



# SAP Connect Day for Customer Experience

May 12<sup>th</sup> | Quartier Papier, Brussels

**Soufian Hadouch**  
Digital & Integration Director  
at Orange



# Orange Belgium

“How we transformed a fragmented customer journey into a seamless, scalable, and business value-driven digital experience.”

12/05/2026

# Agenda

---

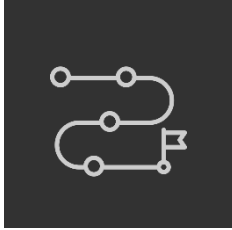
**01** Building the first digital foundation-Zuny case

**02** From fragmented journeys to unified digital experience - VOO case

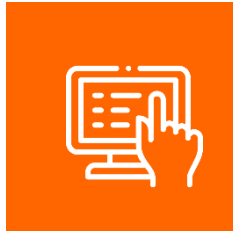
**03** Scaling and reusing the digital assets - Orange case

**04** Reasons of success & conclusions

# Zuny case | Context

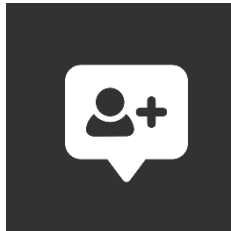


Launch a B-brand to target millennials



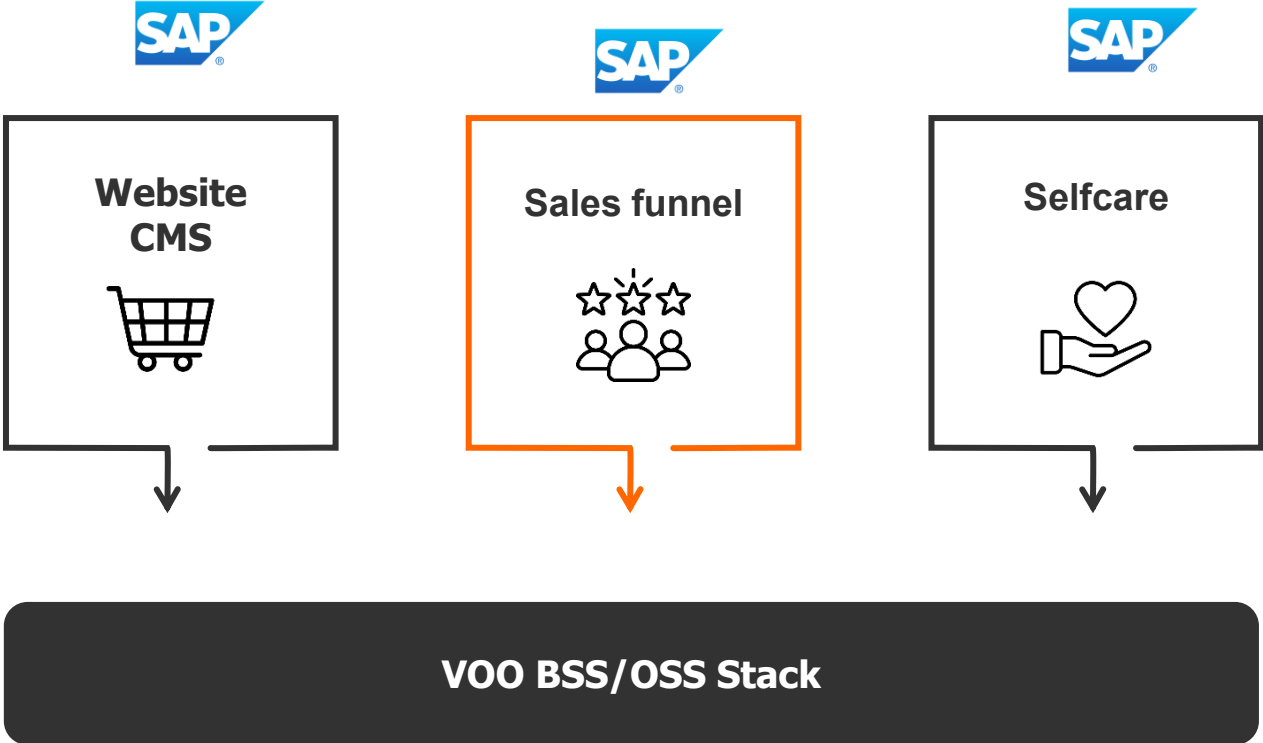
**100% digital offering**

- Online acquisition and payment
- Self-service
- Chat
- Mobile-first website



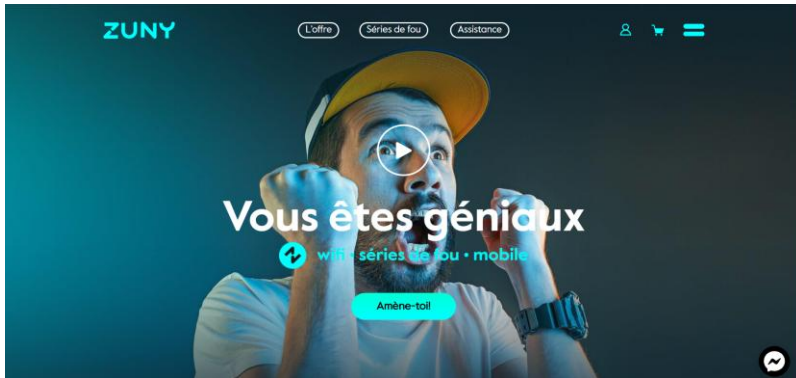
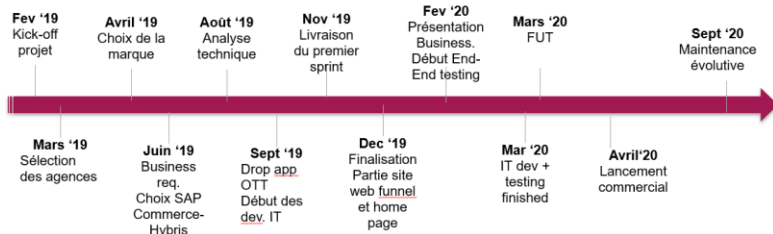
Go-live within less than one year

