

Cracking the codes and preparing for the arrival of 5G

Orange Luxembourg is counting on its Bold Challenger positioning and its agility to build the future. Objective: crack the codes of the telecom market in order to meet customer expectations.



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2019 was a founding year for defining, affirming and deploying Orange Luxembourg's strategy, a year that enabled it to give concrete form to its bold challenger position. This company, which has become a key player on the Luxembourg telecommunications market, wants to make the Belgian dynamic its own, crack the codes, dare to act differently, but above all strive for the satisfaction of its customers. A transformation and positioning plan was implemented over the course of 2019, shaping the bold strategy both outside the company and within. Its strength and its distinguishing characteristic vis-à-vis its competitors? Its small size,

Allocation of the 5G frequencies is anticipated for the first half of 2020. Orange Luxembourg already has 5 sites ready to be activated.

which makes it agile and responsive. The company positions itself quickly on strategic questions. An agility that is further reinforced by the increased digitalisation of internal processes performed during 2019, and which notably entailed an extensive upgrading of the company's IT infrastructure.

Dare the unheard-of for customers

Determined to ever more closely match the desires and needs of its customers, the company is the first not to impose a long-term commitment in its contracts. Something no one had ever seen before, just like the offers Be Unlimited, Move Unlimited, Love Essential Unlimited and Love Family Unlimited. No more limits on data, but rather the possibility to have a subscription that is tailored to your specific consumption habits. Orange Luxembourg is thus betting on the convergence and adaptation of its offers to the consumers' new needs.

5G ready to go on air

Orange Luxembourg is already prepared to fully activate the 5G technology. Laboratory tests were conducted this year, and this preliminary phase was crowned by successful first transmissions. The results were so encouraging that the company went ahead and installed five 5G sites on the territory. Ready to be activated, these antennas only await allocation of the frequencies, which is expected to take place in the first half of 2020, organised - a first in Luxembourg - via an auction system. Moreover, the company has submitted tenders on several projects together with industrial partners in response to calls for projects from the Luxembourg authorities, with the goal of offering specific services, notably to the B2B sector. The commercial roll-out of 5G will truly be the major challenge of 2020.

Focus on the employees

Being competitive is only possible with a top team. Orange Luxembourg devotes particular attention to the working conditions of its employees. In 2019 the company saw its Top Employer and GEEIS* certifications renewed in recognition of the efforts it has made in the areas of professional equality and well-being at work.



*GEEIS: "Gender Equality European & International Standard"