


Jabra GN

Jabra Engage Series headsets and Genesys Cloud take customer experience to a new level at Tabcorp

Moving to the cloud

Tabcorp adopted Genesys Cloud™, a cloud-based contact center platform, which enabled them to consolidate different on-premises solutions into the cloud for a more seamless working environment that improves flexibility, scalability, and cost-effectiveness in their contact center.

Daniel Burn, Contact Center Strategy Project Manager at Tabcorp explains: “Moving to Genesys Cloud enabled us to leverage world-leading technologies to deliver on a contact center strategy based around an omni-channel cloud-based platform that would help us to drive efficiencies and significantly improved service offerings.”

“Choosing the right headsets was important to ensure we delivered the best possible experience for our contact center staff and provided our customers with the best sounding calls possible.”

Why Jabra Engage?

Tabcorp has been a long-time Jabra customer and previously used the Jabra Biz 2300 and 2400II QD headsets which delivered impressive sound quality. However, with the introduction of Genesys Cloud, it made sense to move to new USB headsets, and their Jabra Partner, Data#3, recommended the next generation Jabra Engage Series.

Burn explains: “We needed high quality USB headsets that would be comfortable for our contact center agents to wear for extended periods of time. Sound quality was also critical to customer satisfaction. The Jabra Engage Series of corded and wireless headsets proved the perfect match.”

Jabra Engage Series offers seamless integration with Genesys Cloud

Genesys Cloud integrates with all Jabra professional headsets, enabling an all-in-one customer experience solution that’s easy to use, flexible, and customizable to your business needs. The Jabra headsets connect via USB to the browser-based Genesys Cloud application.

The integration of Jabra headsets with Genesys Cloud offers full call control. This enables Tabcorp users to use the headset controls

PROJECT DETAILS

Tabcorp

Tabcorp is a world-class diversified gambling entertainment group, based in Australia, and employing more than 5,000 people. Tabcorp operates three market leading businesses across digital and retail channels including Lotteries and Keno, Wagering and Media, and Gaming Services. Tabcorp is using around 450 Jabra Engage corded and wireless headsets.

Jabra solution:

Engage 50 & Engage 75 headsets

- Superior noise cancellation for great-sounding calls
- Busylights to deter interruptions
- Rich call analytics for the business

Contact center platform:



Genesys Cloud.

Solution benefits:

- Seamless integration with Genesys Cloud
- Reduced noise and interruptions
- Increased customer satisfaction



Engage 50



Engage 75



(or its control unit) to quickly perform basic call operations, which is essential for agent efficiency when handling many calls each day.

Using the latest generation Jabra Engage Series digital headsets offers an incredible call experience to both agents and customers, and also offer wide-ranging data collection capabilities. Together with Genesys Cloud, Jabra Engage offers a winning customer service solution.

Corded and wireless

Tabcorp is using 450 Engage headsets, with 300 in Sydney and 150 in Brisbane. Around 60% of users are desk-based agents using the Engage 50 corded headset. The remaining 40% of users are more specialist support agents who use the Engage 75 wireless headsets, enabling them to move around the office and stand in front of relevant machines to help customers who need step-by-step support assistance.

Burn comments: “In an environment with many wireless headsets and agents needing to roam some distance from the base stations on their desks, we needed to avoid issues with wireless interference and audio quality, and the Jabra Engage wireless headsets perform perfectly in this situation.”

Enhancing the customer experience

Burn adds: “The quality of the audio provided by the Jabra headsets is first class, enabling our agents to more efficiently service our customers and drive the achievement of our metrics around customer satisfaction and call resolution times.”

Positive contact center feedback

“The Jabra headsets are proving robust and reliable and deliver high-quality sound for both the agents and our customers. Customers notice if sound quality is poor, so we are confident customer satisfaction is moving in the right direction. I would definitely recommend the Jabra Engage headsets we are using due to their reliability, quality and price; in a contact center environment, these are very important factors” commented Burn.

In cooperation with



FEATURES



World-class sound

Advanced noise-cancelling microphones for superior sounding calls even in busy offices.



Lightweight comfort

Lightweight, non-clamping designs with adjustable headband and boom arm ensure agents' comfort all day.



Busylights

Busylights help deter colleague interruptions to keep agents' focus on their calls.