



The future is brighter for Orange employees thanks to NEC-Mitsubishi

Orange is one of Europe's leading mobile operators. With over 13.1 million customers in the UK, efficient friendly customer support is crucial to the operator's success. A space-efficient, ergonomically friendly call centre environment that gives individuals comfortable access to a clear display, was a key consideration behind Orange's decision to replace its CRT monitor fleet with an LCD solution.

Research from the Health and Safety Executive highlights the importance of the monitor to the health of an employee, a factor that is frequently overlooked. 49% of employees questioned complained that their display is too low, while 25% stated that they were not happy with the set up of their screen. Recognising these pitfalls and their impact on employee morale, Orange sought an LCD solution that would maximise space and cost efficiency but would also present employees with flexible height and screen options. NEC-Mitsubishi was selected as the vendor most able to satisfy this focused brief and deliver the service and quality assurance that Orange required.

"LCD displays were a new entity to our business and we needed to work with a partner that could give us the understanding, quality assurance and service support we needed to ensure a smooth transition that would gain immediate buy-in from employees. We also needed to satisfy our health and safety department's request to provide a more flexible working environment for employees, that could help to overcome some of the traditional complaints associated with monitors such as neck ache and eye strain.

NEC-Mitsubishi's ability to tailor a solution to meet our needs was a major advantage. They talked solutions while others talked product and they were the only vendor able to meet our needs for a unique height adjustable 15-inch solution."

John Franks, Asset Manager at Orange



Tailoring the application to the customer - a flexible offering enabled Orange to roll out more than 4000 NEC-Mitsubishi 15-inch panels to suit every individual need.

Working in the fast changing technology sector, LCD benefits such as space saving, excellent screen clarity and better viewing angles coupled with a reduction in power consumption and heat emissions were highly persuasive to Orange. Once tried they did not turn back. Now over 4000 employees, in both call centres and Orange's HQ, benefit from NEC-Mitsubishi's 15-inch LCD display panels, including the LCD1550V and the roll-out of LCD1560NX's continuing in 2003.

The narrow 17 mm casing, stylish design and height adjustability of the LCD1560NX combined with clear contrast, brightness and sharpness of image were a perfect fit with Orange's working environment. Analogue and digital DVI-D connection facilities also ensured that Orange now has maximum flexibility to suit both short and long-term needs.

Display units contribution to a healthier work environment.

As verified by the Health and Safety Executive the wrong monitors can have a potentially damaging effect on the state of a user's health, and in particular cause back and neck pains if the screen is not positioned at a suitable height. John Franks continues: "NEC-Mitsubishi supplied a 15-inch LCD model, the LCD1550V, designed with an adjustable stand specifically for Orange. In operation 24 hours a day, height adjustability is an imperative feature for those employees working at Orange's call centres, as these monitors are used by numerous individuals of various heights."

Orange has standardised NEC-Mitsubishi's tailored solution across the UK.

The 15-inch panel that NEC-Mitsubishi designed for Orange has been so successful that it has now become the standard across all Orange offices and call centres in the UK. In fact the flexibility of the company's product and service range has already guaranteed three new contracts with Orange during 2003.



For further information on NEC-Mitsubishi products call

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