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Orange calls back its customers

It's a Swiss premiere: Orange is the first telecoms company to operate a call-back system, thus saving customers possible waiting time on the phone. The customer will be called back as soon as the next Orange customer service representative is free. If the customer is not attainable at that time, up to three other call-back attempts in total will follow. The new Orange call-back service is available for free in Switzerland for all residential Orange postpay customers subscriptions.

"Unfortunately, all our operators are busy at the moment. Your call is important to us. Please hold the line." Orange customers, who do not like to be kept waiting for a customer service advisor, will no longer have to follow this instruction. Instead of holding, it is now possible for Orange customers to be called back by customer services.

Tonio Meier, chief of Orange customer services, is pleased to state: "Customers already found the call-back service very positive in our intensive trial period when the service was brought here from abroad. The call-back system increases customer satisfaction considerably."

Orange is the first Swiss telecoms company to launch this call-back service, which is available for free for Orange postpay residential customers subscriptions.

How it works

When a customer calls customer service and all advisors are busy, the customer will be asked if he or she wishes to be called back should the waiting time be longer than a minute.

The customer confirms this by pressing a button on the phone. The call-back system will ring the customer as soon as the next advisor is free, on the number he or she originally used to call customer services or on the number the customer indicates.

A second call-back will be made after approximately 15 minutes if the customer cannot be reached on the first call-back. A total of three call-back attempts will be made.





Call-back abroad

Orange customers abroad can also enjoy the benefits of the new call-back service. The call will be made to the customer's mobile phone. Costs for an incoming call abroad apply (international roaming). Customers will have the possibility however, to leave a local number on which they wish to be called-back, in which case the call-back will be free of charge

Orange call-back service – a service from Orange Care

With Orange Care, Orange looks after all aspects of mobile communication important to customers. Orange Care makes mobile communication for all customers simpler, more comfortable, more secure and more permanent.

The Orange call-back service is one of many other services offered in Orange Care's first comprehensive service package, covering all customer needs at any stage.

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

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