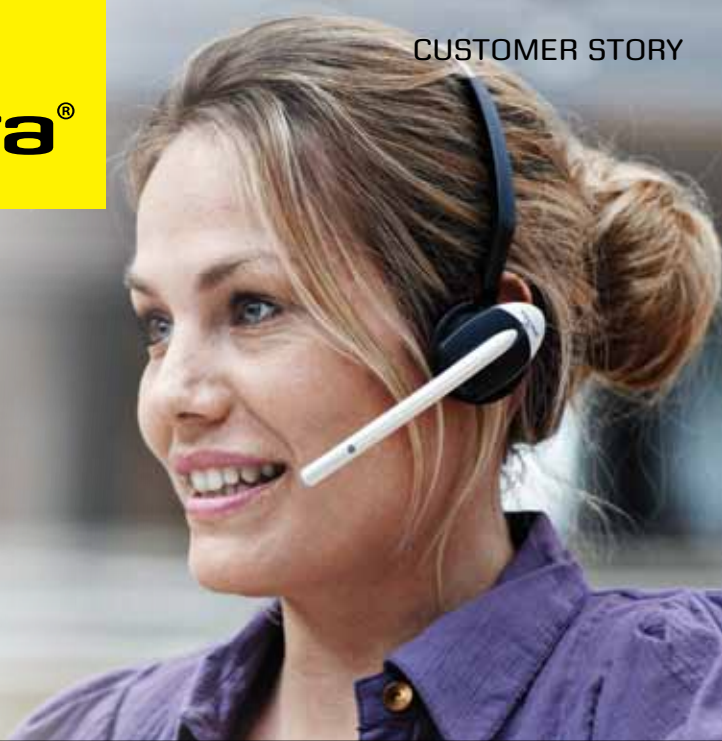



Jabra®

HEADSETS THEY CAN BANK ON!

JABRA OFFERS THE RIGHT HEADSET SOLUTIONS AT THE RIGHT PRICE



Royal Bank of Canada – the largest financial institution in Canada - needed to outfit its 3500-person Retail Banking contact centers with the highest quality yet most affordable headsets, delivering exceptional value to their employees.

SITUATION

The Royal Bank of Canada (RBC), the largest financial institution in Canada and the 12th largest bank in the world, provides personal and commercial banking, wealth management services, insurance, corporate investment banking, and transaction processing on a global basis. RBC employs more than 77000 employees who serve over 17 million clients worldwide.

RBC's Retail Banking contact centers, which are the largest of the contact centers within RBC, employ more than 3500 representatives in 5 locations across Canada. Representatives are on the phone for 7 ½ hours a day, making an average of up to 65 calls with each call lasting anywhere from 4 to 5 minutes. When you have this many contact center reps on the phone for this amount of time, it's essential to have the right headset solution.

For the contact centers, requirements for the right headsets were clear. First: headsets had to be comfortable to wear for long periods of time. Second: they had to be robust, offer clear voice transmission and significantly reduce disruptive background noise. Third: they had to be durable for long life. Fourth: they had to be versatile, so they'd not only work with their current telephone system, but any future phone systems as well. And finally, they had to offer the best possible value by providing essential headset functions at the most affordable price point.

Beyond finding the right headsets, it was also paramount for RBC to find a provider who could deliver exceptional service and support during and after the sale and be responsive to their needs on an ongoing basis.

COMPANY

Customer: Royal Bank of Canada
Web Site: www.rbcroyalbank.com
Customer Size: 77000 employees
Country: Canada
Industry: Financial Services

PROFILE

Royal Bank of Canada provides banking, wealth management services, insurance, corporate, investment banking and transaction processing services on a global basis. More than 18 million clients are serviced through offices in Canada, US and 53 other countries.

PRODUCT

Products: Jabra GN2100, Jabra GN2000, Jabra GN9350e and Jabra GN9120/9125
No. of Units: 3500
Phone System: Nortel PBX

“ We chose Jabra's direct connect corded headsets because they included everything we needed for our contact center reps. ”

Brad Porter, Manager of Operations and Management Standards for Contact Centers, Royal Bank of Canada



GN Netcom is a world leader in innovative headset solutions. GN Netcom develops, manufactures and markets its products under the Jabra brand name.

A BRAND BY

GN Netcom

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Jabra®

“ In the case of Jabra headsets, there haven’t been any issues with regard to comfort or sound capabilities. This gives us peace of mind knowing we made the right investment ”

Brad Porter, Manager of Operations and Management Standards for Contact Centers, Royal Bank of Canada

BENEFITS

Up until 2 years ago, the contact centers were using a variety of headsets from various manufacturers. At that time, they began looking at a number of authorized headset vendors on their procurement site to find a single headset provider. After assessing their needs, they chose Jabra GN2100 and Jabra GN2000 direct connect corded headsets. For Brad Porter, Manager of Operations and Management Standards for Contact Centers, the direct connect headsets were clearly the right choice to meet all their requirements.

“The headsets are lightweight and ergonomically designed, so our contact center reps can talk comfortably and efficiently for hours at a time without experiencing ear chafing or neck strain. They’re durable enough to stand up to the rigors of phone-intensive environments. They offer clear voice transmission and noise-cancelling technology, which is a crucial feature in loud, busy contact centers. And they’re versatile, so they’ll work with our current Nortel PBX phone system, as well as future phone systems.”

The Retail Banking Group also wanted to have a headset standard across all contact centers for consistency, and the Jabra direct connect corded headsets allowed them to accomplish that. Besides product functionality and performance, overall value was also a huge reason why RBC chose Jabra’s direct connect corded headsets. “The direct connect corded headsets offered us a much more affordable option than the more expensive headsets that required amplifiers. In addition, the headsets included only the essential headset functions we needed, without all the expensive bells and whistles we didn’t need, which also kept the cost down. I can’t stress enough how important price was to us, especially where we were outfitting 5 large call centers,” said Porter.

Service and support also played a role in their decision to go with Jabra, according to Lawrie Butchard, Manager of Procurement at RBC: “Jabra had a strong reputation in the marketplace for customer service and they assured us that we’d receive excellent support. They have not let us down.”

RESULT

Overall, the results have been favorable for the Jabra GN2100 and Jabra GN2000 direct connect corded headsets. They have been well accepted in terms of comfort, sound quality and durability.

“Comfort and sound are the most important attributes for contact center reps. If our reps are unhappy with the way a headset feels or sounds, they will let you know about it. There have been some headsets that they refuse to wear again after trying them. But in the case of Jabra headsets, there haven’t been any issues with regard to comfort or sound capabilities. This gives us peace of mind knowing we made the right investment with Jabra headsets,” said Porter.

For RBC management, durability of the headsets is a big plus. Jabra headsets are built tough to last longer, which means fewer replacements and lower costs over the life of the products. Outside of the contact centers, other employees within RBC are using Jabra headsets too. Both Porter and Butchard wear Jabra GN9350e wireless headsets, while other managers use the Jabra GN9120 (now replaced by Jabra GN9125). Wireless headsets allow them to be mobile and take hands-free calls on the go up to 300 feet from their phones. This is especially important for supervisors in the contact centers, because it lets them move about freely on the contact center floor to assist reps, yet still stay connected to their calls. Plus with remote answering capability, users can answer and end calls away from their desks, giving them even more freedom.

Moving forward, RBC plans to continue using the headsets that offer them the highest quality and best value at the most affordable price. That, you can bank on!

MORE INFORMATION

Please visit www.jabra.com for more information and e-mail.