

Case Study



Savi® Office delivers flexibility and wireless freedom for Carnival Cruises

Company Profile

Carnival UK – comprising cruise lines: P&O Cruises, Cunard Line and Princess Cruises
www.pocruises.co.uk
www.cunard.co.uk
www.princess.com

Location

Southampton, UK

Industry

Travel & Leisure

Headset Users

400 to 500 across business

Services

International cruise holidays

Business Challenge

To provide team leaders, sales consultants and homeworkers with quality and flexible headsets for agile working

Plantronics Solution

Savi™ Office
SupraPlus®
CS70N

Overview

Carnival UK comprises the cruise brands of P&O Cruises, Princess Cruises and Cunard Line, the UK's most popular cruise lines.

P&O Cruises has been operating cruise ships for 175 years and combines innovation, professionalism and unrivalled experience on its fleet of seven ships dedicated to the British market.

One of the oldest names in shipping, Cunard Line has the youngest fleet in the industry with its world-famous ocean liners Queen Mary 2, Queen Victoria and Queen Elizabeth. Queen Mary 2 offers the only scheduled transatlantic service for the only way to arrive in New York.

One of the best-known names in cruising, Princess Cruises is a global cruise and tour company operating a fleet of 16 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service.

With a dedicated headquarters in Southampton, near to the docks where their cruise ships depart, Carnival UK has worked with Plantronics for several years with both SupraPlus® corded and CS70N wireless solutions distributed amongst sales representatives, back-office, and IT service desk and homeworker environments.

Benefits of Savi® Office

- Savi has contributed to a 5 per cent increase in quality scores within reservations
- Savi usage has decreased the number of 'drop-off' calls per month within the IT service desk team
- Carnival consultants now have the freedom to walk around the office to consult with colleagues while on calls
- Savi is allowing Team Leaders to interact more readily with the reservations teams
- Noise-canceling microphone is filtering out background noise
- Digital Signal Processing (DSP) technology is providing a more natural voice sound
- Savi is providing up to nine hour battery life for longer talk time



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Karen Gilmour, IT Support for Carnival UK

Savi Office adds further value to Carnival UK’s Reservations teams

As Plantronics headset solutions were already proven as successful within Carnival UK, the IT Service Desk and Reservations teams were keen to explore the potential advantages of Savi office DECT solutions as a trial within the 200-seat reservations operation.

Karen Gilmour, IT Support for Carnival UK explains, “Some five years ago we had a real mix of headsets from differing manufacturers and we asked our users to rate them. Plantronics came out the clear winner based on comfort, sound quality, reliability and hygiene. Our IT service desk staff also use the CS70N wireless solutions providing them with hands-free freedom and to move around the office while talking to callers. Also, we have around 23 homeworkers with a mix of Plantronics corded and wireless headsets. When Plantronics launched the new Savi wireless solutions we were keen to trial them and see where they may be best placed within our seven-day-a-week operations.”

With an existing working relationship and helping with a series of acoustic tests within the Carnival UK site, Plantronics advised the company on the many and varied options for deploying Savi amongst the departments and teams, with 12 headsets delivered for an initial three to six-months trial period.

Karen continues, “With the support and information we received from Plantronics we had the flexibility to place the Savi headsets anywhere and truly understand where the benefits and return on investment could be achieved. We started with the call centre representatives and they loved them because of the wireless freedom and flexibility to step away from their desks while on calls to get a drink. We also trialed Savi in the Customer Solutions team who are a dedicated team on hand to receive more detailed calls around bookings. Again, this team likes the flexibility of movement and being able to walk to gain more information or confer with colleagues while on the call.”

Most recently, we have trialed Savi with the team leaders and this has shown significant benefit in that they now have the freedom to go up to reps while engaged in remote listening and assist with calls, which is also a massive benefit with regards to real time coaching.”

Robert Smith, Reservations Manager adds, “For the team leaders Savi is proving to be part of their culture and there is a noticeable change, as they are interacting more with their teams and highlighting elements of calls that can be instantly dealt with, which is recognised as a key benefit in our overall customer service improvements.”



Plantronics Savi™ Office



Plantronics SupraPlus® Headset



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

To read more on how we’ve helped others, please visit www.plantronicscasestudies.com

Savi Office is designed to provide maximum efficiency in allowing the wearer to receive calls anywhere in the office environment and filter out background noise. This is providing the Carnival UK Team Leaders with the ability to take the caller with them when referring to documentation and colleagues, and provide more freedom in the office environment for longer talk times.

Robert adds, “In the same time as trialing Savi we deployed a new CRM system. With the internal measures we have set for this CRM system as well as deploying Savi we are already recognising a 5 per cent increase in our overall quality scores.”

Karen concludes, “In IT we have also noted a significant drop in fault calls, for example, we monitor and measure ‘drop off’ calls and in the short time since we have deployed Savi reported drop-offs have reduced from six-seven a month to one per month or none at all; which is quite key considering how much the headsets are used and the durability required for the job.”

Robert also concludes, “We see the trial as successful certainly within the reservations team and anticipate that Savi will be adopted and used more extensively across the business in due course.”

