



**MAKE EVERY
WORD COUNT**

Jabra Contact Centre Solutions

Jabra[®]
YOU'RE ON



MAKE EVERY WORD COUNT IN YOUR CONTACT CENTRE

Your contact centre agents are the ears of the enterprise. This is the team that picks up on the mood of the market, monitoring incoming calls, (not to mention tweets), and giving the rest of us real-time information on what's happening. There's no reason why we should ever compromise on the tools we give such a critical function. That's why so many enterprise customers turn to Jabra for headset solutions for their contact centre.

Here we look at the new trends defining this sector and the relevance they will have in characterising the contact centres of the future.

3 MEGATRENDS SHAPING THE CONTACT CENTRE

WHAT HASN'T CHANGED IN THE CONTACT CENTRE?

The modern-day contact centre is a rapidly evolving industry. Cloud or UC-based contact centres are gaining traction – allowing centres to come back on-shore or tap into the homemaker market, driving down costs and increasing customer engagement. The consumer has also changed, with social media providing a portal for airing public opinion on a brand. However, caught up in this wave of technology and real-time communications, we see a return to human-to-human contact. We also see the contact centre emerging as a strategic asset, a first line of consumer interaction that provides a huge impact on brand perception.

We recently spoke to contact centre experts from Frost and Sullivan, Syllepsis Communications, TMCNet.com and Jabra to

discuss what they see as the major shifts taking place in this rapidly evolving space.

SHIFT No. 1: THE RISE OF HOME-BASED AGENTS

The key drivers affecting the growth of home-based agents include cost savings, flexibility and quality. "There are savings of going to a home-based model because you don't have to deal with facilities expenditure," Frost and Sullivan explain. The overall quality of agents tends to improve, as companies can now employ agents outside of the usual office commuting distance.

We also see a further driving force, born of the growing frustration with off-shore outsourcing of contact centres. Along with difficulties understanding local accents and

calls therefore taking longer to complete, people also have concerns about their personal information being stored on off-shore servers.

The rise of the home working agent seems to mirror what's happening in business generally, with the growing decentralisation of the workplace and rise of the virtual worker.

SHIFT No. 2: THE RISE OF SOCIAL MEDIA

The emergence of social media has given brands the ability to engage with customers one on one. It has also given consumers the power to comment on brands or services. But with the acknowledgement that businesses need to tap into this new phenomenon comes the decision of exactly who in the organisation should be tasked with doing it.

But with the acknowledgment that social media is a critical and growing part of the contact centre's communications mix, comes the realisation of how equipped is the contact centre is to handle this form of dialogue. It's important to realise that while customer support is still a matter of an agent helping an end-user, there's a fundamental shift between the personal inbound call and the public Tweet and training is required to handle both successfully.

TMCNet confirms that, "Social media's impact on the contact centre is continually changing as different social networks become the preferred methods of communication among customers. However, social media can also be leveraged by the contact centre to gain customer feedback."

If agents can successfully manage these new forms of communication then a company's best "listeners" will be connected with the market's most prolific "talkers," each one of whom will be happy to tell their followers just how much they love that brand.

SHIFT No. 3: THE RISE OF THE CONTACT CENTRE AS A STRATEGIC RESOURCE

The customer's first face-to-face encounter with a brand won't necessarily be the product or service purchased, but may well be the contact centre. Therefore the contact centre must be viewed as a strategic resource rather than just a department within an organisation.

Syllepsis Communications believes that "The ones that are credited with turning a contact centre into a strategic asset are the ones that are doing something outbound - outreach. Not necessarily cold calling, but contacting existing customers, undertaking follow ups or up-selling."

"I think the new contact centre philosophy of moving from a cost centre to a marketing tool, provides feedback from the frontline to the back office in real-time," Jabra say. "When companies are using contextual enquiries to gather customer usage information - this is marketing intelligence. When using this to connect to customers, this is then a powerful sales tool with revenue potential attached."

CONCLUSIONS:

What is the next logical evolution of the contact centre?

Technology is quickly replacing the script-based agent, as end-users become comfortable with internet-based self-help. What is the impact of this on the contact centre? It means they need to hire and retain real subject matter experts and make them accessible using technologies that span geography and ensure real-time collaboration. If users are increasingly abandoning their old landline phones in favour of smartphones, they are less likely behaviourally, to accept long hold times. Home-based agents who are experts in their fields, are quickly connected to customers who have complex problems.

