

# Case Study



## Plantronics wireless headsets in outbound sales

### Company Profile

EDF Energy  
[www.edfenergy.co.uk](http://www.edfenergy.co.uk)

### Headquarters

UK

### Industry

Utilities

### Headset Users

100 Outbound Sales Advisors within Worthing contact centre

### Services

Generation, distribution and retail of energy supply to domestic and SME business customers; along with private and public networks

### Business Challenge

Maximise efficiency of advisors time, maintaining excellence in customer satisfaction and the overall customer experience

### Plantronics Solution

SupraPlus® Wireless

The combination of EDF Energy and British Energy forms one of the UK's largest energy companies. The combined business is the UK's largest producer of electricity. With a current installed capacity of around 16.5GW, the company produces almost one-quarter of the nation's electricity from our nuclear, coal and gas power stations, as well as combined heat and power plants and wind farms.

EDF Energy provides power to a quarter of the UK's population via electricity distribution networks in London, the South East and the East of England and supply gas and electricity to over 5.5 million business and residential customers.

Through Climate and Social Commitments EDF has launched the biggest environmental and social packages of any UK energy company. The company is also a key player in national infrastructure projects including management of private electricity networks serving four London airports and the Channel Tunnel Rail Link, the country's first major new railway in 100 years. EDF Energy and British Energy together employ nearly 20,000 people at locations across the UK.

### Benefits

- SupraPlus® binaural wireless empowers advisors to 'take the customer with them' on each and every call
- Once engaged in conversation and discussing products, services and benefits, advisors have the freedom to walk away from their desk but remain focused on the call and the sales process
- Recognition of significant increase in energy sales, productivity gains and overall customer satisfaction

The combined companies are part of EDF Group, one of Europe's largest power companies. EDF is the official energy utilities partner and sustainability partner of the London 2012 Olympic and Paralympic Games.



**“The advisors have the flexibility to move around the floor but remain totally engaged in their conversations, which in turn reflects on the productivity and achievements in energy and non-energy sales. The advisor may need some quiet space, away from other advisors, due to the complexity of the call or they need to converse with a manager, and they can take the customer with them as part of this process. The key thing we’ve noticed is the flexibility of the headset.”**

Pauline Brewster, Account Manager



### 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)

EDF Energy in the UK has a longstanding relationship working with Plantronics, particularly with the wired SupraPlus® headset used within all contact centres. However, in June 2008, 100 SupraPlus® Wireless headsets were introduced to the newly refurbished outbound customer sales floor within EDF Energy’s Worthing contact centre, in the South of the UK. The centre makes around 60,000 calls per week, 4.5 million calls per year.

Amanda Wheeler, Campaign Manager explains, “Our Outbound Telesales advisors are contacting residential and SME business customers for energy sales, cash/cheque to direct debit transfer and bill payments; so it is important for them to be in an environment that is both comfortable and provides them the right equipment to maximise productivity, results and the overall customer experience.”

The outbound sales floor is divided into teams of 10 to 15 advisors achieving around 1,500 calls per day, and each advisor has their own SupraPlus® Wireless headset. The main sales shift is from 12.00noon to 8.00pm Monday to Friday and 10.00am to 6.00pm on Saturday. Each advisor is on the phone for around six and half hours per shift, covering a variety of energy and non-energy sales.

Amanda continues, “each team is dedicated to sales scenarios, for example, we have the ‘In-Flight’ team who are calling customers who have advised that they are leaving EDF Energy and we want to ensure they understand all of the services and benefits EDF Energy can offer, like savings by paying by Direct Debit, Dual Fuel and Team Energy (formerly known as Carbon Challenge), in a bid to retain the customer.”

Introducing the SupraPlus® binaural wireless headset to each advisor, empowers them to ‘take the customer with them’ on each and every call. Advisors make calls from their desks, as they connect and confirm the customer’s details, but once they are engaged in conversation and discussing products, services and benefits; they have the freedom to walk away from their desk but remain focused on the call and the sales process.

SupraPlus® Wireless allows users to stay on the phone up to 50 metres away from the desk and is designed for all-day wearing comfort with up to nine hours of talk time. In noisier situations, the binaural version is ideal to reduce distractions with a noise-cancelling microphone which reduces background noise so that you can be clearly heard. Users can also answer a call from the Remote call answering when away from their telephone, along with volume and mute control, including on-mute indicator.



Plantronics SupraPlus® Wireless Headset

**“EDF Energy strives to achieve excellence in customer satisfaction, which is consistently reflected in the number of awards won each year. The well-being and overall performance of our advisors is key to this success and providing them with SupraPlus® Wireless headsets as part of our outbound sales operations is certainly contributing to the sales campaigns we have in place. In particular, helping our customers to truly understand the benefits of EDF Energy’s products and services, which is reflected in the high energy and non-energy sales conversion results we are seeing. If the advisor feels comfortable with their headset, along with the flexibility and functionality available to them, then our customers will gain from this too as part of overall customer service.”**

Craig Hardy, Manager of Sales Performance

