

# Migrate your contact center to the cloud with the right audio technology





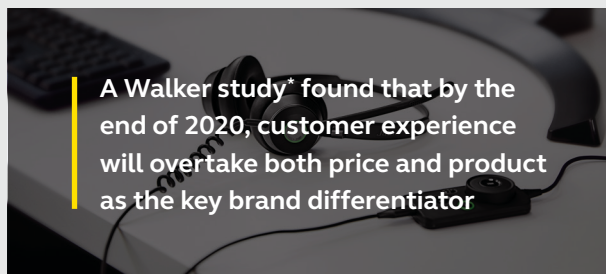
## Take customer satisfaction to **the next level**

The days of simply handling calls are over. Customer needs are becoming more complex, and contact centers need to adopt new technology to stay connected with them and keep pace with a multi-channel customer experience. Having the right audio technology in place will keep your team motivated and your customers happy.

# Putting **the customer first**

Customer experience (CX) was rated the single most exciting opportunity for 2020 by B2B companies in a recent study by Econsultancy and Adobe.

The adoption of new cloud-based contact center platforms has rapidly accelerated, enabling organizations like yours to deliver the best possible customer experience, regardless of where your customers and agents are based.



**86%**

of buyers willing to pay more for great customer experience

**88%**

of companies now prioritize CX in the contact centre

## **EVEN IN AN OMNI-CHANNEL WORLD, HOW YOUR BRAND SOUNDS IS EVERYTHING**

For longer, more complex queries, customers always want to speak to a human. Whether your agents work from home or out of a traditional bricks-and-mortar contact center, the consistent quality of customer calls remains critical to how your brand will be perceived.

\* Walker study 'Customers 2020: a progress report'

78% of service professionals say their company views agents as **'customer advocates'**

71% of service agents believe their role is more **strategic** than it was two years ago

**BUT**

70% of agents say that **noise negatively affects** them

Calls are now **40% longer** and **more complex**

Lack of engagement can result in annual agent churn rates of **up to 40%**

## **FREE YOUR AGENTS**

The importance of the agent's role is increasingly being recognized, but many are finding it challenging to deliver the level of customer satisfaction they want to. Their working environments are holding them back.

**It's time to do something about it.**

# Get more value from the cloud

**A cloud-based solution can be the perfect choice for your contact center, offering operational flexibility and cost-effectiveness compared to an on-premise solution.**

But this isn't just about cost-savings – there are many more benefits to be gained by choosing a cloud contact center over a traditional, physical one. Here are just a few of them:

- 1. Fast deployment and implementation**
- 2. More flexibility and easier to scale**
- 3. Easier agent management, regardless of location**
- 4. Seamless upgrades at the touch of a button**
- 5. Data-driven decision making**

## **RAPID ADOPTION**

The cloud-based contact center market was valued at USD 8.926 billion in 2018, and is expected to reach USD 33.296 billion by 2024, at a CAGR of 24.57% over the forecast period (2019-2024).\*

## **AN UNEXPECTED BONUS**

While the move to the cloud is all about business efficiency, another perhaps unexpected benefit has been the ability for agents to now work more effectively from home. This is particularly important when you consider 71% of contact centers are working remotely in 2020\*, with this trend only set to continue.



\* Genesys report 'The Inner Circle Guide to Contact Center Remote Working Solutions, 2020.'



## Intelligent audio devices to drive customer experience

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Your move to the cloud involves a fair amount of planning and investment. Don't make selecting audio devices an afterthought - headsets directly impact your agent and customer experience, so having the right hardware and software in place will ultimately drive the overall value you get from your solution. Your agents will enjoy using them and their advanced features will improve every customer interaction.

# Headsets that drive **an unbeatable customer experience**

Jabra offers a wide range of professional headsets which have been specifically designed for the contact center agent. With years of experience in providing noise cancellation and outstanding call quality, there are many reasons why the professionals choose Jabra.



**A great headset isn't just about sound.**

If you're at the start of your migration journey, you're probably looking for great-sounding audio devices that have been built to last in a demanding contact center environment. And that's a great start.

But if you're looking for a longer-term hardware and software solution, you may want to consider our latest generation Jabra Engage Series headsets. They provide an incredible call experience for both agents and customers, and also offer wide-ranging data that can be used to leverage analytics in your solution to enhance customer satisfaction.

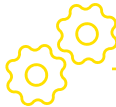


**Jabra devices can provide real-time data** that allows relevant analytics to be developed for your business needs. This data can be collected from Jabra Engage headsets through the cross-platform Jabra Software Development Kits (SDKs) and Application Programming Interfaces (APIs) and can be leveraged by yourself, your integration partner, or your platform provider.

Additional data such as configuration parameter data from Jabra headsets can be used with Jabra Xpress to change and personalize settings on the devices and set up call control. You can also use the Jabra SDK and APIs to customize the agent's status lights and buttons according to your business needs.\*



**Real-time (telemetry) data** from the headset about audio, device, connection, and environmental conditions.



**Device data** includes configuration parameter data and customizable buttons and status lights.

\* Jabra Engage 50 only

# Analyze this: Jabra device data for analytics

Jabra telemetry data can be used by your systems integrator to develop analytics enabling data-driven decisions to enhance CX.

