



# Mitsubishi Motors Corporation enhances team communication and collaboration across cities in Japan with Jabra Speak 710

## Enhancing communication and collaboration

Mitsubishi Motors Corporation is one of Japan's world-class automobile manufacturers. In 2019, the company transformed its workplace at their new premises in Tamachi Station Tower, with an objective to improve employee productivity and performance. Already using the Jabra Speak 410, the introduction of Jabra Speak 710 into their conference rooms enhanced their teams' communication and collaboration across offices.

## Solving the issue of limited conference rooms

Mitsubishi Motors Corporation first started using the portable speakerphone Jabra Speak 410 three years ago. Mr Akira Okajima, Manager of Systems Infrastructure Division, Global IT Headquarters, explains: We have four major operation bases in Okazaki City (Aichi Prefecture), Kyoto City (Kyoto Prefecture), and Kurashiki City (Okayama Prefecture), as well as many other bases of activity in addition to the one in Shibaura, Tokyo.

We were having difficulty communicating between offices in different cities. We had a small number of video-conferencing rooms, but they were always fully booked, and we had to determine the conference schedule based on the availability of these rooms. To solve this issue, we introduced Microsoft Skype for Business globally three years ago, which allowed us to hold simple video conferences anywhere, and that was how we introduced the Jabra Speak 410."

## Superb sound quality

Mitsubishi Motors Corporation tested various brands of speakerphone products before introducing the Jabra Speak 410. Compared to the others, the Jabra speakerphone provided good voice quality, adequate for a five to six-person conference meeting. "The voice can be heard very clearly, it has a superb sound quality" explained Mr Yoichi Hiroguchi, who was involved in the roll-out.

### PROJECT DETAILS:



Customer: Mitsubishi Motors Corporation

Website: <https://www.mitsubishi-motors.co.jp>

Country: Japan

Mitsubishi Motors Corporation has a great track record, including successful development of the world's first mass-produced electric vehicle and world-level competition in the motorsports business. The company aims to further refine the technologies they have cultivated towards the arrival of a new era of safer, more secure and convenient car societies.

### Solution: Jabra Speak 710

- Recommended for up to 6 person conference meeting
- Connect with USB cable, USB dongle or Bluetooth

### Solution benefits

- Better inter-office communications
- Faster decision making
- Easier to deploy and use



"The superb sound quality and portable design make the Speak 710 an essential device in today's working environment"  
Mr Akira Okajima, Manager of Systems Infrastructure Division



## Introducing Jabra Speak 710 throughout headquarters

"In offices with factories, we had used the non-Bluetooth enabled Jabra Speak 410 to prevent radio wave interference. However, because there is no such restriction at headquarters, we decided to use the more convenient Bluetooth-equipped Jabra Speak 710 in conference rooms. The headquarters office has about 80 conference rooms available, fitting five to six people each, so the Jabra Speak 710 was placed in all rooms. Now, we have about 500 Jabra Speak series devices in use across all our offices." said Mr Hiroguchi.

## Compact performance enables faster decision-making

The Speak series is extremely compact and portable. A computer and a Jabra Speak device can facilitate instant meetings in an open meeting area, as well as small and medium-sized conference rooms. As a result, the Jabra Speak series has helped increase decision-making speed and significantly contributed to the company's conference renovation.

## Plug-and-Play

Mr Hiroguchi continues, "This series is also attractive because anyone can easily and intuitively use it instantly, as it is plug-and-play. When introducing new equipment, we often spend a lot of time preparing an operation manual and making explanations and answering questions on how to use it. However, there are almost no such inquiries or complaints with the Jabra products. They are helping us a lot."

## Extremely high design quality

Mr Okajima also praised the high design quality, something which is often expected from a Danish brand. "Because we are also an automobile manufacturer, we are just as concerned about design as we are about functions. We have a unique view, not only in terms of office space but also in terms of equipment, and therefore we cannot be careless. We sometimes receive advice from our automobile design division that seeing the excellent design increases work motivation and is the most important point when choosing products." said Mr Okajima.

"The Jabra speakerphone is different from others. You will notice this when you first open the case; it's cool. It's smart and sophisticated in everything, even down to the design of the touch-face icon on the speaker." said Mr Hiroguchi.

## Crystal clear communications

"This product overcomes problems with call quality in small conferences and meetings. Repeating questions due to difficulty hearing results in lost time, and poor communication affects the content of meetings. In this sense, the Jabra Speak 710 is very reliable, enabling clear and smooth communication in meetings." said Mr Hiroguchi

## Flexible wireless connectivity

"You can also connect two Jabra Speak speakerphones wirelessly without connecting them to a PC, enhancing the performance when there are many participants in the conference room. The Jabra Speak series, with its excellent sound quality, portability, and design quality, at our bases nationwide. They are now essential items for our business communications." said Mr Okajima.

## Supporting new ways of working

New flexible working styles are becoming increasingly popular. The Jabra Speak 710, which enables businesses to hold meetings anywhere, is an essential device for today's working environments.



For more information about this or other client stories, please visit [jabra.com/business/customer-stories](https://jabra.com/business/customer-stories) or contact your Jabra Account Manager