



Orange

Ricoh develops interactive in-store service solution for Orange

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480 self-service kiosks installed in Orange stores across France

Livebox lights up Orange

French multinational, Orange S.A., is one of the largest operators of mobile and Internet services in Europe and Africa and a global leader in corporate telecommunication services. The group has 269 million customers worldwide, including 208 million mobile customers and 19 million fixed broadband customers.

Broadband customers use Orange Livebox routers to connect their homes and businesses to the worldwide web. The latest Orange Livebox combines WiFi n (2.4 GHz) and WiFi ac (5 GHz) technology to deliver up to 1.9 Gbps connectivity. The new superfast Livebox allows customers to stream 4K/Ultra HD television.

Interactive self-help support kiosks

To support customers using its Livebox technology, Orange has installed Livebox service kiosks, manufactured by Ricoh, in 480 shops across France. The interactive terminals allow customers to run a self-diagnostic programme which quickly identifies issues with their broadband connection and/or Livebox settings.

Orange customers have responded positively to the self-help solution. The technology is easy-to-use and provides a full diagnostic report. Instead of leaving a store with a replacement Livebox, which may or may not rectify the underlying problem, individual customers can now be confident that their broadband issues have been fully resolved.



480

Livebox kiosks installed by Ricoh

"Ricoh proved to be the perfect partner; helping us to develop an effective self-help solution for our customers and rolling it out seamlessly to our network of stores."

Alain Handy, Project Manager, Orange

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"70% of the Liveboxes returned for exchange worked perfectly. In most cases, the problems encountered by customers were caused by other issues, including line faults, poor connection, incorrect setup and misuse."

Alain Handy, Project Manager, Orange

Digital Signage expertise

Orange developed the service kiosk concept in conjunction with Ricoh and its partner, Instore Solution. Ricoh was awarded the €2.5 million supply contract having demonstrated its expertise in Digital Signage and impressed upon Orange the clear advantages of working with a global solutions integrator with proven financial and logistical capabilities.

Ricoh manufactures the high resolution interactive displays in partnership with Instore Solution. One of the advantages of working with a global company is that the displays carry CE marking, a certification that guarantees conformity with health, safety, and environmental protection standards for products sold within the European Economic Area.

Managed nationwide deployment

Following successful premarket trials, Orange rolled the service kiosk concept out to its stores across France. Ricoh managed the deployment programme for Orange, installing Livebox service kiosks at 305 locations over a four-month period. A further 175 Livebox service kiosks, ordered by Orange for phase two of the project, will be installed in the coming months.

With Ricoh driving the implementation programme, Orange has been able to reflect on the business advantages of its self-help solution. Livebox exchange rates are down 70%, saving Orange considerable sums of money. And, what is more, with the self-help facility allowing customers to quickly and accurately resolve their broadband issues, customer satisfaction has soared.