



# CALL CENTER ENHANCES STAFF PERFORMANCE

## COMFORTABLE HEADSETS AND TRAINING BOOST CUSTOMER ENGAGEMENT



Sichuan Telecom Call Center is a premiere organization, receiving the “Best Call Center in China” for two consecutive years in 2008 and 2009. To maintain its lead, the call center deployed Jabra GN2000 headsets and the GN8110 USB adapter – with free training – to boost customer engagement and agent performance.

### SITUATION

The Sichuan Telecom Call Center – located in West China and with a staff of 2,600 agents – is the first organization in China to be awarded the Customer Contact Center Standard (CCCS) Certification. While focused on delivering unrivalled service, the call center has developed many long-term relationships with companies in the public, banking and insurance, consumer electronics, manufacturing, and real estate sectors. In addition, it received the “Best Call Center in China” award for two years in 2008 and 2009.

With its consolidated call platform, the company can handle many calls concurrently. Customers can call its universal “800/4008” number to get prompt advice, place orders, and air their grievances. By integrating business information with its telephony system, the call center can also provide real-time information to its callers.

As agents sometimes have to spend a long time on the phone addressing customer concerns, having comfortable headsets is important for them. Additionally, call center equipment must be durable and be easily serviceable to handle the rigors of a robust call center environment.

### SOLUTION

To maintain its lead in a competitive industry, the Sichuan Telecom Call Center decided to deploy over 1,000 sets of Jabra GN2000 headsets and Jabra GN8110 USB adapter. With this combination, users can plug their headsets directly into the USB port of their workstations and easily communicate through Voice over IP.

### COMPANY

Customer: Sichuan Telecom Call Center  
Web Site: [www.sctel.com.cn](http://www.sctel.com.cn)  
Country: China  
Industry: Telecommunications

### PROFILE

The Sichuan Telecom Call Center, in Chengdu China, employs 2,600 agents to support its corporate customers in the public, banking and insurance, consumer electronics, manufacturing, and real estate sectors.

### BUSINESS CHALLENGE

Agents needed comfortable headsets as they spend a long time on the phone. Additionally, equipment had to be durable with ongoing support to withstand regular, rough usage in a typical call center.

### JABRA SOLUTION

The Sichuan Call Center deployed the Jabra GN2000 headsets and GN8110 USB adapter to improve customer engagement. Jabra also provided training courses to maximize equipment utility and longevity.

### BUSINESS BENEFITS

- Better Agent Performance
- Lower Equipment Costs
- Simplified Operations



GN Netcom is a world leader in innovative headset solutions. GN Netcom develops, manufactures and markets its products under the Jabra brand name.

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**Jabra®**


“The Jabra GN2000 headset is ideal for our busy environment. With its noise-cancelling microphone ensuring exceptional sound quality, our agents and customers can communicate effectively on every call even when it is noisy.”

Guodi, Manager of General Affairs Department,  
Outsourcing Call Center of Sichuan Telecom

Jabra also provided after-sales support such as free training to call center agents, which included a guide on how to get the most out of the headsets and measures to prolong headset lifespan. Training courses on safeguarding user hearing were also provided—for those who spend an average of four hours on the phone daily.

#### **BENEFITS**

The Jabra GN2000 headsets combined with the Jabra GN8110 USB adapter deliver more versatility, supporting soft phone applications as well as speech recognition and computer-based training. “Compared to other products, the Jabra GN2000 headsets deliver excellent noise-reduction capabilities for our environment. Other advantages such as better quality, good branding, and ongoing support sets it apart from the competition,” said Guodi, Manager of General Affairs Department, Sichuan Telecom Call Center.

#### **BETTER AGENT PERFORMANCE**

The Jabra GN2000 headset’s exceptional voice delivery combined with the professional training enable call agents to improve their performance and engage better with customers. “The Jabra GN2000 headset is ideal for our busy environment. With its noise-cancelling microphone ensuring exceptional sound quality, our agents and customers can communicate effectively on every call even when it is noisy,” said Guodi.

#### **LOWER EQUIPMENT COSTS**

From its sturdy rubber-plastic composite to reinforced strain relief and impact resistant headbands, every detail of the Jabra GN2000 Series has been designed with durability in mind—making it perfect even for the most demanding contact centers. In addition, Jabra provides outstanding ongoing technical support and prompt maintenance to ensure longevity of equipment lifespan.



#### **SIMPLIFIED OPERATIONS**

Using the Jabra GN2000 headset with the Jabra GN8100 USB Adaptor makes it compatible with most call systems. It is a plug-and-play combination that can be conveniently added onto most IP-based telephony system. By deploying it, Sichuan Telecom Call Center can enable end-to-end, IP-based call support—without incurring exorbitant infrastructure costs and involving complex set-up.

#### **MORE INFORMATION**

To learn more about Sichuan Telecom Call Center, please visit: [www.sctel.com.cn](http://www.sctel.com.cn)

To learn more about Jabra GN2000 headsets, please visit: [www.jabra.com/na-us/headsetsolutions/pages/jabragn2000.aspx](http://www.jabra.com/na-us/headsetsolutions/pages/jabragn2000.aspx)

To learn more about Jabra GN8110 adapter, please visit: [www.jabra.com/sites/Jabra/GNImages/Products/Adapter/GN8110/Documents/Datasheet/GN8110\\_datasheet\\_A4\\_low\\_223.pdf](http://www.jabra.com/sites/Jabra/GNImages/Products/Adapter/GN8110/Documents/Datasheet/GN8110_datasheet_A4_low_223.pdf)

#### **About Jabra / GN Netcom**

Through its Jabra brand, GN Netcom is a world leader in innovative headset solutions. With around 850 employees and sales offices around the world, Jabra develops and markets a broad range of wireless headsets and in-car speakerphones for mobile users and both wireless and corded headsets for contact center and office-based users. GN Netcom is a subsidiary of GN Store Nord A/S. Read more on [www.jabra.com](http://www.jabra.com)