

# CALL CENTER IMPROVES AGENT PERFORMANCE

Shandong Contact Center Base has 2,000 agents providing call center training and services to various verticals. To improve its operations, it deployed Jabra GN2120, Jabra GN2000NC, and Jabra BIZ 620 headsets for ultra-clear communications and comfortable extended use thus enhancing agent productivity and boosting customer satisfaction.

## SITUATION

Headquartered in Weifang National High-Tech Industries Development Zone, the 147 m<sup>2</sup> sized Shandong Contact Center Base was set up with total investments of CNY556 million (US\$7.8 million). Supported by the National Development and Reform Committee and the local government, the center aims to be a Business Process Outsourcing (BPO) call center cluster and base for China and globally, providing professional training and business data services.

More than 2,000 agents in its main office and over 20 branches across China handle clients from government agencies, public institutions, manufacturing, finance, e-commerce, telecommunication, and information technology industries. The company expects to increase agents to over 10,000 over the next two years with good growth prospects.

Thus, Shandong Contact Center Base wanted to ensure that exceptional equipment provided a foundation for improving agent performance and boosting job satisfaction. This would help keep its agent turnover low whilst avoiding the cost of training replacement staff.

Before the Jabra deployment, Shandong Contact Center Base had been using headphones from various international and local brands. Though these products met its business needs, they were not ergonomically designed for extended use.

Solution Jabra recommended the Jabra GN2120, Jabra GN2000NC, and Jabra BIZ 620 USB headsets that are highly

## COMPANY

Customer:	Shandong Contact Center Base
Website:	www.sdcallcenter.com
Country:	China
Industry:	Business Process Outsourcing

## PROFILE

Shandong Contact Center Base, developed with CNY 556 million (US\$7.8 million) and supported by the National Development and Reform Committee, provides professional contact center training and BPO services.

## BUSINESS CHALLENGE

With a large pool of contact center staff, Shandong Contact Center Base wanted to reduce turnover by improving working conditions of call agents with better-performing, ultra comfortable headsets.

## PHONE SYSTEM

Avaya

## JABRA SOLUTION

Products	Jabra GN2120, Jabra GN2000NC, and Jabra BIZ 620
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## BUSINESS BENEFITS

- Enhanced productivity
- Lower turnover
- Higher customer satisfaction

“Jabra headsets deliver excellent comfort levels and a great user experience to contact center agents. Besides protecting employees’ hearing, the well-designed headsets also significantly improve user satisfaction and helps lower turnover rates.”

Lei Xiaoshun, Deputy Director of Shandong Contact Center Base

compatible with its Avaya Communication Platform. The company was impressed with the headsets’ outstanding audio delivery, good performance over cost, and especially the exceptional comfort users experienced. Lei Xiaoshun, Deputy Director of Shandong Contact Center Base said, “We asked the agents to fill in a questionnaire on the use of Jabra headsets. The results show they felt fully satisfied with Jabra solutions.”

Shandong Contact Center Base then signed a strategic partnership on July 2010 to deliver 300 Jabra headsets. These were certified under Avaya DevConnect Program for seamless connectivity with the Avaya Phone Systems.

With its ergonomic design, it is ideal for prolonged headset use. The Jabra headsets have also become the main choice for replacing all the center’s headsets.

## BENEFITS

The Jabra headsets have helped Shandong Contact Center Base improve its service delivery, lower its turnover rate, and enhance its agent’s customer focus.

## ENHANCED PRODUCTIVITY

Each agent is on the phone for about three and a half hours daily, and now with the Jabra headsets, contact center agents can now deliver exceptional service with minimal physical strain even after long hours on the phone.

## LOWER TURNOVER

“Jabra headsets deliver excellent comfort levels and a better user experience to contact center agents. Besides protecting employees’ hearing, the well-designed headsets also significantly improve user satisfaction and helps lower turnover rates,” said Lei. Industry turnover rate is generally between 10 to 15 percent. However, Shandong Contact Center Base has managed to lower its turnover to 6 to 8 percent.

## HIGHER CUSTOMER SATISFACTION

The Jabra headsets’ excellent noise-reduction feature helps eliminate health risks associated with prolonged exposure to high-volume usage. Additionally leveraging this feature, agents don’t have to raise their voices while talking to customers. The exceptional audio clarity also improves communications for better customer engagement.

## MORE INFORMATION

Please visit [www.jabra.com](http://www.jabra.com) for more information

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