



# *ENGAGEMENTWARE*

Extra care with every call.

**plantronics**  
The future sounds better from here.





# ENGAGEMENTWARE

## Effortless engagement

Your brand represents a promise you make to your customers. What area of your business is delivering on that promise through the customer experience?

For most organisations, it's the people on the frontline—often the customer service representatives (CSRs).

Delivering a great customer experience is something every brand is striving for.

But what is the key to success?  
In a single word, engagement.

How your CSRs engage with your customers will determine the customer experience and that, in turn, represents the brand experience.

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So what makes it easier for CSRs to engage with your customers? At Plantronics, we believe it comes down to three simple factors:

- 1. BEING PHYSICALLY COMFORTABLE AT WORK.**
- 2. BEING ABLE TO RELY ON THE TOOLS TO DO THEIR JOB.**
- 3. BEING SURE THOSE TOOLS HAVE THE INTUITIVE FUNCTIONALITY THEY NEED.**



## Why focus on comfort?

Simple customer queries are handled by your self-service tools. Complex queries, technical questions, and complaints are still handled by your CSRs.

Put yourself in their shoes (imagine they are tight-fitting shoes). Your CSRs are being asked to sit at their desks all day, every day, while taking calls that are lasting longer than ever before.

If you had to deal with these kinds of calls, wouldn't you prefer not to have aches and pains from an ill-fitting headset? Wouldn't you prefer not to go home each day with a headache because of the loud noises that are interrupting your calls?

But the impact is even bigger for your organisation when you multiply these issues by the number of CSRs experiencing such discomfort.

When people get sore throats from raising their voices all the time, staff absenteeism goes through the roof. Job satisfaction, morale, and productivity fall. Customers and the overall brand experience suffer.

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**So how can you make your CSRs more comfortable? >**



“I have to deal with angry customers all the time.”

Being physically more comfortable at work means CSRs can concentrate on the customer.

Customers get the service they deserve when the CSR is able to pay attention to what they are saying. They are less likely to have to repeat themselves if the CSR isn't distracted by a nagging headache.

## THE BOTTOM LINE

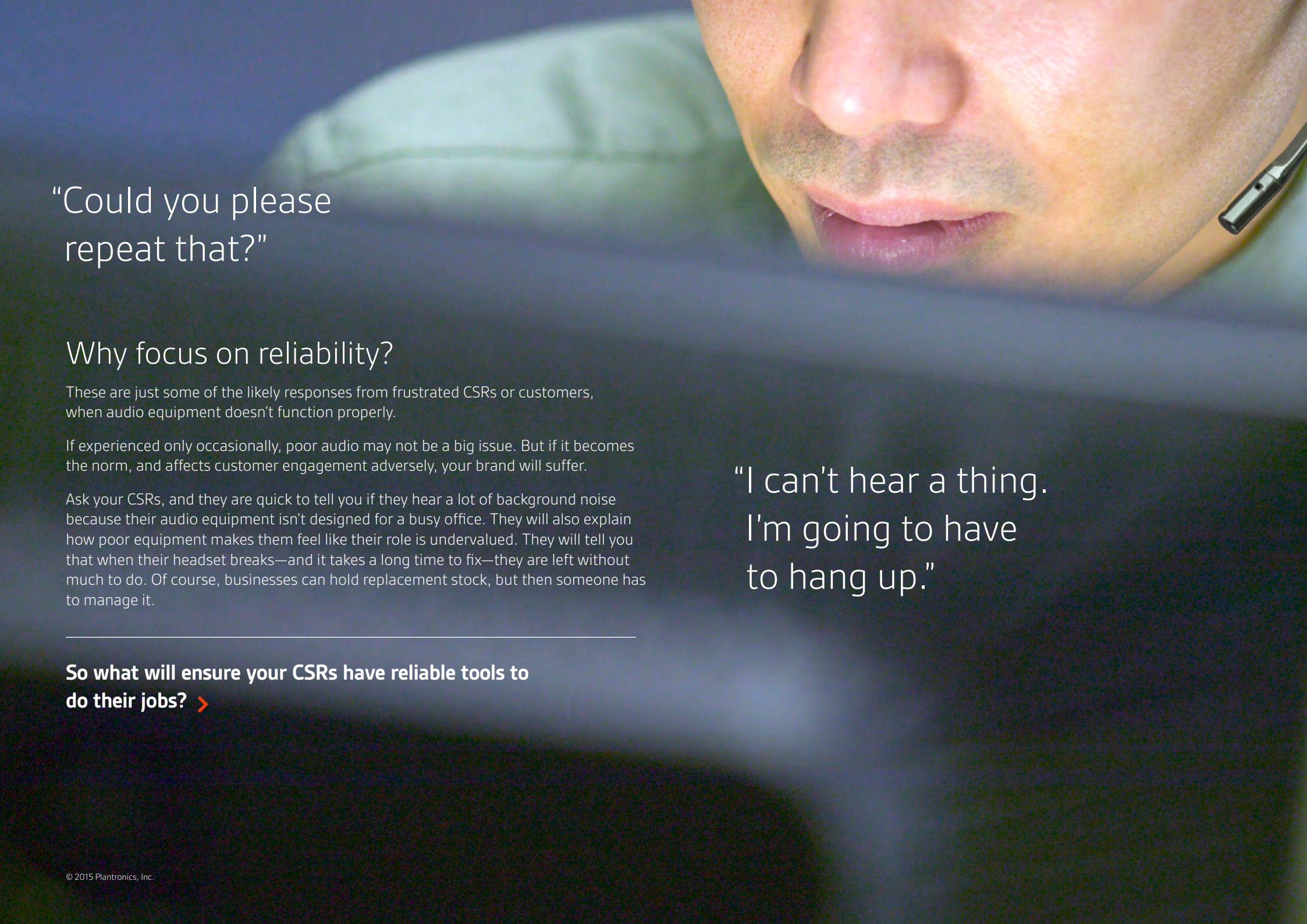
For the organisation, improving the comfort level of CSRs means:

- Reduced cost of covering staff absenteeism
- Increased staff retention
- Improved employee and customer satisfaction scores

A simple yet important factor in being physically comfortable at work is having the right headset. Check your headsets offer the following:







“Could you please  
repeat that?”