# Zuny case | Building the first digital foundation - Zuny case

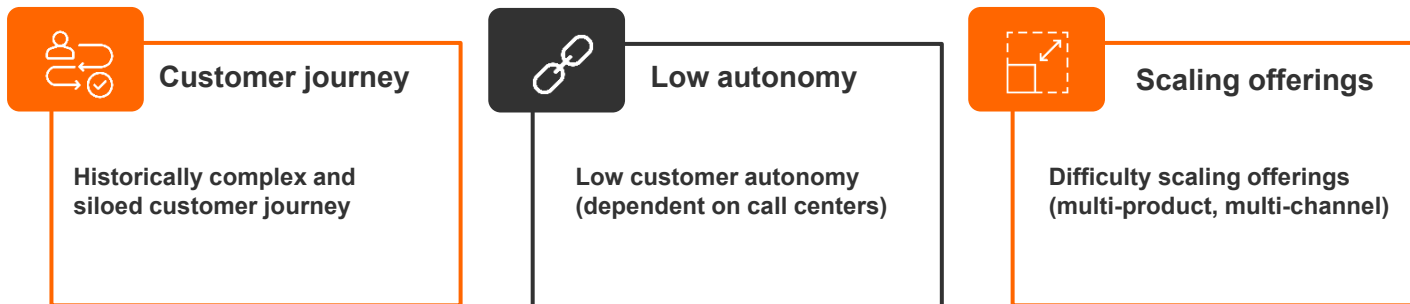


# Zuny case | The results

## PROJET STARBUCKS - PLANNING TRÈS MOTIVANT



# VOO case | Context



## BUSINESS OBJECTIVES

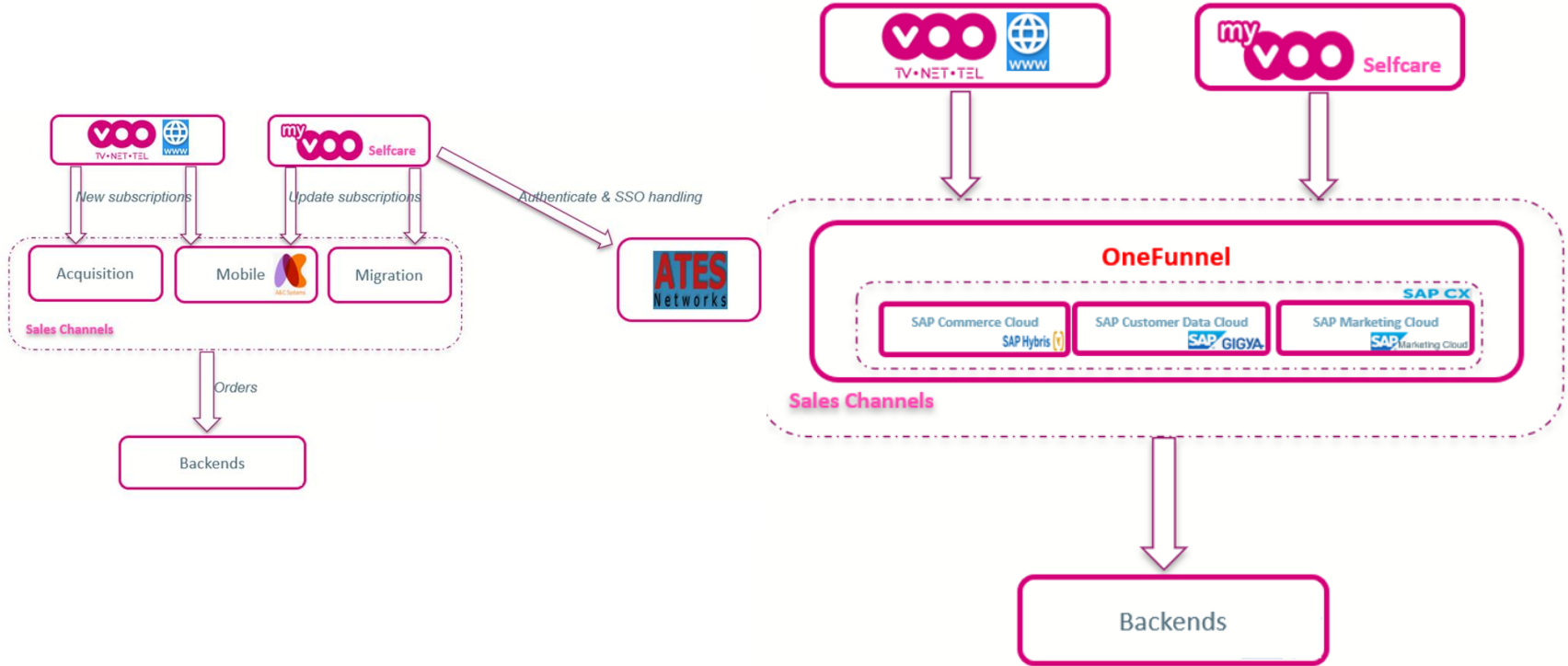


**DIGITALIZE THE CUSTOMER RELATIONSHIP**

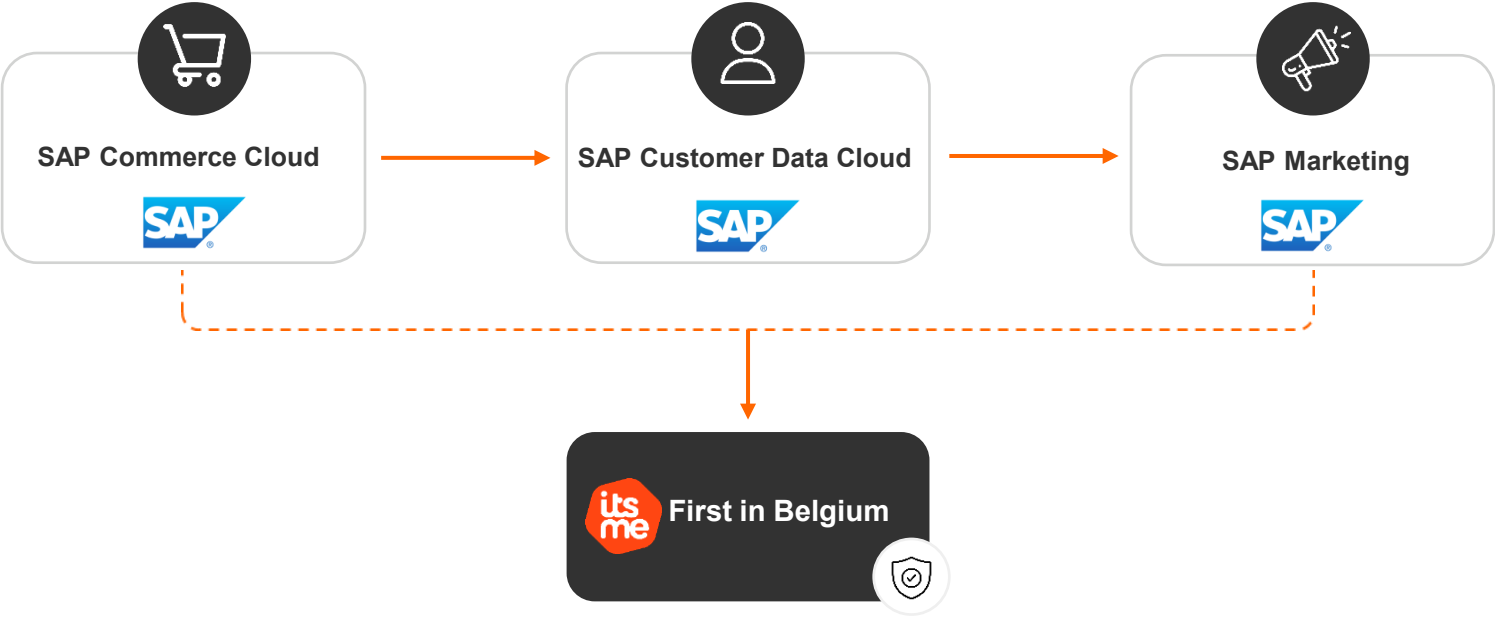