Agents are also increasingly going to be figuring out who they can involve in conversations using Unified Communications in order to bring in the people who can help. Those agents who remain in this new world will be in demand.

However, call quality will still remain imperative for the contact centre. Hearing the nuances of the caller's voice can open up new opportunities to solve problems and the better your agents sound, the better the brand experience will be for the caller.



CORDED HEADSET SOLUTIONS

Jabra's portfolio of corded headset solutions are built for high performance, durability and comfort – because the ears of the enterprise deserve the right tools.

Jabra BIZ™ 2400 Series

THE ULTIMATE CORDED USER EXPERIENCE

- Superior audio quality via Neodymium speakers
- Hearing protection with Peakstop™ technology to cut off sudden sound spikes
- Features surgical steel for maximum strength
- Gold contacts for crystal-clear voice transmission
- Choice of 3 microphones types to suit all working environments: SoundTube, noise-cancelling and ultra noise-cancelling
- Kevlar reinforced cord for maximum strength
- 360° rotating boom-arm for optimum durability
- Available in QD & USB (including UC-optimised variants) to suit your specific telephony requirements
- Available in both Mono and Duo variants
- Supersoft ear cushions and a choice of 3 wearing styles (Mono version)
- Unsurpassed 3 years warranty to protect the investment



Jabra GN2000 Series

DESIGNED TO PERFORM. BUILT TO LAST

- Superior sound quality
- Robust design for day-after-day durability
- Hearing protection with Peakstop™ technology to cut off sudden sound spikes
- Choice of noise-cancelling or SoundTube microphones
- Available in QD & USB (including UC-optimised variants) to suit your specific telephony requirements
- Available in both Mono and Duo variants
- Large leatherette ear cushions for extra comfort
- 2 years warranty



Jabra BIZ™ 1900 Series

SIMPLE TO USE. COST EFFECTIVE SOLUTION

- Optimised for the cost-conscious contact centre
- Lightweight, sturdy design and professional quality
- Hearing protection with Peakstop™ technology to cut off sudden sound spikes
- Noise-cancelling microphone to remove background noise
- 270° boom-arm rotation for optimal microphone placement
- Available in QD & USB variants
- Available in both Mono and Duo variants
- All-day comfort with leatherette ear cushions and headband wearing style
- 2 years warranty



WIRELESS SOLUTIONS

Jabra wireless solutions provide productivity and flexibility. Enabling handsfree efficiency and freedom of movement, wireless headsets are the ultimate device for the multi-tasking workforce. Headsets that pair to more than one telephony system provide even greater benefits for users who takes calls from multiple devices.

Jabra PRO™ 9460

ULTIMATE WIRELESS FOR IN OFFICE USE

- Multiuse connectivity: deskphone and softphone
- User-friendly touch-screen display for easy set-up and call control
- 4-way call handling: via headset, touch-screen, PC Call Manager or keyboard shortcuts
- Wideband sound quality
- Noise-cancelling microphone to remove background noise
- Digital Signal Processing for crystal clear sound
- Full hearing protection with Jabra SafeTone: including PeakStop™ hearing protection to cut off sudden sound spikes and IntelliTone™ which secures safe average sound levels, making this headset EU Control of Noise at Work compliant
- Up to 150 metres wireless range and up to 10 hours talk-time
- Future-proof investment - free product upgrades available via Jabra PC Suite
- Choice of 3 wearing styles for greater comfort and convenience (Mono version)
- Available in both Mono and Duo variants
- 2 years warranty



Jabra PRO™ 9450

POWERHOUSE WIRELESS FOR IN OFFICE USE

- Multiuse connectivity: deskphone and softphone
- 4-way call handling: via headset, touch-pad, PC Call Manager or keyboard shortcuts
- Wideband sound quality
- Digital Signal Processing for crystal clear sound
- Noise-cancelling microphone to remove background noise
- Full hearing protection with Jabra SafeTone: including PeakStop™ hearing protection to cut off sudden sound spikes and IntelliTone™ which secures safe average sound levels, making this headset EU Control of Noise at Work compliant
- Up to 150 metres wireless range and up to 10 hours talk-time
- Conference/supervisor mode for up to 4 headsets
- Choice of 3 wearing styles to suit personalisation (neckband purchased as an accessory) (Mono version)
- Future-proof investment - free product upgrades available via Jabra PC Suite
- Available in both Mono and Duo variants
- 2 years warranty



