



Business Benefits

The wireless headsets have proven to be of a significant benefit to the team leaders and the business. Team leaders have the ability to rapidly switch from one line to the next to monitor calls, respond to urgent queries and coach new agents.

With the freedom and flexibility provided by wireless headset, team leaders are able to increase both their own productivity and that of their agents. With up to eight hours talk time and a range of 150 metres team leaders can walk around the call centre floor whilst continuously using their Jabra GN9120.

"With my wireless Jabra GN9120 headset, I can work much more efficiently, helping to address customer issues in a short time frame," said Manaloto, Country Head of IT at Brady Corporation, Brady Corporation. Its range is so wide that I can move freely about the floor and speak with agents, when the need arises. Because we can handle most issues immediately, we can reduce the time we spend calling customers back".

Team leaders can easily interject on a call as and when they need to. For example, should an agents productivity be low and have cited poor sound quality as the reason for this, team leaders are able to monitor that particular agents line to define whether there is a quality issue or whether it is a performance issue.

The team leaders are very impressed with the quality of the headset. "I spend up to nine hours a day monitoring calls, so my headset needs to be very comfortable," said Manaloto, Country Head of IT at Brady Corporation, Brady Corporation.

"We are extremely pleased with the headset equipment we have from GN and the way it has helped our agents deliver an excellent level of service to customers. The call quality is of an excellent standard, and we've successfully achieved a comfortable environment to ensure job satisfaction for our agents," said John Manaloto. "Furthermore, the Philippines call centre has been recognised by Brady Corporation at a global level and it is now the standard model for all Brady call centers".



GN9120

About GN

GN is with Jabra the leading supplier of headsets in the world. Jabras product range is sold in more than 60 countries worldwide and represents the latest in design and innovation for headsets including cordless and corded headsets for users at Contact Centers and offices and Bluetooth headsets and mobile music accessories.

The GN holding company GN Store Nord has developed its expertise within personal communication for over 130 years and is registered on The Copenhagen Stock Exchange.

Customer details

Brady Corporation Asia Pte. Ltd.
www.bradycorp.com

Country/Region
Philippines

Industry
Manufacturing and engineering



Jabra is a registered trademark of GN A/S
www.jabra.com

Jabra

GN wireless headsets – Key to staff retention and best service in contact centre

"Because agents work 9-hour shifts in the call centre operation and take a minimum of 150 calls a day, it is essential that their equipment is comfortable and easy to use".



"If you're on the phone 8 hours a day you have the right to set high standards"

Business need

Brady Corporation operates its business through a direct sales model, allowing customers to purchase products directly via call centre operations around the world. In Asia, Brady Corporation previously outsourced its call centre operation to a third party. However this proved to be an expensive option, and with the business rapidly expanding, Brady decided to establish its own call centre in the Philippines.

With the implementation of the first Philippines call centre, John Manaloto, Country Head of IT at Brady Corporation, wanted to ensure the highest standard by using the best quality products to address a number of potential issues.

- ▼ High staff turnover
 - retaining quality staff is an ongoing problem in the Philippine call centre market. Employees will often move from one call centre to another for better working conditions. By providing high quality headsets, that are easy to use and comfortable to wear, the call centre creates a stronger sense of professionalism and makes its employees job easier, increasing its chances of retaining staff
- ▼ Bad sound quality
 - Poor quality sound causes misunderstanding between an agent and its customer
 - Causing inefficiency due to extended call time and reducing customer satisfaction
- ▼ Shortage of managerial support
 - When a problem arises an agent needs to call upon a team leader to resolve the issue in a timely fashion. By using a wireless headset, team leaders are able to support more staff and respond to requests for help more quickly.

"Our business is constantly growing, we need to have the most effective processes in place to respond to calls and make sure our customers are not kept waiting and are dealt within an efficient time frame," said Manaloto. "Because agents work nine hour shifts in the call centre operation and take a minimum of 150 calls a day, it is essential that their equipment is comfortable and easy to use".

Aside from avoiding these potential issues Brady Corporation also needs to ensure that its call centre could meet international standards.

Customer profile

Brady Corporation Asia Pte. Ltd., a wholly-owned subsidiary of Brady Corporation was established in Singapore in 1991. Brady Corporation is a US-based multi-national company marketing products across the world, including high-performance labels for circuit boards; precision die-cut parts for mobile phones; Hard Disk Drive; safety signs and safety-related products; data-collection systems and software; and a broad range of label-printing systems.

Brady Corporation runs operations in 26 countries, employing 9,000 people. Distribution is carried out in over 100 countries through more than 4,400 distributor partners.

Brady's main target markets are the Maintenance, Repair and Operations (MRO) and the Original Equipment Manufacturing (OEM) markets. Its wide range of products have attracted an array of brand name customers including Compaq, Seagate, Nokia, Ericsson, Solectron, Agilent, Intel, Texas Instruments and Motorola Electronics.

Jabra

GN9120



Solution

To ensure Brady Corporation chose the most suitable headset model for its agents, the company conducted extensive research into the full range of products available. Positive feedback from agents following a trial of the Jabra GN9120 wireless headset, combined with third party reviews made the GN9120 headset the most obvious choice.

The Jabra GN9120 wireless headset provides the personal mobility in the office required by the team leaders. The headset is light weight offering agents all day comfort. With its noise-canceling microphone for reduced background noise and clear calls it is the perfect headset for the open plan, noisy call centre environment.

The Jabra GN9120 was straightforward and easy to install.

"The installation was very simple; it's what I call a 'build and forget' scenario. Once headsets are installed there is nothing else to worry about. The company can focus on its core business instead of having to deal with constant IT problems," said Manaloto.

