

# JABRA HEADSETS ENSURE COMFORT WITHIN LV= OFFICES



## THE IMPORTANCE OF SOUND QUALITY

LV= is a large insurer with many offices across the UK and its contact centres handle thousands of customer enquiries every day. Given this high volume of calls and the fact that a number of calls deal with sensitive customer information, LV= recognised that the sound environment of its contact centre was crucial in delivering the best customer experience.

Customers want to feel like they are having a private conversation with agents and not that they are one of many calls in a busy call centre. LV= decided to look at the devices its agents were using in order to enhance the privacy to callers and demonstrate the personal feel that LV= wishes to deliver.

## CARING FOR CUSTOMERS AND AGENTS

Working with Corporate Telecommunications, a Jabra Gold Partner, LV= opted to roll out Jabra's BIZ™ 2400 corded headsets to its agents.

The Jabra BIZ™ 2400 headsets are configured for business and contact centre professionals. Hand-made Neodymium speakers provide maximum frequency response, resulting in greater call clarity, fewer misunderstandings and better customer service all round. The headsets are available with different microphones and noise-cancelling systems to match any work environment.

The Jabra BIZ™ 2400 headset is also designed to ensure maximum service life and minimum maintenance costs - a key concern for Anne Brennan, Telephony Manager at LV=. Key details are made of surgical steel and the cord is reinforced with Kevlar to dramatically reduce breakages. In a busy contact centre environment the strong, robust design of Jabra's BIZ™ 2400 is crucial. The 3-year warranty also provided Anne with peace of mind as to the performance ability of the headsets.

## COMPANY

Customer:	LV=
Website:	www.LV.com


## PROFILE

LV= is the UK's largest friendly society and a leading financial mutual, who serve over five million customers with a range of financial products. When the company started in 1843 their goal was to give financial security to more than just a privileged few and for many decades they were most commonly associated with providing a method of saving to people of modest means. Today LV= follow a similar purpose, helping people to protect and provide for the things they love, although on a much larger scale and through a wide range of financial services including insurance, investment and retirement products.

## JABRA SOLUTION

Products:	Product 4000 x Jabra BIZ™ 2400 (Mono and Duo) corded headsets - ongoing requirement Upgraded from Jabra GN2100 corded headsets
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Anne Brennan,  
Telephony Manager, LV=

Jabra BIZ™ 2400 headsets are available with Mono or Duo speaker configurations, adapting to the differing requirements for each individual agent. Moreover, all Mono versions offer a choice of 3 wearing styles - earhook, neckband or headband. All wearing styles allow easy adjustment for use on both left or right ear.

For LV= the flexibility of the Jabra BIZ™ 2400 was another key benefit - supporting LV='s culture of having a healthy and comfortable office environment, whilst also enhancing call quality. By giving agents a comfortable headset experience this adds to the feeling that staff are being cared for and that the right tools are being invested in.

Anne Brennan commented: "Not only is the Jabra BIZ™ 2400 an excellent device, for the specific features that were delivered I also felt that we were receiving a great deal. As a result, we have been able to offer comfort and style to our agents and a better service for our customers, within an affordable budget."

## MAKING LIFE EASIER

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Anne continued: "I've had very few returns since the roll out of the new Jabra headset, it is rare to even hear of any problems with them. This provides quite a contrast when compared to previous devices that our people regularly complained about."

Other small details have also been a significant help for LV=. For example LV= noted that the 360° boom-arm on the Jabra BIZ™ 2400s was a particularly useful feature. The boom-arm can be altered with just two fingers for the best microphone position. However, whereas previously the arm had to be moved as part of the set-up, Jabra now already have the boom moved to an ideal position as standard in the box.

Anne added: "For me this is so important as it allows me to focus on my main role of configuring the telephony system and concentrating on roll-outs across the group. Working with Jabra and Corporate Telecommunications has given us some excellent new devices and I feel like we have all the tools we need to deliver fantastic customer service."