



Sitel uses Jabra for 65,000 employees

Sitel owns and manages contact center operations:

in **24**
countries

with over **65,000**
employees worldwide

at **108** contact centers
across the globe

who speak **40**
unique languages

Company

Organisation: Sitel Operating Corporation
Website: www.sitel.com
Headquarters: Nashville, Tennessee, US
Founded: 1985

Profile

Sitel is a global outsourcing provider of customer care and back office processes. The company helps the largest brands in the world retain and grow their customer base.

Jabra Solution



Jabra Biz 2300

Built to survive in a high-performing contact center

Sitel was looking for high-quality headsets for its call center agents that would ensure hearing safety and give maximum performance; it was important to find a global vendor who could provide consistent value and service worldwide.

Putting people and hearing quality first

Two years ago, Sitel signed a master agreement with Jabra. In the first year, it ordered 30,000 Jabra Biz 2300 headsets. This increased in the second year as the company expanded its worldwide operations.

Sitel puts people first and agent hearing safety was an important factor in the decision to exclusively buy the Jabra Biz 2300 (designed for the contact center industry) as a result of extensive trials, with agents reporting they loved using the Biz 2300.

“We depend on the quality of Jabra products and services and we know we can make them cost-effective for Sitel based on our volume and partnership with Jabra. For me, that’s a win. I’m not allowing anything else to be put on our call center floor.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

Reducing call handle time

Call quality is paramount for Sitel and, for this reason, agents only use Jabra. Since deploying the Biz 2300 in all contact centers, call handle times have reduced. Agents and customers no longer need to repeat themselves because the call audio quality is so good.

“Our clients monitor calls that come in and with prior suppliers we would get feedback saying the call quality was bad, either the customer couldn’t hear the agent or the agent couldn’t hear the customer. This has dropped back to nothing since we changed to Jabra.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel



Value
and service



Hearing
safety



30,000
Jabra Biz 2300 headsets
ordered in first year



Worldwide
operations



Global
contact center deployment



Reduced
call handling time

A Global procurement model

Sitel needed a global procurement model to supply all their locations with headsets. Through Jabra's strong global relations with key distributors and resellers, Jabra could ensure that consistent pricing and service were available to every contact center worldwide. For Sitel, the ease with which Jabra headsets can be procured globally is a huge plus point. This global consistency makes life much easier for Sitel's procurement team.

"We think that the partnership with Jabra has been phenomenal. This is the second year of our master agreement with Jabra and we couldn't be happier with the products, service and support we get from them."

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

Streamlining Sitel's expansion

This global agreement means every time Sitel opens a new contact center, pricing and local/regional supplier are already in place for the procurement of headsets.

In 2015 Sitel opened two new call centers in the Philippines. Both centers had more than 2,000 seats; that's the equivalent of 6,000 headsets per building to cover different shifts. A new call center was opened in India the same year.

Sitel is on track to open more contact centers around the globe.

Jabra excels at global support

The master agreement with Jabra covers technical issues, product replacements and swap outs; Sitel benefits from global warranty coverage, local support and superior account management.

"We rate Jabra really highly because every time we've gone to them with a challenge they've been able to help us solve it. Local account managers provide any training or advice that's needed."

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

Excellent feedback for new Jabra Speak 810 speakerphone for conference rooms

Initial feedback from early user testing of the Speak 810, the newest member of the Jabra range of speakerphones, has been so good Sitel will be trialling it further by putting it into some of their training stations.

The company plans to use the Speak 810 to hold client and staff training, with their trainers calling in through Skype.

A trusted partnership

Jabra has given Sitel a global procurement model that delivers:

- Superior audio devices
- Simple worldwide purchasing and pricing
- Consistent and reliable global support

"We must have a dependable headset that's comfortable for our associates, economical for Sitel and of superior quality to meet our clients' expectations. We've found all of that through our partnership with Jabra."

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

 **Worldwide**
distribution

 **Consistent**
pricing and service

 **New**
contact center

 **6,000**
headsets per
building

 **Global**
warranty coverage

 **Local**
support

 **Speak 810**
in training rooms

 **Superior**
audio devices

 **Worldwide**
purchasing and pricing

For more information contact your Jabra Account Manager or visit www.jabra.com