

# Looking after the customer experience

In 2019, bold challenger Orange Belgium consolidated its positioning in mobile, confirmed its importance on the convergent market, grew big on the B2B market and continued the transformation of its internal functioning.



Orange Belgium is focusing above all on respect for the customers to offer them the best.



By remaining faithful to the four foundational lines of its strategy, Orange Belgium is improving the experience of its customers, its position on the B2C and B2B markets, and its internal functioning.

### Increasing convergence to support the value of mobile

In 2019, Orange Belgium accelerated its growth on the convergent market, a strategic priority. Thanks to regulatory evolutions, Orange Belgium was able to achieve two major objectives during the summer: the launch of Love Duo, a convergent offer without television, and the Single Installer system. The eagerly-awaited Love Duo offer immediately found its public, notably amongst the cord-cutters, those consumers who prefer online content to traditional television, to the extent of seeing the offer represent 10% of the convergent customer base by the end of the year. The Single Installer system enables Orange Belgium technicians to handle the installation of new customers all on their own, without any intervention by the cable

operator, thus simplifying the process and improving the customer experience. At the end of 2019, Orange Belgium had no fewer than 258,000 convergent customers (+ 43.5% over a single year).

### Claiming a No. 1 position on the mobile market

Orange Belgium fulfilled the promise it made at the start of the year: no price increase. However, the company does intend to offer its customers more for the same price. Which is why, just before the summer, it made MMS free for its postpaid customers and expanded its unlimited offers, henceforth valid throughout Europe. At the end of the year, the Cheetah subscription saw its downloading volume rise from 8 to 15 GB, automatically and without costs. Working on the price isn't enough, so Orange Belgium optimised the functioning of its MyOrange

app, while the Orange TV app saw its number of channels double, without extra cost. Innovation was also on the agenda, with the launch of Chat Messages, the new generation of SMS for Android smartphones, a first in Belgium.

### Providing digital communication and collaboration services to every Belgian company

Orange Belgium invested heavily in the development of its services to companies and demonstrated this as of the month of February by launching new secure and unlimited subscriptions for Belgium and Europe. But the most important milestone of 2019 undoubtedly remains the acquisition of the BKM group, specialised in ICT and unified collaboration and communication solutions for companies. A major step forward that increases the workforce dedicated to the B2B services by more than 230 people and makes it possible to benefit from the rich experience and the expertise of this major player.

### Implementing the digital and cultural transformation

In 2019, Orange Belgium continued its work of internal transformation structured around three fundamental principles: simplification, digitalisation and empowerment. A vast project that notably entailed simplification of

the internal structure and decision-making processes, in order to improve operational effectiveness and prevent losses of information. Many internal processes were digitalised, especially on the administrative level for human resources. Moreover, Orange Belgium wagered heavily on empowering and responsabilising its teams, by trying as much as possible to offer its employees end-to-end responsibility for their activities, and by taking back control over certain aspects of its activity that had been outsourced. Final objective: accelerating and dynamising decision-making, collaboration and innovation. Major works that Orange Belgium undertakes to continue by honouring its promise to be a digital and human employer, with ever greater attention for the questions of social responsibility and respect for the environment.

### A respected customer

By constantly improving the customer experience, by offering ever more service quality and innovation, by respecting, especially, the real needs of consumers, and by communicating simply and transparently, Orange Belgium is focusing above all on respect for the customers to offer them the best.