



Orange corp

C² Enterprise improves Customer Care at Orange Dominicana

In September 2003, Orange Dominicana improved the response time to their customers' complaints by 85.7%. From that day on, Orange not only sustained those figures, but cut down the time by another 5%, achieving the best results in its market sector.

The magic was due to the implementation of C² Enterprise as a customer care tool.

The telecommunications market in the Dominican Republic is a very competitive one, with a world level infrastructure.

Orange Dominicana is the younger mobile phone operator in the country and rouse from scratch to achieve the second place in just two years . We have a customer base of 700 K, being only slightly below the historical (an almost monopolist) operator with more than 70 years in the business.

In such a tough market, it was imperative to develop a quality services that outshined our competitors. With the "obsession for the customer" being our main philosophy, we needed a customer care software tool that could support it.

We evaluated many "major leagues" software applications, and finally chose C² Enterprise from CPL. We found that it had the best price / performance ratio , with most of the functions of other tools at a very affordable price.

The CPL team did a great job in implementing the system. We loved their commitment and their clear understanding that they were not just implementing software, but a complete customer care solution . They understood and fulfilled our needs, and customized C² Enterprise to seamlessly integrate with our existing systems .

In just two weeks we had C² Enterprise installed and running . The best proof of its success was when we saw that our call center agents loved the application and registered, in just two months, 8 times more customer contacts than in the past two years .

When everybody in the company started to ask us to manage their workflow with C² Enterprise, we knew we had hit a homerun.

From that moment on, CPL has delivered an outstanding support . The support team is very customer oriented and completely understands our priorities . In fact, they work more as a part of our team than as an external provider.

We have being using C² Enterprise for more than a year now with great results . The Orange brand motto is "to have the eyes in the sky and the feet on the ground", meaning that we must always back with our support the services and ideas we sale to our customers. C² Enterprise was a pivotal and instrumental tool to make this motto a reality.