**INCREASE AUTONOMY (SELF-SERVICE)**

**ACCELERATE TIME-TO-MARKET**

# VOO case | From fragmented journeys to unified digital experience



# VOO case | The results



# Orange case | Context

EXTERNAL CONTEXT

- **Competitive market** with agile digital players.
- **Need for convergence and an omnichannel experience** for customers.
- Need for a digital but **highly personalized service**.

INTERNAL CONTEXT

- **Reorganized Structure:** VOO acquisition redefined IT, with emphasis on the digital team.
- **Team Expansion:** New roles enhance in-house development to support systems.
- **Multi-Brand Collaboration:** IT aligns to meet diverse business and brand needs.



Build a **high-performing and flexible** digital platform.



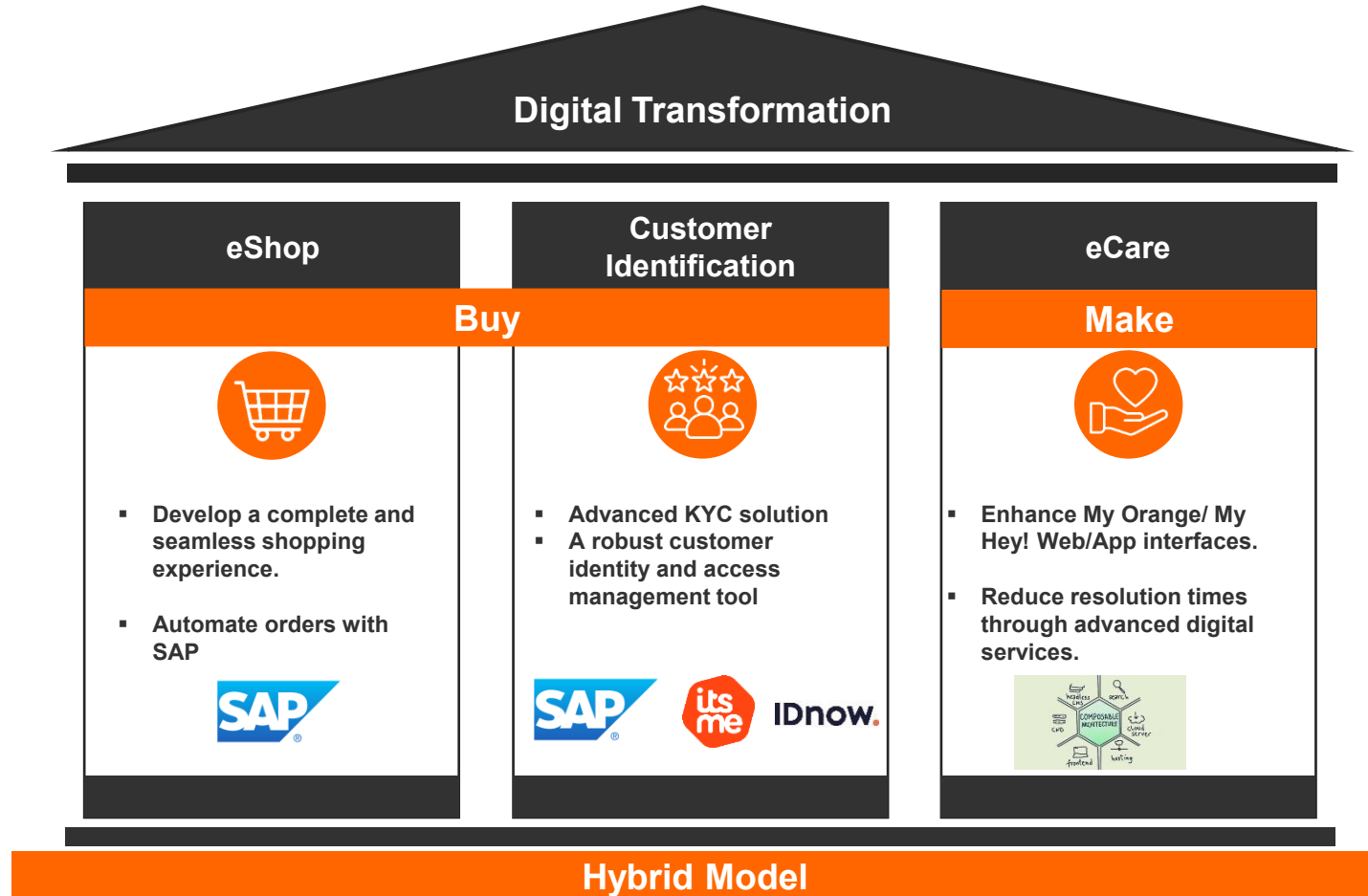
**Integrate innovative solutions** such as:



