



COMPANY

Orange S.A. is the dominant telecommunications company in France and one of the world's largest mobile providers, with over 260 million customers globally. With a heritage reaching back to the nationalised France Télécom, today's Orange is an innovator offering a diverse portfolio of IT, communications and entertainment services.

INDUSTRY

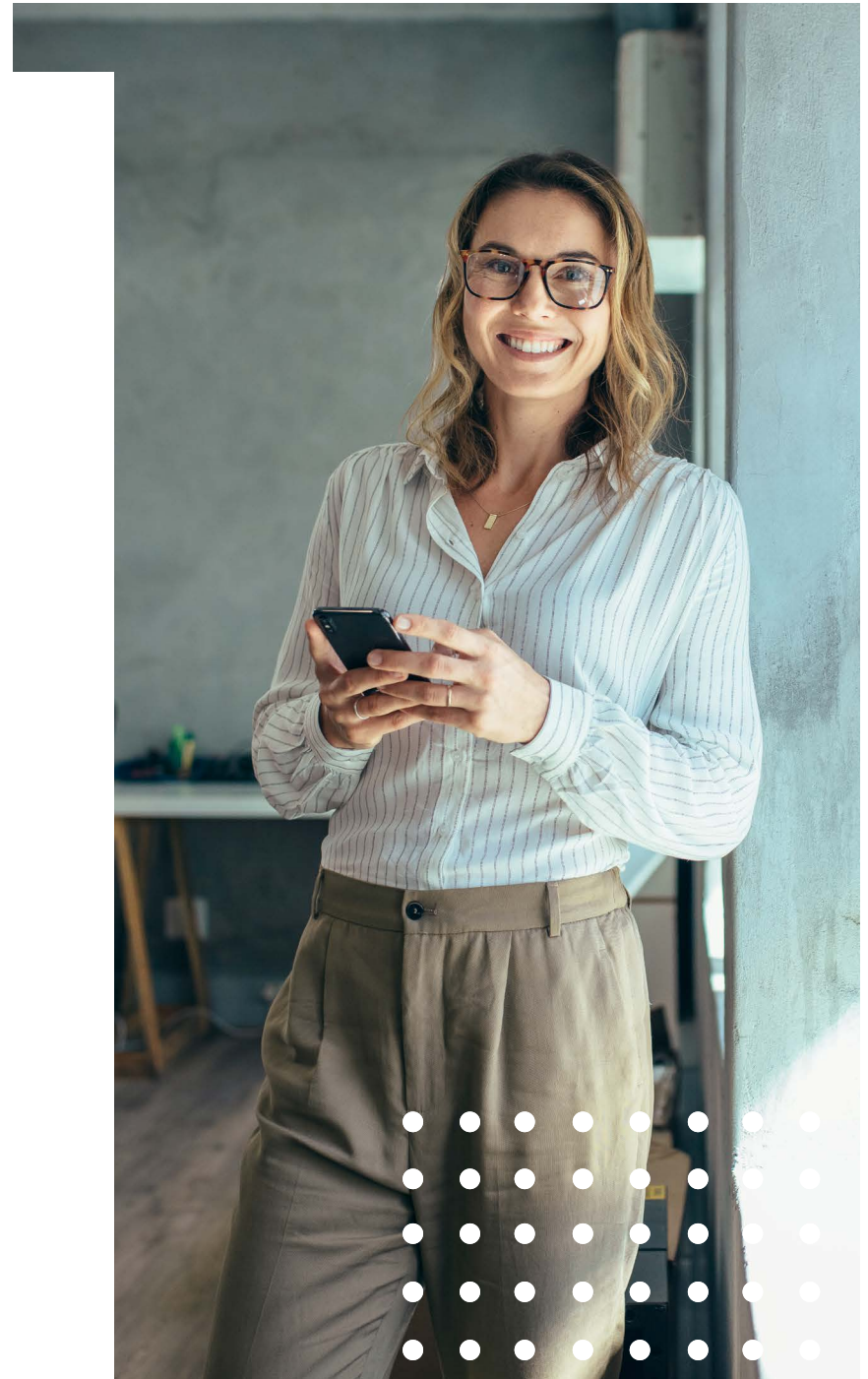
Telecommunications

PRODUCTS

Push Notifications, In-App Messaging, A/B Testing, Automation

Orange Keeps Customers Dialed in with Airship

As telecom services become increasingly commoditized, legacy providers are diversifying and differentiating their offerings in order to avoid getting caught in the cost-per-bit trap. Few companies have mastered that transition better than Orange. Key to maintaining this momentum and keeping pace with today's consumer is Orange's major investment in mobile apps – more than 30 in total. But getting customers to discover the apps, get on board and stay engaged is an ongoing challenge, so the company turned to Airship.* “We chose Airship because it has the solutions and the technical support to help us accomplish our goals,” said Laurent Claramonte, Head of Data for Orange Products & Services.