Jabra PRO™ 900 Series

AFFORDABLE WIRELESS FOR IN OFFICE USE

- Single connectivity to either deskphone or PC-based telephony
- Digital Signal Processing for crystal clear sound
- Noise-cancelling microphone to remove background noise
- Intuitive call-control buttons on headset
- Built-in ringer on base unit for easy call notification (Jabra PRO™ 930 only)
- Voice prompts provide guidance for easy set-up and operation
- Up to 120 metres wireless range and up to 8 hours talk-time
- Energy optimised via Jabra IntelliPower system to reduce power consumption
- Flexible range settings to address density issues
- 2 years warranty





AUDIO PROCESSORS

These Jabra devices enhance the audio quality of a call, when using a corded headset.

Jabra LINK™ 850

ENHANCED SOUND. BETTER ACOUSTIC PROTECTION

- Multi-purpose audio processor with deskphone and USB connectivity, providing a future-proof solution
- Automatically keeps incoming volume at user defined level
- EU Noise-at-Work compliant device to ensure health and safety regulations are always adhered to
- Hearing protection via Peakstop™ technology to cut off sudden sound spikes
- Noise-cancellation to remove background noise
- Digital Signal Processing for crystal clear sound
- Line quietening to remove distracting noises from the phone network
- Works with all Jabra corded QD headsets



DIRECT CONNECT CORDS

Allows you to connect your corded headset directly to your deskphone.

Jabra GN1200

SIMPLE CONNECTIVITY. GREATER CONVENIENCE

- Connects to virtually all deskphones, including IP hardphones, that feature a standard RJ9 connection (see GN1216 below for Avaya specific solution)
- Connects to all Jabra corded QD headsets
- Includes microphone amplification to boost transmit levels when connecting to low transmit volume phone systems
- Simple slide adjustment for easy set-up
- Choice of straight or coiled cord



Jabra GN1216

GREAT SOUND QUALITY. DIGITAL ACOUSTIC PROTECTION

- Simple connectivity for Avaya One-X® deskphone 9600 and 1600 series using a standard RJ9 connector plug
- Connects to all Jabra corded QD headsets
- Provides correct compatibility settings and amplification, with 8 microphone volume settings
- Choice of straight or coiled cord





USB ENABLERS

Allows you to connect your corded headset directly to your PC softphone.

Jabra LINK™ 180

SWITCH TO UNIFIED COMMUNICATIONS - THE COST-EFFECTIVE WAY

- Switch seamlessly between desk and softphone using the same Jabra QD headset, allowing cost-effective migration to Unified Communications
- Manual switch for simple, hassle-free operation
- Compatible with all leading brands of desk and softphones, making this perfect for offices where there is a combination of telephony systems
- Enables use of existing Jabra QD headsets with PC-based softphones



Jabra LINK™ 280

FUTURE-PROOF SOFTPHONE AND BLUETOOTH® ADAPTER

- Built-in Bluetooth® connection for mobile phone connectivity
- Switch seamlessly between PC-based IP telephony and mobile phone calls
- Inline call control to answer/end calls, adjust volume and mute the microphone
- Programmable soft-buttons for individual personalisation
- Enhanced sound and noise-filtering with DSP technology
- Built with durable, high-quality materials to withstand heavy Contact Centre use
- EU Control of Noise at Work compliant device via Jabra PC Suite, to ensure health and safety regulations are always adhered to



Jabra LINK™ 220a

FUTURE-PROOF SOFTPHONE ADAPTER FOR CORDED HEADSETS

- Enables connectivity with Jabra corded headsets to PC-based voice applications
- Plug-and-play compatibility with no software to install
- Enhanced sound and noise-filtering with DSP technology
- Connects to all Jabra corded QD headsets



Learn more about how Jabra can support your Contact Centre agents at www.jabra.co.uk

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