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## Orange Care – Orange offers the first end-to-end portfolio of care services

**Orange Care is the Orange product that looks after all aspects of mobile communication important to customers. Orange Care makes mobile communication simpler, more comfortable, more secure and more enduring for all customers.**

“With Orange Care we have designed services that show customers we don’t just care about current mobile communications. We look after all the aspects that are important to them, both before and after they purchase a mobile phone,” says Markus Bütler, Vice President Marketing at Orange in his summary of the Orange Care portfolio.

Orange provides Orange Care services throughout the entire customer relations cycle to make his or her life easier. No matter whether a customer is considering moving to Orange from another network, buying his or her first Orange mobile, or has been an Orange customer for years – Orange Care offers a comprehensive service package providing support to customers at every stage of their relationship with Orange in all the years to come.

### **Reminder service**

The Orange Care service now offers new customers a reminder service. Depending on the state, age and type of their old mobile phones customers gets a credit on their phone bill for the old device.

### **Recycling and credit**

All customers can bring their old mobile phone to Orange for recycling. Customers, who bring an old, functional mobile phone, including the phone charger to Orange, are given an individual price reduction for their new mobile phone.

### **Data transfer, backup and configuration**

Data transfer is an important Orange Care service, ensuring easy mobile phone usage. Purchasers of new mobile phones at an Orange Center can have their personal mobile phone content, such as texts, MMS, pictures, videos, e-mail, contacts, etc., transferred from their old phone to their new one, or to a data storage device (e.g. USB memory stick or SD card). Personal e-mail and other data services can also be installed on the new mobile phone at the





Orange Center on request. All the various functions of a mobile phone will then be used, whereas in average only 10% of them are accessed.

### **Theft, improper use in case of theft, accidental damage**

Mobiles can be bought at a reduced price if you take out a mobile phone contract. However, if a mobile is stolen or damaged in an accident, buying a new mobile phone without a price reduction will quickly add up to a couple of hundred francs. There is also the risk that a thief might use the mobile for more expensive calls before the theft can be reported.

To protect customers from such inconvenience, Orange Care offers various insurance plans covering such risks.

These and other services are included in Orange Care's first comprehensive service package, which covers customers needs at any stage of a contract.

An overview of Orange Care services can be found on the [Orange Care Factsheet](#).

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