

# Listening to

# customers...



## ... & responding boldly

2018 was a year of consistently adhering to Orange Belgium's residential market claim, standing strong and undistracted by the competition. The company simplified procedures and services, while launching new offers and enhancing existing products by adding peace of mind.

### All-in unlimited mobile

First of all, in February Orange launched its 'all-in unlimited' mobile offer: unlimited calls and unlimited data. Stepping forward to be the first in the market with an unlimited offer was a courageous move. Orange listened to the customer's needs and responded with an offer that represented a leap forward while providing peace of mind.

Not only did it prove to be a winning concept with regard to numbers of tariff plans and migrated users, the product also stimulated the use of mobile data. Today, Orange customers are #1 in mobile data usage.

In June, the Koala offer extended this bold positioning with unlimited calls and a generous 4 GB of data for the revolutionary price of 20 euros per month. The offer has been winning customers from all of the competitors in the field.

### Steady growth for Love convergence

In the first quarter of the year, Orange enhanced its Love convergent offer – adding fixed-line voice – to make it even more relevant to its users. This was followed in May by the launch of mobile TV.

### Belgian consumers use more and more mobile data

Each year, mobile data traffic on the Orange network increases substantially – and 2018 continued this trend with a sizable +79% year-on-year increase in usage. Average mobile data usage per customer increased to 3.2 GB/month, making Orange customers the most data hungry of all consumers.

### Orange Thank You gamification

In 2018, Orange enhanced its 'Orange Thank You' customer loyalty programme with the launch of 'gamification', which increases the customer's engagement by requiring him or her to perform an action before receiving a reward.



### Enhancements to My Orange

The My Orange app was also enhanced: now customers can pay their invoice directly through the application; buy their content pass on prepaid; see all details on the invoice and much more.

and, in September, the official launch of Google Chromecast: a compact digital receiver that makes it easy to stream photos, videos and multimedia to the user's TV.

### Improved customer experience with the launch of Voice over WiFi and Voice over 4G technologies

Orange Belgium is continuously investing to offer its residential and business customers a unique experience. In 2018, two important initiatives provided Orange Belgium customers with a 100% solution for their indoor connectivity: the launch of voice-over-4G/LTE and voice-over-Wifi in June. These improve the voice experience with crystal-clear sound, extended coverage and a much faster connection time. Wherever they are, Orange customers can enjoy the best technology available to make high-quality voice calls on Orange's WiFi, 2G, 3G or 4G networks. Orange also has the opportunity to strengthen indoor networks with a Femtocell (or Mobile Coverage Extender) connected free of charge to broadband access. Customer satisfaction responded with an NPS (Net Promotor Score) rise in a variety of KPIs. Orange was the first provider to activate both Voice over WiFi (VoWiFi) and Voice over 4G (VoLTE) technologies.



**100%**  
solution  
for indoor  
connectivity



## Unlimited broadband-only offer

Orange is committed to launch an unlimited broadband-only offer, allowing customers to decide what they want to watch when and where they want to enjoy online content. So no TV, only unlimited internet on a high-quality network at a correct price.

## #1

**Orange Belgium is rated #1 in customer satisfaction in prepaid, postpaid loyalty & shops**

### Orange supports eSports and the Belgian Cats

Thanks to the Orange network, playing on eSports via a smartphone or PC is extremely easy – good news for the 55% of Belgians who are eSports enthusiasts! This sponsorship is in an important segment that includes a lot of young people. In brief, another bold initiative...

Orange Belgium is also sponsoring the Belgian Lions and Cats, Belgium's national basketball teams. Since Orange began its sponsorship, the Belgian Cats have risen to 4th place in the world basketball league and won the bronze medal in the European Championship – which certainly cannot be a coincidence!

### Looking forward to 2019

As it tackles the challenges of the new year, Orange intends to keep its leadership on Unlimited. It will also:

- Open a beautiful new flagship store in the centre of Brussels.
- Progress further in the Internet of Things (IoT) sector by launching a couple of relevant connected objects and capitalising on the connectivity of its network and the ability to provide coaching to customers.
- Continue its test centre approach, surveying customers every month regarding their needs and wishes for new products or services.

In 2018, it became obvious that the strategic decisions taken years ago were the right ones. Today, customer satisfaction as measured by the NPS rates Orange Belgium as #1 in prepaid, postpaid, loyalty and shops.

With Orange, there are no small prints and no surprises. Leveraging its experience and continuing to simplify, the company's ambition is to be the unlimited leader – moving forward boldly – with quality, transparency and style!