

# CONTACT CENTER ENHANCES CUSTOMER SERVICE

As a global managed services provider, 24/7 Customer relies on its contact centers to support and build customer relationships. To boost its contact center performance and customer satisfaction score, the company decided to deploy the Jabra GN2000 duo headsets; which improved call clarity and customer engagement, while lowering equipment costs.

## SITUATION

Founded in 2000, 24/7 Customer is a global managed services provider that helps businesses and organizations manage their end customer interactions. Across various channels such as phone, email, and chat; 24/7 Customer helps manage the entire customer lifecycle including acquiring customers, providing service and technical support, managing loyalty and retention programs, and cross-selling.

Headquartered in the US, the company has over 9,000 employees in 10 global delivery centers. 24/7 Customer has transformed over 20 million online transactions; winning numerous accolades including the Call Center Focus Award for Best Non-European Call Center in 2007 and 2009; the Top 5 Contact Centers in the World by the Global Services 100 Study in 2006 and 2008; and being listed in the Global Outsourcing 100 in 2006 and 2008 by the International Association of Outsourcing Professionals.

Its four Philippines contact centers – manned by over 3,000 agents – plays a pivotal role in engaging with end customers and helping businesses move closer towards owning the outcome of digital sales and service experiences. However, as its previous headsets were not optimized for varying connectivity quality, there were cases where agents experienced subpar voice clarity during customer calls.

Louie Blancada, Director of Technology Group, 24/7 Customer Philippines, Inc. said, “Sometimes agents had to guess what customers say because of some trouble hearing them clearly.” To improve the situation, its previous provider recommended an amplifier for each headset. However, this would add significantly to the total cost of ownership in the long run.

## COMPANY

Customer:	24/7 Customer
Website:	www.247customer.com
Country:	Philippines
Industry:	Business Process Outsourcing

## PROFILE

24/7 Customer, a managed services provider founded in 2000, operates 10 global delivery centers providing customer management solutions for the telecom, banking, retail, hospitality, and technology verticals.

## BUSINESS CHALLENGE

Faced with sub-optimal customer interaction during voice calls, 24/7 Customer wanted to equip its contact center agents with a headset that could cost-effectively improve customer engagement.

## JABRA SOLUTION

Products:	Jabra GN2000 duo
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## BUSINESS BENEFITS

- Higher Customer Satisfaction
- Better Contact Center Performance
- Lower Total Cost of Operations

“The Jabra GN2000 duo headsets’ good voice delivery has made agents receive higher customer satisfaction scores by avoiding making customers repeat themselves.”

Louie Blancada, Director of Technology Group,  
24/7 Customer Philippines, Inc.

## SOLUTION

To remain competitive in the BPO industry, 24/7 Customer began exploring other options and providers for cost-effective, reliable, and high-quality headsets. It evaluated the Jabra GN2000 headsets with duo speakers and noise cancelling features. Agents testing the headsets were impressed with the good sound and comfort delivered. Key decision makers were also influenced by its ability to perform without amplifiers, which translated to equipment cost savings.

24/7 Customer then replaced its previous headsets with the Jabra GN2000. Up to 3,000 headsets will be implemented in 4 Philippine sites. Reseller partner Comlan Inc facilitated rollout of the first 500 headsets in July 2009. Louie said, “Implementation was smooth. Agents can just plug and use the headsets.”

## BENEFITS

24/7 Customer has improved its contact center performance and standardized its equipment.

## HIGHER CUSTOMER SATISFACTION

Clearer voice communications have improved the level of customer engagement. Louie said, “The Jabra GN2000 headsets’ good voice delivery has made agents receive higher customer satisfaction scores by avoiding making

customers repeat themselves. This good clear voice delivery, combined with our proven customer handling techniques, have also contributed to more efficient customer calls.”

## BETTER CONTACT CENTER PERFORMANCE

By improving customer interaction, 24/7 Customer has enhanced contact centre performance. “With smoother customer interaction, we have helped our clients exceed their goals in managing their customers. This is especially important in our business to build customer relationships, which is further improved by shorter call times,” said Louie.

## LOWER TOTAL COST OF OPERATIONS

By eliminating the need to deploy an amplifier, the Jabra GN2000 headsets have managed to lower the total cost of operations of its contact centers. “With the Jabra GN2000 built-in voice enhancement, our agents can hear every detail without us spending on add-ons,” said Louie. In fact, by replacing its previous headsets, the company has avoided making additional investments on the amplification devices.

## MORE INFORMATION

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