



## THE POWER OF CONVERSATION

### Enhancing communication, improving collaboration at Cisco

- Elevated internal customer service levels through higher call quality, elimination of background noise
- Increased employee satisfaction through better headset ergonomics
- Enhanced productivity through faster calls, freed time to focus on customer issues

#### COMPANY

**Customer:** Cisco  
**Website:** [www.cisco.com](http://www.cisco.com)  
**Country:** Global  
**Industry:** IT  
**Founded:** 1984



Preferred  
Solution  
Partner

#### JABRA SOLUTION

Jabra BIZ™ 2400 series, Jabra PRO™ 9400 series,  
Jabra UC Voice, Jabra Supreme UC, Jabra GO 6400 series

#### PHONE SYSTEM

Cisco Unified Communications

#### PROFILE

Incorporated in 1984, Cisco Systems, Inc. (Cisco), the worldwide leader in networking for the Internet, has a robust internal IT organisation responsible for responding to the technology needs of its large employee base.

#### BUSINESS CHALLENGE

Cisco's internal IT department receives hundreds of calls each day from Cisco employees around the world. They need support on various IT issues, ranging from connection issues to basic hardware issues with laptops. Working in an open space in Cisco's California headquarters often meant that people on both ends of the call would hear multiple conversations at once.

#### BUSINESS BENEFIT

- Elevated internal customer service levels through higher call quality, elimination of background noise
- Increased employee satisfaction through better ergonomics from the headsets
- Enhanced productivity through faster calls, freed up time to focus on customer issues
- Better mobility through the easy transition to mobile usage

## JABRA SOLUTION

Jabra BIZ 2400 series, Jabra PRO 9400 series, Jabra UC Voice, Jabra Supreme UC and Jabra Go 6400 series

Cisco has built a strong reputation for shaping the future of the Internet and transforming how people connect, communicate and collaborate. This corporate success is fueled by a far-flung workforce of thousands of employees and contractors who work remotely and in offices all over the world.

**"Thanks to Jabra, we are able to provide our internal customers – our colleagues – with a higher level of service by being able to focus solely on their needs without the distraction of hearing other conversations."**

**The ergonomics are very good, the headsets are soft and comfortable and most importantly, we have received positive feedback on the noise-cancelation compared to some of the previous solutions."**

Arun Kalaspudi, Service manager,  
Cisco's IT organisation

With such a large employee and contractor base, Cisco's internal IT organisation typically receives hundreds of calls each day from co-workers in need of technical support. These issues range from questions about their personal computers to collaborating and communicating using TelePresence and Unified Communications devices. The San Jose-based IT team strives to deliver their co-workers the ultimate level of service and support – handling each internal call just as if they were talking to external customers.

**"The tenets of Cisco's culture include employee empowerment and innovation," said Kalaspudi. "With this as a backdrop, it is imperative that our team make each IT call a top priority and deliver our co-workers with the same level of service and attention that they provide to our customers."**

  
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### MORE INFORMATION:

For more information on Jabra solutions, please contact your Jabra representative or visit [jabra.co.uk](http://jabra.co.uk)

### THE CHALLENGE

Working primarily in an open environment, the Cisco IT team often experienced a lot of background noise on calls – resulting in a less than optimal experience. Cisco began researching headset options that would work better in an “open and collaborative” workplace. They needed a state-of-the-art headset solution that could eliminate background noise and deliver crystal clear sound quality. The company also wanted headset solutions that were easy to install and would seamlessly integrate with the Cisco Unified Communications (Cisco UC) platform.

**"While we often have a physical divide in-between individual employees in the open workplace, we still were distracted by other conversations from others sharing the work place. We needed a headset solution that would cater to the next generation of work spaces," said Kalaspudi. "In addition to high quality, we wanted headsets that offered flexibility and could plug and play across the Cisco product suite."**

### THE SOLUTION

Finally, the Cisco IT team wanted a headset solution that easily transitioned to the mobile user, enabling people to use the same headsets even when they were working remotely.

After looking at a variety of solutions, the IT team selected Jabra because our wide range of solutions from the Jabra BIZ 2400 series to the Jabra PRO 9400 series provides headsets for a variety of needs.



Other useful sites:

Jabra Cisco page: [www.jabra.co.uk/cisco](http://www.jabra.co.uk/cisco)

Find a list of Cisco supported headsets at:

<https://marketplace.cisco.com/catalog/companies/gn-netcom-2>