

Orange looks to brighten services

Telecoms operator Orange has announced that it is going to invest £100 million in an attempt to improve its customer services.

It will do so with the installation of a brand new voice recognition system that should decrease the amount of time it takes for consumers to be served, reports the Independent.

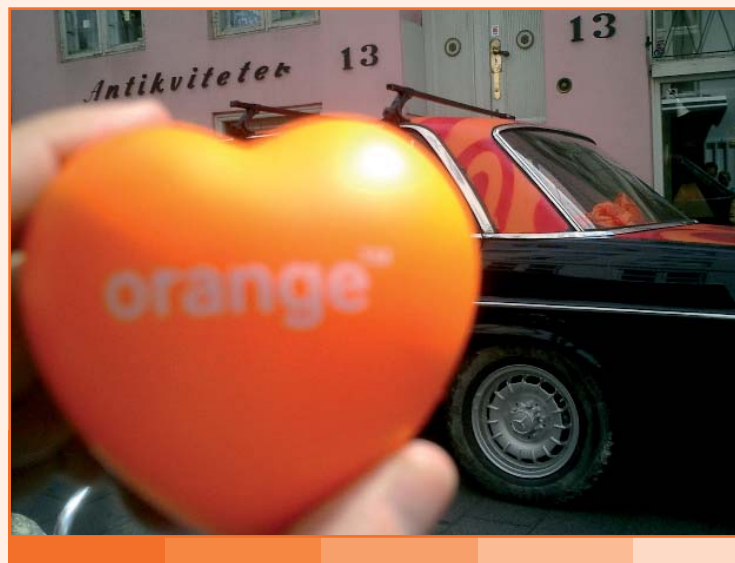
Customer services executive at the firm Mike Hughes said that customer satisfaction was high in the company's agenda.

"It is one of, if not the, key differentiator," he commented to the paper.

The move follows recent criticism of a number of telecoms names such as Carphone Warehouse, as volumes to call centres show a significant rise.

Other investments by the company include money spent on a call-routing system, also designed to cut down lost time.

In related news, the technology company Braveheart recently stated that it is investing in another tech firm, Inxstor, so that it can produce 'place-shifting' equipment.



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