

# Case Study



The **co-operative**  
financial services

## In step with Co-operative Financial Services

### Company Profile

Co-operative Financial Services  
[www.cfs.co.uk](http://www.cfs.co.uk)

**Headquarters**  
UK

**Industry**  
Financial Services

**Headset Users**  
3,000 contact centre advisors

### Services

A range of financial products, from current accounts, savings accounts, credit cards and loans

### Business Challenge

Customer satisfaction and quality of service for our advisors with every customer call

### Plantronics Solution

SupraPlus® DIGITAL headsets with enhanced audio for call clarity and noise-cancelling feature, to cut out background contact centre noise

### Background

The Co-operative Financial Services (CFS) is the name for the group of businesses that includes The Co-operative Insurance, The Co-operative Investments, The Co-operative Bank including Smile and Britannia. Part of The Co-operative Group with some 6.5 million customers, a range of financial products are provided including high street and Internet banking, current accounts, mortgages, credit cards and loans while The Co-operative Insurance provides pensions, unit trusts and insurance as well as financial advice.

Plantronics headsets have been an integral part of Co-operative Financial Services for many years and it is important that call clarity and noise reduction in a busy contact centre is maintained.

**“Customer satisfaction and quality of service is a number one objective for our advisors with every customer call. We can only deliver against this if we have the right tools and telephony in place. We must be able to clearly hear our customers and recognise their requirements first time and build a lasting relationship with them.”**

### Benefits

SupraPlus® users in the CFS advisor teams:

- “You can hear the customer better and they are louder.” Hayley Bateman
- “They look more professional.” Jason Dunkley
- “Our new headsets are clearer and they look much better.” Charlotte Thornton
- Elimination of background noise
- Talking Positive programme complimented with call clarity

**“This is where the SupraPlus® DIGITAL headsets play a key role, virtually cutting out background contact centre noise, so our advisors can concentrate on their one-to-one conversation rather than being distracted through noise and interference.”**

Danny McLellan, Team Manager, Co-operative Financial Services



**“CFS has used Plantronics headsets for many years and the recent change to the SupraPlus® digital headsets within Co-operative Insurance has delivered even greater clarity on all our customer calls. You can shut your eyes and immediately realise the difference with the noise reduction...you could forget to take the headset off as they are so comfortable!”**

Danny McLellan, Team Manager,  
Co-operative Financial Services



### **Plantronics - The Voice of Unified Communications™**

Plantronics offers one of the industry's most complete families of corded and wireless products for unified communications. Widely recognised for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working.

To view our full range or to trial our products please call us on 01793 842 426 or visit our website [www.plantronics.com](http://www.plantronics.com)

To read more on how we've helped others, please visit [www.plantronicscasestudies.com](http://www.plantronicscasestudies.com)

### **Meeting the CFS's requirements**

The Co-operative Insurance operates a 'Dancing with Customers' initiative so that advisors can react and engage in conversation with each customer in a manner that the customer expects; whether it is a long or a short call, existing or new customer, male, female, young or old.

The 'Dance' criteria looks at performance areas and the minimum required for advisors to achieve customer satisfaction and call quality; however, it is not a script and advisors are encouraged to go beyond the criteria to really dance with the customer. Different calls require a different kind of dance. As an example, the Flying Start dance is the entry level for each dance. Each customer call passes through IVR, which sends a whisper message to the advisor about what product/service the customer has selected before connection is made. The advisor aims to focus more on mannerism and relationship building with the customer i.e. does the advisor have a "smile" in their voice and make the customer feel like it's just you and me? The advisor provides the customer with their name, asks how the customer would like to be addressed i.e. first name/surname, and uses the appropriate greeting before moving onto the detail of the customer's enquiry and any transactions. All calls are monitored too, so that management and advisors can constantly enhance the interaction process.

The SupraPlus® DIGITAL is designed for the most demanding environments, particularly contact centres.



Plantronics SupraPlus® Headset

**“We have a new programme in place called Talking Positive...helping our advisors to use positive language as they are talking. Again, advisors are only able to deliver this if the caller can clearly hear them and recognise this positive language. The technology and quality of the SupraPlus® headsets absolutely allows us to work and build on the Talking Positive programme.”**

Danny McLellan, Team Leader,  
Co-operative Financial Services

**“We have always been very happy with our relationship with Plantronics. Their headsets always deliver against the criteria we set to run a busy contact centre. The manner in which our advisors, team leaders and management talk to customers is in tune with the Co-operative whole company ethos; and we can only be seen and recognised as delivering this if our customers know they can have a positive and effective outcome with every conversation they have with the Co-op.”**

Ann-Marie Stagg, Head of Insurance Services,  
The Co-operative Insurance