## NOISE MONITORING

- **Measure ambient noise on calls:** live data helps you to better control call quality, whether your agents work from home or on-site.
- **Monitor sound peak exposure:** enables you to document regulatory compliance and provide guidance on volume to agents.

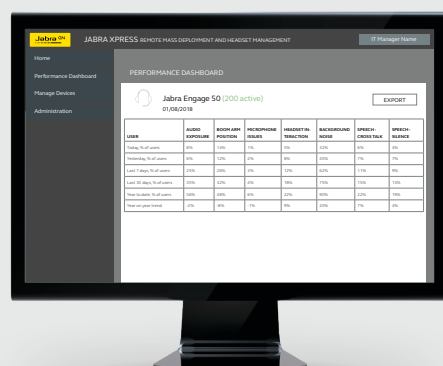


## CALL AND SPEECH ANALYTICS

- **Measure share of voice:** understanding the mix of talking, cross-talk, mute, and silence offers insights into agent effectiveness and may indicate areas requiring coaching. Live data enables supervisors to take immediate action to support the agent.

## HEADSET INTERACTION

- **Measure call control interaction:** measure data points about call control usage.
- **Measure agent mute instances and duration:** this affects the customer experience and helps identify training needs.
- **Check volume up/down adjustments:** identify behavioral patterns, such as agents turning their volume up at the same time; this can indicate that background noise is affecting conversation quality and effectiveness.



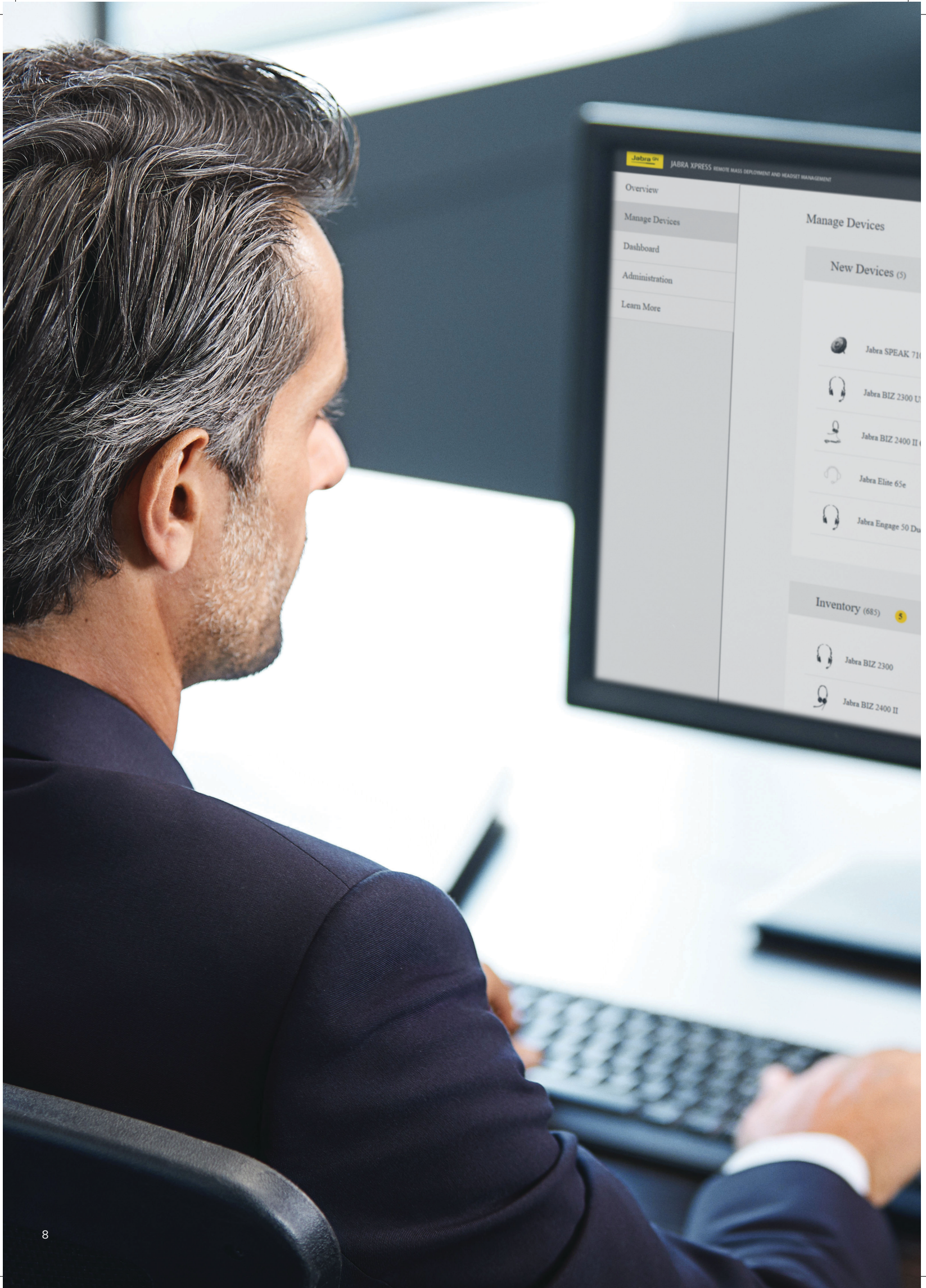
## BOOM ARM POSITIONING

- **Optimize microphone positioning:** live data helps the agent ensure that microphones are positioned correctly for the best call quality.\*