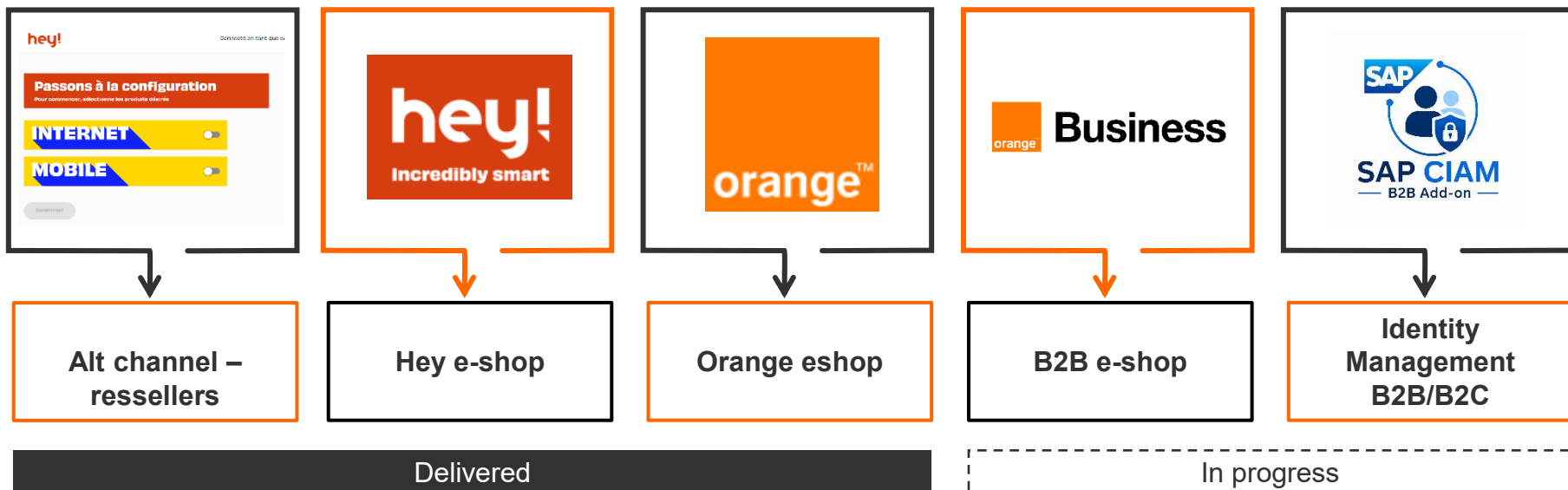
**Mastery of Technologies and Applications**  
In-House



**Digital framework** to be used for **more than Digital** (Unified Front-Office, agent channels...)



# Orange case | An ambitious Roadmap 2024-2027



## Conclusion | The reasons of success



**Very skilled  
team**



**Focus on the  
what & how**



**Business  
challenge**



**Transparent &  
trusted partners  
relationship**



We did not only digitize customer journeys..  
We progressively built the Digital Backbone enabling Orange Belgium to operate as a modern Omnichannel company.