



**CASE STUDY**

## Dynamic Working – Insurance Company creates the workplace of the future with Plantronics

### TOP-QUALITY WORK CAN ONLY TAKE PLACE AT A TOP-QUALITY WORKPLACE

Based in Oerlikon, Switzerland, 'SkyKey', is the new headquarters of Zurich Insurance Company Ltd. SkyKey comprises roughly 41,000 square metres of office floor space and is the first building in Switzerland to be certified according to the LEED (Leadership in Energy and Environmental Design). This represents the workplace of the future, offering employees the ideal working conditions in an ecological and intelligent building that is setting new standards in terms of sustainability, infrastructure and working environment.

The cornerstone of this new workplace concept was the introduction of Zurich Dynamic Working (ZDW). This concept is based on individual departments deciding for themselves how this dynamic working should be put into practice with workstations being allocated according to teams, rather than to individual employees. Eight workstations are available for every ten employees.

One of the key factors for consideration was how can IT support dynamic working in the best possible way and, at the same time, guarantee user satisfaction? Giuseppe La Rocca, responsible for Group Operations and Technology, IT Infrastructure, in Zurich Insurance Company Ltd highlights: "Dynamic working has to be able to guarantee flexible workstations and this can't be the case with fixed phones. So we went in search of a solution."

Each department has a wide variety of requirements as employees want to be able to move around freely whilst on the phone, without losing their connection to the network. They also expect a high level of sound quality and a comfortable and ergonomic headset with a long battery life, and it has to be both flexible and 'intelligent'.

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La Rocca's team put these requests to various manufacturers during an evaluation phase. Plantronics was identified as one step ahead of the rest, specifically with Savi 700, as La Rocca explains: "With its Savi 700 range, Plantronics had the right response to all of our requests. We were also able to rely on the support of their experts every step of the way." During the consultation, Plantronics was not only able to convince Zurich with its top-class audio devices, but also with its comprehensive Smarter Working approach.



## Zurich Switzerland

Zurich Switzerland handles the life and general insurance business of Zurich Insurance Group in Switzerland.

The company's core business is risk management. Working with private individuals, SMEs and corporations with global operations, Zurich Switzerland helps its 1.4 million or so customers understand their risks and protects them with comprehensive solutions. Zurich Switzerland has around 5,100 employees, 200 locations and 126 Help Points. Zurich is one of Switzerland's largest insurance companies. Zurich Insurance Group operates worldwide, employing a workforce of more than 55,000 in over 170 countries.

### LOCATION

Oerlikon, Zurich

### HEADSET USERS

2,500

### SITUATION

The introduction of a Dynamic Working workplace model at the new Zurich Switzerland head office required the use of wireless headsets for UC, leading to a modern, flexible and smarter working.

### SOLUTION

Plantronics Savi 700 range  
W710/W720 /W730 /W740

The Plantronics Savi 700 wireless headset has become a standard piece of equipment for all 2500 workstations in the head office as it provides multi-device connectivity with singular control and allows the user to move around while on calls. Savi 700 makes it easy to manage desk phone, PC and mobile phone calls and has a wireless range of up to 120 metres. It is compatible with all the VoIP technologies used at Zurich Switzerland, including: Microsoft Lync, Avaya Deskphone, and Avaya Softphone for PC and, for mobile users it can, of course, also be connected to smartphones. La Rocca continues: "Whatever the device that is used to make a call, the headset can cope with it." Since the Savi 700 range is also fully certified and compatible with Microsoft Lync, Zurich investments are also protected.

With the Plantronics Savi 700 range, the base station stays at the workstation and each user has their own headset. This meant that La Rocca and his team could allow for employees' individual preferences. Employees were able to choose from four different models to find the best fit to suit their personal tastes; with over-the-ear, behind-the-head and over-the-head designs. This went down very well. La Rocca said: "There is a very high level of acceptance amongst our employees."

**MORE FREEDOM FOR CALL CENTRE EMPLOYEES THANKS TO WIRELESS HEADSETS**

Flexibility and mobility has delivered benefits to users, which is confirmed by Ursula Petschen, Head of Customer Services at Zurich Connect, who comments: "We use the new Plantronics headsets in our Zurich Connect call centre. Staff feedback has been positive. Previously, we didn't have any wireless headsets and so the Call Centre team sees this as a big step forward."

Robert Rohner, Head of the Zurich Connect & Assistance claims centre, also comments: "We appreciate both the reliability and the sound quality, which really helps employees to concentrate. The headsets score highly on battery power and offer an impressive level of comfort." Telephony coaching has also become easier as Robert adds: "It always led to a real tangle of cables before - now I don't even need to sit with the Agent anymore as I can connect my wireless headset to the employee's base station."

But that's not the only reason why wireless is so important to Rohner and he continues: "A call centre employee has to feel comfortable and be able to move around freely when on the telephone – get up, walk around, especially when they are on a demanding call. That simply does not happen with a cable."

The employees' desks can be converted into standing desks in a few simple steps. The new Zurich head office also has 'focus rooms' for confidential conversations. Thanks to the range of the Savi, calls can be made in these rooms without any interruption. So it all fits in with the Zurich motto: 'Top-quality work can only take place at a top-quality workplace'.

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**SIMPLY SMARTER COMMUNICATIONS – SOLUTIONS, TOOLS AND TECHNOLOGIES FOR ENHANCED PRODUCTIVITY AND EFFICIENCY**

Plantronics' vision of Simply Smarter Communications includes smarter, intuitive communications, as well as the development of new, innovative mobile communications solutions, technologies and tools – so that people can be reached wherever they are and whatever the communication channel.

Audio solutions are the decisive factor for

Unified Communications: They bring together the various channels of communication, such as landlines, mobile phones and PC softphones and lead to genuine Smarter Working, without any break in communication and with optimum sound quality.

**FOR MORE INFORMATION**

please visit our website at [plantronics.com](http://plantronics.com)

Plantronics Savi 700 range



Savi W710



Savi W720



Savi W730



Savi W740

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