

RELIABILITY OF JABRA TO WITHSTAND "HEAVY USE"

Nissen Co., Ltd. is continuing to achieve growth through its core business of delivering products and services directly to the customer. In recent years, the company has been focusing on its B2B business, by using customer database, infrastructure with know-how that it has developed over many years. Jabra products supports its B2B business growth.

THE REASON WHY JABRA WAS CHOSEN FOR THE CALL CENTER

Nissen's Kyoto Telemarketing Center mainly handles B2B business. Jabra products were chosen as the tool for the countless calls made from the center every day. We went to learn how Jabra products are playing an active role in Nissen's business.

THE CHALLENGE

Nissen Co., Ltd. has a B2B operation that makes use of the know-how that it has developed over the course of 40 years in the mail order business, including customer information and telemarketing, back office support for mail order business and project purchasing services. The call office, which could be called the backbone, makes 50,000 contacts every month, while the center as a whole handles a massive 220,000 contacts a month. Its nationwide B2B hubs alone encompass a total of approximately 300 booths, so wireless headsets that facilitate monitoring and responses while on the move are considered to be essential. However, when the company was using another company's headsets, problems emerged from the outset. Firstly, there were problems with the battery. After just six months, battery life deteriorated and it became impossible to charge. This was despite the fact that durability is essential for headsets used repeatedly to make countless calls in the course of everyday duties, especially when taking running costs into account. There was also serious anxiety on that's sound quality. Apparently, there was interference from noise or other voices in the booth from time to time. In addition, users found it annoying to have to go to the trouble of dialing extensions using their computers.

COMPANY

Customer:	Nissen Co., Ltd.
Web Site:	http://www.nissen.jp
Country:	Japan
Industry:	Mail order business (catalog retailer)

PROFILE

The Nissen Group, which has Nissen Co., Ltd. as its main business concern, was founded in 1970. Since then, with general catalog sales as its cornerstone, it has expanded its business in a variety of directions, including finance, logistics, and wide-ranging product development. With turnover in excess of ¥200 billion and growth showing no signs of abating, the company set itself the target of "Enriching the world by offering each individual customer the best selection of goods in the optimal environment" ahead of the 50th anniversary of its founding. While working on wide-ranging strategies, such as transforming its business model and implementing business development from scratch, it is aiming to delight an even greater array of customers.

BUSINESS CHALLENGE

Because supervisors need to have mobility to support & monitor call agents who field about 50,000 call in a month in total, they need wireless headsets. Issues with the previous wireless headsets such as short battery life, poor durability, inferior sound quality and lack of user-friendliness proved stressful to the supervisors.

PHONE SYSTEM

Avaya 4600 IP Phone

JABRA SOLUTION

Products: Jabra PRO™ 9450

BUSINESS BENEFITS

- Enhanced cost of ownership
- Elimination of stress
- Improved accuracy and productivity
- Enhanced customer service levels



"The battery life is in an entirely different league"

Operators have to switch between a large number of lines and provide attentive customer service, so it is necessary to ensure that what the person on the other end of the phone is saying comes across directly. The solution to all these problems was found in Jabra's products.

THE SOLUTION

The company has introduced the Jabra PRO 9450 in its telemarketing centers across Japan, thus solving the problem that it had with its old headsets of becoming impossible to charge.

One of the operators told us that the battery life is in an entirely different league. We heard that with the old headsets, repeated charging reduced the battery life until it became impossible even to charge the headsets, but the staff members have had no problems with the Jabra headsets and battery life is still as good as it was at the start. We were also told that there have been no incidents whatsoever of headsets breaking down. Their durability became apparent when they were actually used for the first time. This is one of the strengths of Jabra which isn't understood by the catalogue specifications only; "Devices Make Experiences".

When compared with the products of other companies, the sound quality also achieved a very high satisfaction rating, we were told. One of the operators told us that they were impressed by the range, having been pleasantly surprised to find that they could clearly hear everything from low- to high-pitched voices. This not only ensures that the customer's voice comes across directly, but also relieves operators of the stress that occurs when it is hard to catch what the other person is saying. This is extremely important in jobs where such heavy use is a given. In addition, the user-friendly touch screen makes it easy to switch between multiple terminals in an instant. The interface is also crucial in operational terms. Moreover, the people we talked to mentioned how comfortable they are. They have had a perception that headsets used for long hours bring fatigue and stress. Jabra PRO 9450 breaks the idea and releases them from the burdens.

JABRA PRODUCTS OFFER OUTSTANDING PERFORMANCE IN ALL SITUATIONS

The call managers at its telemarketing centers constantly listen to calls across all fields of operation, and sometimes step in to provide support, if needed. The Jabra PRO 9450 demonstrates outstanding performance, both when dealing with customers and when offering timely assistance to facilitate effective support. Whether dealing with demanding clients or handling complaints requiring a precise response, the reliability of this product is a great help in situations where mistakes will not be tolerated. The Jabra PRO 9450 also eliminates the problem of crosstalk, which can be an issue when managing multiple wireless devices. The Jabra PRO 9450 is the first product in Japan to be compatible with Japan DECT, which means that it can offer calls with high sound quality within a range of up to 120m/325 ft without any interference from radio waves from existing wireless LAN or Bluetooth® devices.

The reason why the Jabra PRO 9450 has no rivals among the products of other companies in terms of sound quality is the fact that it combines advanced DSP (digital signal processing) functions with a noise-canceling microphone. In addition, the user can switch between narrowband and wideband audio, depending on the device to which they are connecting, thereby enhancing the quality of the sound from the other end of the line. One could probably say that it is thanks to Jabra's latest technology that this product has won such high acclaim for its clear sound quality even in a call center, where a variety of noises tend to intrude.

Nissen is aiming to achieve further growth in a new field: advertising promotion. Our visit showed us what a crucial role Jabra is playing in supporting the call operations that form the basis of this work. This is all down to the reliability and technical strength of Jabra products, which can withstand the demands made of them on the front line. As Nissen takes up new challenges, Jabra will undoubtedly achieve further advances in developing these products as the ultimate business tool.

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