

Case Study



Happy agents and customers with SupraPlus® Wireless

Company Profile

eircom
www.eircom.ie

Headquarters

Dublin

Industry

Telecommunications

Headset Users

110 TeleSales and Service agents

Services

Fixed-line and mobile telecommunications and ISP services in Ireland to over 2.5 million customers

Business Challenge

Increasing motivation, development and therefore retention by improving the working environment and mobility for agents and rewarding them after eircom TSS received a number of awards

Plantronics Solution

SupraPlus® Wireless

Background

TSS (TeleSales and Service) won the award for "Best Contact Centre in the World" (at ContactCentreWorld.com, Las Vegas) as well as the award for "Best Contact Centre in Ireland" (awarded by the Call Centre Management Association CCMA) in November, 2006.

Staff motivation, development and therefore retention are key factors for TSS. This is because they recognise that:
Happy Agents = Satisfied Customers.

With such a broad spectrum of telecommunications products and services, and the high number of retail, wholesale and business customers; eircom operates a dedicated contact centre (TSS) in Dublin, with both sales and customer service handling over 1.8 million inbound and outbound calls per year.

TSS are always on the lookout for new ways to improve the working environment for their agents. The management were aware that the next step the contact centre needed to take was to increase the mobility of the service agents. This improvement would also provide the ideal reward to the agents for their hard work following their successes at the awards.

Benefits

- Service level increase to well above 85% and KPIs improved
- Productivity up to over 90% within four weeks of wireless implementation
- Agents are motivated, enthusiastic, happy and energetic
- Walk while on calls and take customer with them, confer with colleagues to help answer customer queries, stretch legs and make tea
- Increased customer satisfaction

Mick Cantwell, TSS Operations Manager, eircom believes that the staff focused culture within TSS is the secret to their success. "The clinching factor to our winning the awards is the superb culture which we have within TSS. This is apparent right through the organisation from the agents on the phone through to senior management."



“We had some fantastic success this year and we really wanted to give the agents something back for the work and the effort which they put in.”

Tonya Grace, Customer Experience Manager, eircom

The Solution and Results

When the agents arrived into work on the Monday following the awards, the contact centre was fully kitted with Plantronics SupraPlus® Wireless headsets. These wireless headsets give freedom to make and receive calls while moving around the office.

TSS found that the wireless headsets provided the ideal reward to the service agents as well as leading to an increase in motivation, productivity, employee enthusiasm and therefore an increase in customer satisfaction.

“Now the agents are up and down the floor, in and out of the tea station and in and out of our office to ask us questions. They’re not sitting at their desks for eight hours per day, they can move, walk around the floor stretching their legs and this carries across into the call. Happy and satisfied staff are productive staff. It’s all about increasing the atmosphere and enhancing the floor and that’s what the SupraPlus® Wireless headsets are doing here.”

Donna Hackett, TSS Operations Manager, eircom.

“Agents are more enthusiastic on the phone, which has a direct impact on both our inbound and outbound calling. We’ve noticed that the call quality levels have increased and average handling times have increased on outbound. Our service level has been increased and is well above 85% and our key performance indicators are really improving.”

Mick Cantwell, TSS Operations Manager, eircom.

“If agents are happier then it has got to result in a positive impact being made on our customers in terms of their interaction with us. The Plantronics wireless headsets are certainly helping us to achieve positive results.”

Tonya Grace,
Customer Experience Manager, eircom.

The Awards

Testament to the benefits of wireless headset technology is the recent success which both Plantronics and eircom achieved at the annual Irish Contact Centre Managers Association (CCMA) Awards November, 2007. The awards are a celebration of the best practices and service excellence in Irish contact centres. Plantronics picked up the award for “Contact Centre Supplier of the Year 2007”, while eircom’s Caroline McGovern won “Team leader of the Year 2007”.



Plantronics SupraPlus® Wireless Headset

Features of the SupraPlus® Wireless Headset

- Allows wearers to be mobile
- Cuts out background noise while maintaining call clarity
- Allows wearers to answer calls while on the move
- Allows wearers to privately consult with others while on the call
- Volume is easily adjustable while on the move
- Allows multiple headsets to share one base for effective hot-desking or multi-shift working



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

“With the ever increasing emphasis on health and safety in the workplace, we have seen more and more businesses choosing to install wireless headsets in order to enhance the working environment for their employees which in turn leads to increased productivity in the workplace. Wireless headsets empower office workers to multi-task with far greater ease; from simply being able to talk and type more effectively, to make and take calls whilst moving around the room.”

Paul Dunne,
Channel Manager, Plantronics UK and Ireland

