

Unmatched customer experience



2018 was a bold year for Orange Belgium – starting with boldly simplifying products and services, improving market share in all businesses, and providing unlimited data and voice.

Boost convergence to sustain mobile value

Orange Belgium delivered a key priority for 2018 by boosting its convergent offer. The launch of the Unlimited Love offer in February – including extra features – increased the customer base to 180,000 (or +75% year-on-year).

A crucial factor in these developments was the favourable regulatory decision that has enabled competitive entry into the convergence field in Belgium. The way is now open for Orange to achieve its objective of 10% market share in broadband.

And to continue the upward momentum, in 2019 Orange will offer broadband only (without TV) to capitalise on the rapidly growing trend of viewing content online.

Claim our mobile-only champion stance

Building on the company's fundamental strength, 2018 was the moment for Orange to boldly honour and claim its mobile-only champion stance. The innovative Koala subscription gives customers unlimited voice calls and text messages with a generous amount of data at a very attractive price.

In addition, the company enhanced its mobile application to serve customers even better. So, the year was marked by an enriched portfolio of services and enhanced content, on top of the continued excellence of the Orange network. With the goal of reinforcing customer loyalty and providing an excellent customer experience to every member of a family.

What to expect in 2019? Even more benefits ... without a price increase!

Provide digital communication and collaboration services to each Belgian company

The company also enriched its portfolio of services to business customers. In addition to strong mobile and convergent products and services, Orange Belgium added an array of services for businesses, including fleet management, support for ICT, and mobile-centric employee solutions to serve and facilitate the New Way of Working trend.

Orange approaches the B2B market segment with a corporate mindset. This results in leaner products and services and solutions that are tailored to a customer's specific needs and requirements. Looking to the year ahead, Orange

Towards unmatched customer experience

One of Orange's primary advantages is that it is decidedly customer-centric. The 4 strategic priorities and all of the company's stakeholders support this stance. In fact, Orange views the customer as a key stakeholder. 2018 was a year of proactivity and simplification of processes.

will be preparing for the arrival of 5G. In the meantime, the company will create a dedicated IoT layer on top of its 4G network.

The vision is to provide the services and solutions that ultimately deliver peace of mind.

Achieve digital & cultural transformation

In 2018, Orange Belgium made progress in its comprehensive in-house digital transformation project, which is transforming the company from the telco past to the digital future. The ultimate goal is to make decision-making, collaboration and innovation – the entire Orange culture and way of working – faster and more agile. The company is looking forward to the initial results of the digital transformation project in 2019.

Furthermore, Orange is committed to delivering its Orange Promise to be a digital and caring employer. Among many other developments, this past year gave special attention to nutrition and exercise, vital components in keeping team members physically and mentally healthy. Orange's philosophy is that improving the employee experience powerfully improves the customer experience as well.

