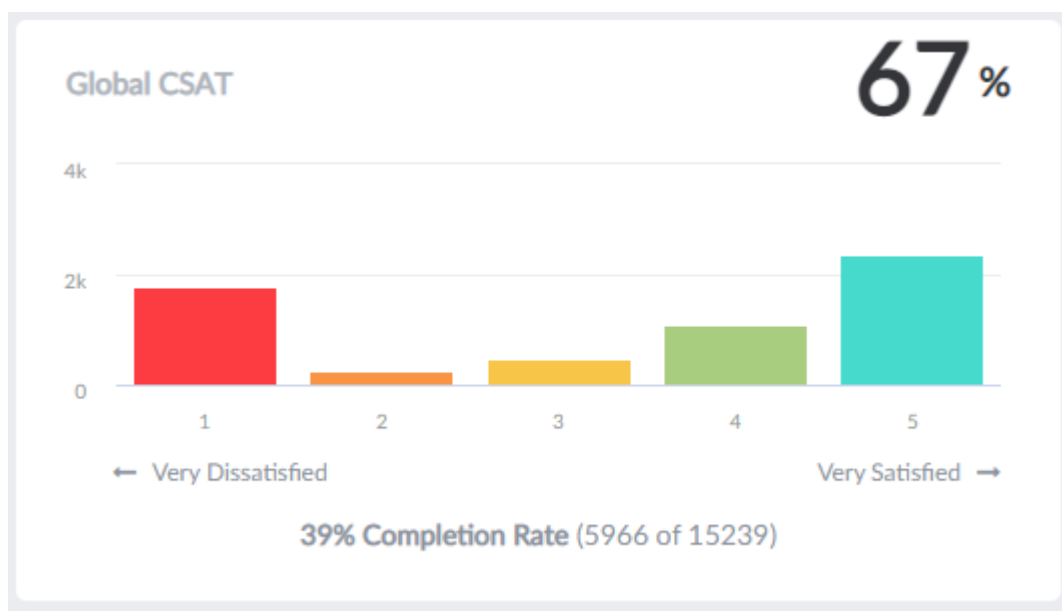
The "solver superuser" program was launched in the Orange Community through gamification, which allowed users to solve other participants' doubts and, therefore, collaborate with the agents in the resolution of doubts.
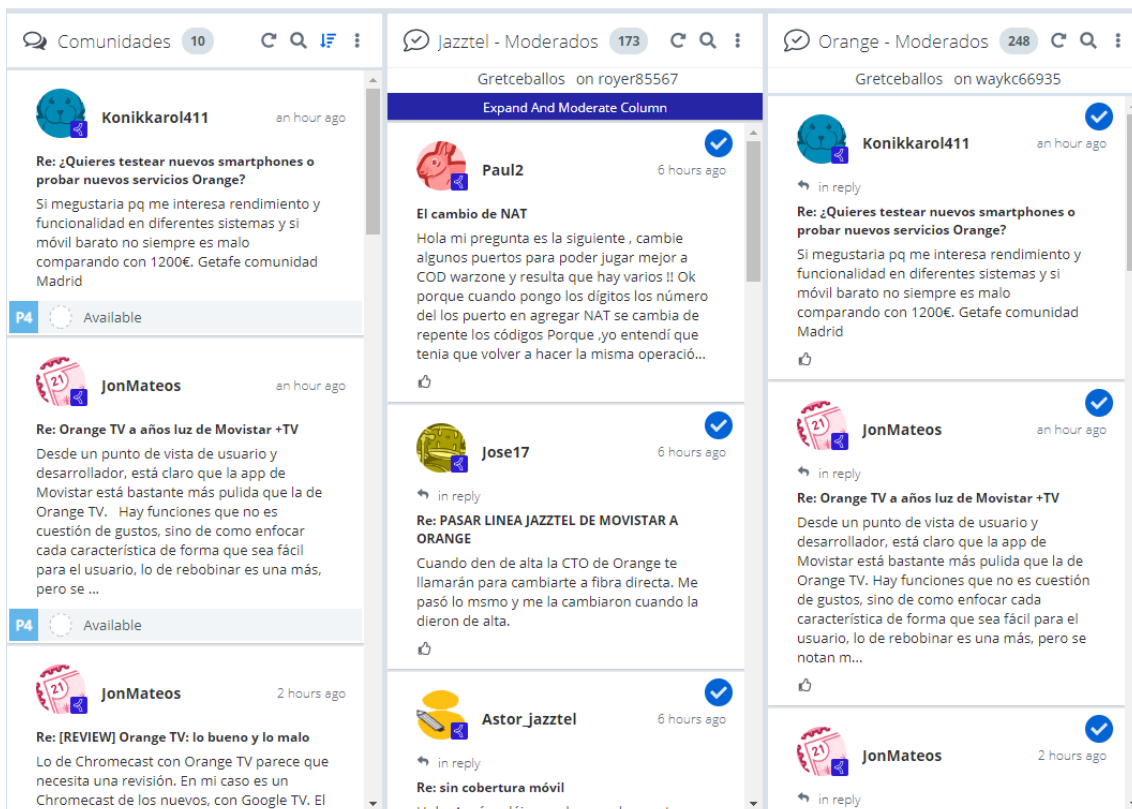
Up to now, more than 33,000 solutions have been approved just on Orange Community. And 12M users have consulted any of the solved threads wich are always moderated across Khoros Care.

Comunidades 10

Konikkarol411 an hour ago

Re: ¿Quieres testear nuevos smartphones o probar nuevos servicios Orange?

Si megustaria pq me interesa rendimiento y funcionalidad en diferentes sistemas y si móvil barato no siempre es malo comparando con 1200€. Getafe comunidad Madrid

P4 Available

JonMateos an hour ago

Re: Orange TV a años luz de Movistar +TV

Desde un punto de vista de usuario y desarrollador, está claro que la app de Movistar está bastante más pulida que la de Orange TV. Hay funciones que no es cuestión de gustos, sino de como enfocar cada característica de forma que sea fácil para el usuario, lo de rebobinar es una más, pero se ...

P4 Available

JonMateos 2 hours ago

Re: [REVIEW] Orange TV: lo bueno y lo malo

Lo de Chromecast con Orange TV parece que necesita una revisión. En mi caso es un Chromecast de los nuevos, con Google TV. El

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Jazztel - Moderados 173

Gretceballos on royer85567

Expand And Moderate Column

Paul2 6 hours ago

El cambio de NAT

Hola mi pregunta es la siguiente , cambie algunos puertos para poder jugar mejor a COD warzone y resulta que hay varios !! Ok porque cuando pongo los dígitos los número del los puerto en agregar NAT se cambia de repente los códigos Porque ,yo entendí que tenia que volver a hacer la misma operació...

Jose17 6 hours ago

in reply

Re: PASAR LINEA JAZZTEL DE MOVISTAR A ORANGE

Cuando den de alta la CTO de Orange te llamarán para cambiarte a fibra directa. Me pasó lo msmo y me la cambiaron cuando la dieron de alta.

Astor_jazztel 6 hours ago

in reply

Re: sin cobertura móvil

Hola. Aquí podéis ver el mapa de nuestra

Orange - Moderados 248

Gretceballos on waykc66667

Konikkarol411 an hour ago

in reply

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in reply