## Why focus on reliability?

These are just some of the likely responses from frustrated CSRs or customers, when audio equipment doesn't function properly.

If experienced only occasionally, poor audio may not be a big issue. But if it becomes the norm, and affects customer engagement adversely, your brand will suffer.

Ask your CSRs, and they are quick to tell you if they hear a lot of background noise because their audio equipment isn't designed for a busy office. They will also explain how poor equipment makes them feel like their role is undervalued. They will tell you that when their headset breaks—and it takes a long time to fix—they are left without much to do. Of course, businesses can hold replacement stock, but then someone has to manage it.

“I can't hear a thing.  
I'm going to have  
to hang up.”

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**So what will ensure your CSRs have reliable tools to  
do their jobs? >**



# "I don't know how much my role is respected."

This is how you can prevent some typical frustrations experienced by your CSRs and customers:

**PROBLEM:** Your CSRs are using headsets that aren't reliable in their specific working environment.

**SOLUTION:** Instead of basic and ineffective headsets, use higher quality audio devices designed to suit individual work roles.



**PROBLEM:** Your CSRs find that technical issues require constant support, breaking up their day.

**SOLUTION:** Empower them to look after or troubleshoot minor problems with access to easy, self-service maintenance guides and useful tips.



**PROBLEM:** Your CSRs are working with headsets that may break and they waste time waiting for replacements.

**SOLUTION:** Make sure you have warranties with audio support when you need it so you can quickly respond to any equipment failures.



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## THE BOTTOM LINE

For the organisation, being able to rely on the tools to do the job means:

- Better ROI from robust, dependable audio devices
- Less staff time wasted waiting for replacements
- Fewer customers left frustrated by interrupted conversations

## Why focus on technology?

Some people have a mobile phone without any of the bells and whistles, like the apps, music and video accessible through smartphones. Most of us, however, enjoy the added benefits that new technologies bring. Especially the new generation of employees who are joining your organisation.

The same applies to your audio devices. As customers call with ever more complex queries, expecting fast, friendly, and noise-free conversations, your CSRs need the best audio devices to properly respond.

CSRs will also want those tools to remove some of the more mundane aspects of their job and perhaps even take away the sense that they are being constantly monitored.

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**So, how do provide your CSRs with innovative technology that's within budget? >**

"Up to 40%\* say IT doesn't meet current needs. And nearly 80% say current systems won't meet future needs."

\* All metrics quoted from: Dimension Data's 2015 Global Contact Centre Benchmarking Report,  
© Dimension Data 2009-2015. Survey of 901 participants, balanced over 6 regions, 72 countries and 12 industries

“I just want to get on with my job without feeling like I’m constantly monitored.”

Providing the right tools to do the job isn't just about buying the latest devices. It is about selecting the right devices for the role and ensuring your investment pays off.

**Choosing headsets with the functionality to match immediate needs and rising expectations will help you achieve this.**

## THE BOTTOM LINE

For the organisation, ensuring that CSRs have tools to do their jobs means:

- Better value from investments that are ready to meet future demands
- Increased productivity by freeing up staff time from mundane tasks
- Data that gives greater visibility of calls and where more training is required



ISING CUSTOMER EXPECTATIONS	HEADSET SOLUTIONS
Handle my complex queries with expert advice straightaway.	Presence technology for finding which experts are available and bringing them into the conversation.
A more personal approach to customer service.	Enhancements in voice intelligibility ensure conversations sound natural so callers understand each other better and issues can be resolved faster.
Guaranteed protection of my confidential information.	Instant screen locking if the CSR moves away from his or her desk to find a quieter place to talk.



ISING EMPLOYEE EXPECTATIONS	HEADSET SOLUTIONS
Remove some mundane or repetitive tasks so I can focus more on the conversation.	Automation of simple commands, such as call answer/end, and wearable technology that works with presence technology.
Allow me to step away from my desk to speak with a colleague or find the information I need.	The ability to place a call on hold simply by disconnecting the headset from the PC or desk phone without removing the headset.
Help me keep on top of the calls coming into my team without making them feel like they are being monitored all the time.	Easy reporting of muted conversations and call duration with centrally collated headset usage data.





## ENGAGEMENTWARE

### What have we learnt?

Our long-standing experience of working with organisations around the world has shown us three things that make a real difference to customer service centres.

- **Comfortable headsets** can be the difference between good customer service and poor customer service.
- **Reliable headsets** can be the difference between satisfying conversations and frustrating conversations.
- **Access to new headset technologies** can be the difference between meeting rising expectations and leaving people feeling short-changed.

Combining each of these measures adds up to better engagement between a CSR and your customer. The result is great customer service and ultimately a better experience of your brand.