Corporate Fundamentals - Odigo

***11.09.2021***

***BCW for Odigo***

**About Odigo**

Odigo provides Contact Center as a Service (CCaaS) solutions that facilitate communication between large organizations and individuals thanks to a global omnichannel management solution. Thanks to its innovative approach based on empathy and technology, Odigo enables brands to connect with the crucial human element of interaction while also taking full advantage of digital possibilities. A pioneer in the customer experience (CX) market, the company caters to the needs of more than 250 large enterprise clients in over 100 countries.

# **Messages**

**Odigo provides contact center solutions on a global scale that offer a new customer relationship model where technology solutions are inspired by empathy**

*In a complex environment, we bring customer interactions to life thanks to a centrally-managed omnichannel solution that operates in real-time.*

## **1. A unique position in which promoting human connection is just as important as managing data**

### **Our company: a pioneer in a high-growth market**

* We offer a cloud-based solution dedicated to customer experience enhanced by the expertise of the human voice and natural language, assisted by artificial intelligence.
* With 35 years of experience, the company continues to grow and now employs 650 customer relationship experts and enthusiasts across six countries (France, UK, Germany, Spain, Belgium and the Netherlands).
* Odigo’s 250 clients and 150,000 active users span every continent. Over three billion interactions per year currently pass through our solutions.

### **Our promise: use technology to reconnect with the need for humanization**

* In an age where immediacy and digitization speed up exchanges, we encourage brands and companies to nurture every conversation they have with their customers.
* Using the latest technological innovations, we develop large-scale, intuitive and ergonomic solutions dedicated to customer relationships across all communication channels.
* Our solutions enable organizations to connect with the fundamental needs for humanization, empathy and expert advice.

### **Our commitment: create an environment that fosters ethical social and economic development.**

* Democratize the customer experience by enabling every customer to interact with organizations in a convenient and personalized way.
* Our values —being human, open and committed—are reflected in our actions in the market (our partnership with the organization Donneurs de Voix, for example).
* Our recruitment policy welcomes new skill sets as well as diverse and intergenerational profiles with a notable increase in work-study roles.
* We are a company that cares about the wellbeing of its employees thanks to our Great Place to Work certification, onboarding process and training, among others.

## **2. Innovate and anticipate: a holistic approach that reacts to trends**

### **A strong commitment at the heart of our vision of innovation**

* To provide a unique value for our clients, we are constantly innovating and developing solutions that can process large volumes of data and interactions.
* Our environment of innovation was designed to add value by removing mundane daily tasks.

### **Technological solutions developed with our ecosystem of partners**

* We use cutting-edge AI technology (for example, analyzing call content, customer emails, and other types of communication using machine learning) on a large scale and across all communication channels (voice, e-mail, messaging, web, mobile, social networks, chat and video).
* Our partnerships with companies such as Google and IBM, as well as startups allow us to provide contact centers with a large range of tools (for example, implementing self-service solutions to resolve a problem without even needing to speak to a contact center agent).
* To maximize the impact and value of our solutions, we also work with leading partners such as Microsoft and Salesforce.

### **Odigo, at the forefront of customer relationship trends**

### As part of its continual quest for innovation, more than 200 R&D experts focus on tangible practices and trends in customer relationships (e.g. Proof of Concept, Minimum Viable Product).

## **3. A high-performance, intuitive and fluid solution and service that bring organizations and individuals together**

### **A 100% cloud-based platform**

Accessible anytime, anywhere and from any device, what we offer centers on:

* An interface where the UI/UX has been designed with and for agents.
* A 99.99% service quality commitment.
* Open APIs for easy integration with third-party solutions.

### **Renowned, industry-leading clients**

* We cater to the needs of big accounts and high-growth companies facing the constant changes involved in customer relationships.
* Companies such as Malakoff Humanis, Chronopost, OUI.sncf, Mr. Bricolage, Fnac Darty and Air France-KLM have chosen us to modernize and adapt their systems and tools.
* We are proud to have non-profit public sector organizations amongst our clients, such as CNAM, Pôle emploi, CNAF and CNAV.

### **Performance recognized by sector experts**

* A leading company in its market, Odigo was named as Visionary for the second consecutive year in the 2021 Gartner® Magic Quadrant™ for Contact Center as a Service. Odigo was also designated a Leader in the ISG Provider Lens™ CCaaS 2021 Global report.
* Odigo is the first customer relationship company to be included in the Truffle 100 Top 100 French Software vendors.