## TROUBLESHOOTING MICROPHONES

- **Identify malfunctioning microphones:** live data enables you and the agent to identify faulty microphones and adjust.\*

\* Jabra Engage 50 only





# Manage it all **remotely**

## USE JABRA HEADSET DATA FOR ASSET MANAGEMENT

You can use the free Jabra Xpress software to remotely manage Jabra audio solutions with smart tools for efficient central device management, configuration, firmware updates and troubleshooting across your whole fleet of devices, ensuring your team always has the latest features.

**Access Jabra Xpress at [Jabra.com/xpress](https://Jabra.com/xpress).**

Other third-party solutions enabling easy central management of voice network devices and monitoring are also available to assist network lifecycle management and simplify everyday tasks.

## Getting the benefits of Jabra headset data

1.

Review the Jabra headset range on page 10 and assess the data analytics available; your Jabra representative can demonstrate implementation examples.

2.

Consider using the Jabra SDK for custom integrations with your chosen contact center platform or use the Jabra Integration Service for an out-of-the-box application.

3.

Process and analyze the data to get the specific metrics required for your contact center.

4.

Use the Jabra real-time data for gamification or to develop actionable insights to enhance your CX.

5.

Continue to optimize your solution. Stay in touch with your Jabra representative to stay on top of our analytics developments.

# Choose your Jabra headset

All Jabra professional contact center headsets offer superior call performance and noise cancellation to enhance your customer experience. What's more, premium features and ease of use mean they are ideal devices - wherever your agents are working from.

Whether you're just starting out and simply need great-sounding, robust audio devices, or if you're looking for a longer-term solution that leverages data and analytics, we have a full range of headsets to support your journey to the cloud. From our impressive-sounding Biz headsets through to our latest generation Engage Series headsets which leverage data and analytics to drive customer satisfaction, there's a Jabra headset for everyone.



	Features	Jabra Engage 50	Jabra Engage 75	Jabra Engage 65	Jabra Biz 2400 II	Jabra Biz 2300
<b>Connectivity</b>	Corded/wireless	Corded	Wireless	Wireless	Corded	Corded
	Wearing style	Stereo/Mono	Stereo/Mono	Stereo/Mono	Stereo/Mono	Stereo/Mono
	Connectivity – how many devices at once	1	5	2	1	1
<b>Conversation</b>	Microphone noise-cancelling technology	Digital 3-microphone system	Dual digital-analog hybrid	Dual digital-analog hybrid	Analog noise-cancelling	Analog noise-cancelling
	User sound protection	SafeTone 2.0	SafeTone 2.0	SafeTone 2.0	SafeTone	SafeTone
	Skype for Business Open Office	•	• <sup>1</sup>	• <sup>1</sup>		
	Microsoft Teams-certified <sup>2</sup>	•				
	Compatible with Zoom Phone	•	•	•	•	•
	Boom arm adjustable	300°	270°	270°	360°	360°
<b>Ease of use</b>	Call control	Via call control unit <sup>3</sup>	Via base and headset	Via base and headset	Via call control unit	Via call control unit
	Busylight	•	•	•		
<b>Digital experiences</b>	Background noise levels <sup>45</sup>	•	•	•		
	Speech analytics <sup>4</sup>	•	•	•		
	Audio exposure <sup>45</sup>	•	•	•		
	Busylight customization <sup>4</sup>	•				
	Control unit customization <sup>4</sup>	•			•	•
	Headset interaction logging <sup>45</sup>	•	•	•		
	Boom arm positioning <sup>456</sup>	•				
Malfunctioning microphones <sup>456</sup>	•					

<sup>1</sup> Stereo and mono variants only <sup>2</sup> Only when used with the Jabra Engage Link MS control unit

<sup>3</sup> Optional accessory <sup>4</sup> Via Jabra SDK <sup>5</sup> Via Jabra Xpress <sup>6</sup> Via Jabra Direct



**JABRA PROFESSIONAL HEADSETS AND SOFTWARE  
WORK WITH MANY CONTACT CENTER PLATFORMS**



For more information on how Jabra headsets work with leading contact center platforms and ecosystems, visit our alliance partnerships page at [jabra.com/business/for-your-platform](https://jabra.com/business/for-your-platform)

For information on the Jabra SDK and examples of integrations which have been completed, visit the Jabra Developer Zone and Partner Solution Showcase at [developer.jabra.com](https://developer.jabra.com)

Visit the Jabra Compatibility Guide to find the best headset for your desk phone or softphone solution at [jabra.com/compatibilityguide/](https://jabra.com/compatibilityguide/)



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