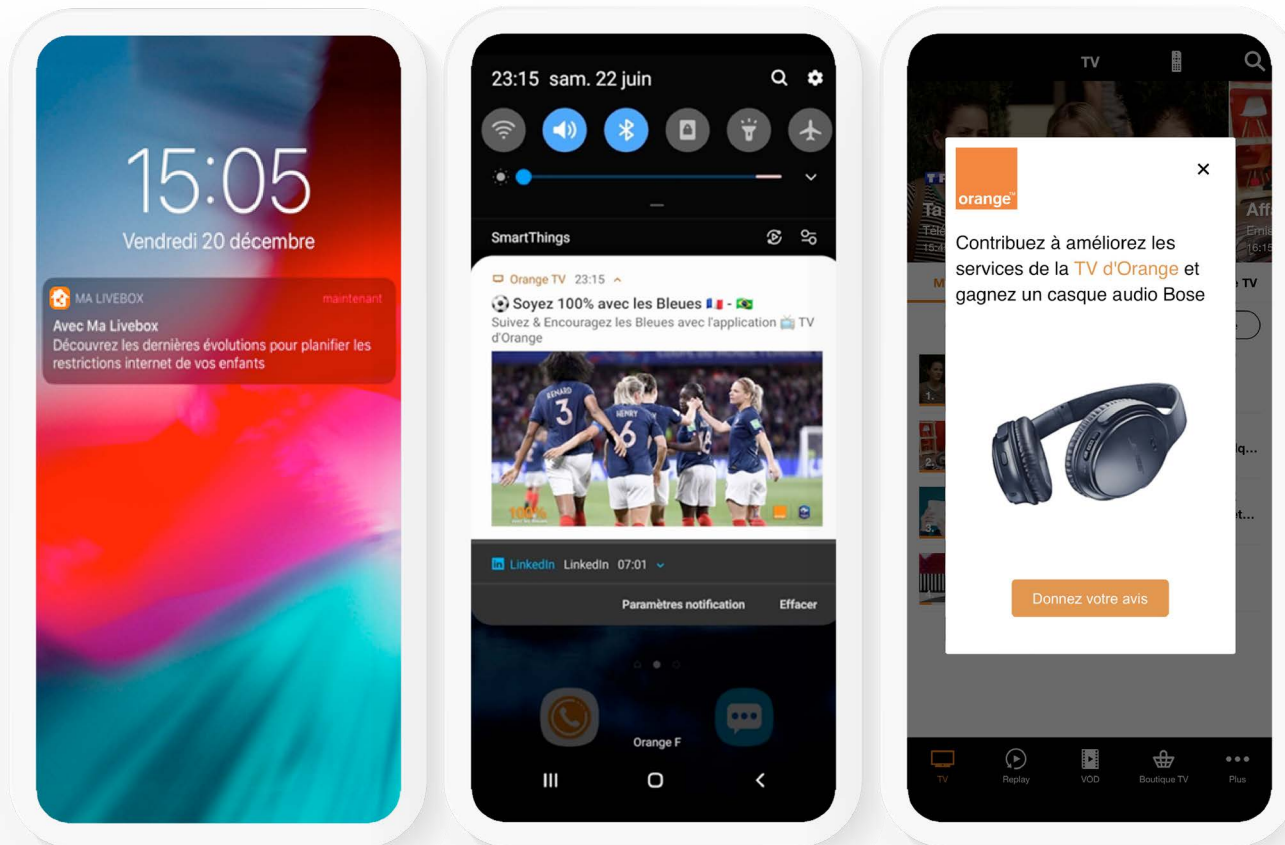


CHALLENGE

In the fiercely competitive telecom industry, Orange wanted to gain an edge by delivering an amazing app experience across its product portfolio.

SOLUTION

- Keeps retention and app use high by using Airship Push Notifications to engage less active users and inform them about valuable features
- Grows engagement by promoting other apps and livestreams of high-profile events
- Sends automated in-app surveys to collect immediate customer feedback and improve the user experience



RESULTS

25%

Higher opt-in rate than the industry average

30%

More users tuned in to livestreaming event through push promotion

ORANGE SUCCESS STORY

BUILD AND RETAIN MINDSHARE

Orange captures users' attention with timely, automated Push Notifications, starting with the onboarding process. For apps that are a companion to a paid service, such as Orange TV, informing users of key app benefits is a powerful driver to complete the setup process. "We want them to discover valuable features they may not know about, like how they can watch TV through the app when they're on holiday," described Claramonte. Keeping these automated messages relevant has helped Orange maintain a 74% opt-in rate — 25% higher than the industry average. And Airship also helps Orange prevent churn by automatically targeting messages to users who have been inactive for a predefined time frame.

GROW ENGAGEMENT WITH CROSS-PROMOTIONAL CAMPAIGNS

Orange utilises push to promote complementary apps, new service offerings and even high-profile TV events — with impressive results. When the company launched a campaign deep linking customers to live Women's World Cup coverage in the Orange TV app, viewership immediately spiked by more than 30% over the control group. Airship's A/B testing has helped Orange to hone its promotional approaches, too. While promoting an app that allows Orange telephone customers to identify anonymous callers, the company saw 21% better performance from a prominent In-App Message versus a more subtle banner.

KEEP TABS ON SUCCESS

For Orange, customer satisfaction is the most important KPI. The brand uses Airship to automatically target a unique sample of app users every day and send them a satisfaction survey via In-App Messaging. "App users can rate their experience from 1 to 10 and tell us what they like and what they don't like," said Claramonte. "It helps us ensure everybody is actively engaged with our app, and, if not, understand why immediately — without having to wait for the monthly survey."

"We want to be on top when it comes to user experience. Airship has helped us improve our relationship with our customers."

Laurent Claramonte,
Head of Data for Products and Services

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