Jabra®

SERVICE CENTER BOOSTS PRODUCTIVITY AND CUSTOMER EXPERIENCE

GOOD AUDIO, COMFORT, AND DURABILITY OF HEADSETS DELIVER EDGE

Bank of Communications (BOCOM) has over 700 agents in Shanghai and Wuhan, who spend an average of 6.5 hours daily on the phone, providing financial services with a human touch. For better agent performance, BOCOM wanted to deploy advanced headsets with superior audio delivery, noise-canceling features, and superior comfort.

SITUATION

Bank of Communications (BOCOM) was founded in 1908. As one of the four oldest banks in China, the company operates 128 domestic branches, with 2,643 operating locations and over 85,000 employees in the country. Its "95559" Customer Service Center is an important channel to handle financial business and has over 700 agents in Shanghai and Wuhan, handling a daily call volume of 40,000.

"Agents have to talk on the phone for an average of 6.5 hours daily," said Ms. Zhou Hongyan, Senior Manager, Customer Service Center, BOCOM E-banking. "However, long hours spent talking on the phone often causes discomfort to agents due to the loud headset volumes. This might even damage the hearing of agents in the long term. Moreover, a high turnover rate from unhappy agents might also affect our business operations and lead to a fluctuation in call completion rates," she adds.

Thus BOCOM's Customer Service Center was seriously looking at improving the comfort levels during operations. One way to achieve this was to deploy advanced headsets that enhanced agent performance while they delivered improved customer service.

SOLUTION

BOCOM's Customer Service Center for E-banking was using a variety of headsets from various manufacturers. In the beginning of 2011, they began seeking vendors who could provide advanced headsets that met more stringent requirements for durability, comfort, and voice delivery.

COMPANY

Customer: Bank of Communications (BOCOM)

Web Site: http://www.bankcomm.com/

Country: China

Industry: Financial Services

PROFILE

Bank of Communications (BOCOM) was founded in 1908. Over the years, it has expanded to 128 domestic branches and headquarters, with 2,643 operating locations in China.

BUSINESS CHALLENGE

Extended hours on the phone were causing customer service agents to experience hearing fatigue that might lead to ear damage in the long run. The company also wanted to prevent a high turnover rate from affecting its business.

PHONE SYSTEM

Avaya

JABRA SOLUTION

Jabra BIZ™ 2400

BUSINESS BENEFITS

- Better Audio Quality
- Improved Long-term Cost Savings
- Enhanced Agent Productivity
- Better Assurance

交通銀行 BANK OF COMMUNICATIONS

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®

Jabra BIZ™ 2400

> "The Jabra BIZ 2400 headsets provide enhanced comfort to agents who are on the phone for a long time. Its superb audio delivery also enables agents to maintain effective communications with customers without turning up the volume, thereby improving service delivery while protecting hearing."
>
> Ms. Zhou Hongyan,
> Senior Manager, Customer Service Center, BOCOM E-banking

BOCOM has been using Jabra GN 2100 headsets since 2007. In February 2011, they decided to test the Jabra BIZ 2400 headset. After a month-long trial, agents were convinced that the Jabra headsets were far superior to their previous headsets and clearly Jabra was the right partner for them. BOCOM then effortlessly deployed the 300 sets of Jabra BIZ 2400 headsets because of its compatibility with its Avaya call center platform.

BENEFITS

The Jabra BIZ 2400 headsets provide a superior user experience for BOCOM call center agents, helping them increase their productivity and improve service delivery.

BETTER AUDIO QUALITY

The Jabra BIZ 2400 headsets are configured for business and contact center professionals, providing superior call experience for all agents. With unrivalled noise cancelling features, it is possible for call center agents to converse at a lower volume and deliver a better service over the phone.

IMPROVED LONG-TERM COST SAVINGS

Made from surgical steel and kevlar materials, the Jabra BIZ 2400 Series delivers maximum service life while requiring minimum maintenance. With fewer breakdowns, BOCOM's Customer Service Center will be able to generate a better return on investment over the long run.

ENHANCED AGENT PRODUCTIVITY

"The Jabra BIZ 2400 headsets provide enhanced comfort to agents who are on the phone for a long time. Its superb audio delivery also enables agents to maintain effective communications with customers without turning up the volume, thereby improving service delivery while protecting hearing," says Ms. Zhou. Additionally, the flexibility of three wearing styles – earhook, neckband or headband – enable agents to choose the configuration that suits them for enhanced productivity.

BETTER ASSURANCE

Jabra also delivers outstanding after-sales services. Ms. Zhou says, "Jabra provides product training to staff periodically, helping us further improve our operations. With continued support from Jabra, our agents are now much more efficient at their jobs, while we have increased our call handling capacity."

MORE INFORMATION

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