

Case Study



Keeping Eurostar on track

Company profile

Eurostar
High speed rail service
www.eurostar.com

Headquarters

UK

Industry

Travel

Headset Users

165

Services

Customer service, bookings in English, French, Flemish and other languages

Business Challenge

To increase the responsiveness and efficiency of customer contact centre staff in a rapidly growing organisation

Plantronics Solution

Plantronics Encore® monaural and binaural headsets with Vista audio processors, and CS60 DECT™ headsets

Background

The Eurostar Contact Centre has over 165 advisors working in dedicated teams for public reservations, group and corporate reservations, frequent traveller services and onward travel services.

As Eurostar's business operates in the UK, France and Belgium, many of these advisors speak French and Flemish, as well as English. Clarity, audibility, flexibility and mobility are vital for Eurostar's contact centre.

Independent study

Eurostar and Plantronics engaged the University of Surrey Department of Psychology to study the impact of headset use on staff well-being and performance in the contact centre.

The survey concluded that both corded and wireless headsets were easy to use and comfortable to wear. However, wireless headsets scored significantly higher in terms of usefulness, ease of learning, work engagement, job satisfaction and overall staff well-being.

Benefits

- Fewer missed calls, and reduced incoming call waiting time
- Helps Eurostar to meet latest Noise at Work legislation
- Identifies and eliminates any sudden loud sounds
- Essential parts can be replaced



“The Plantronics headset solutions and services fit neatly into the strategy and operations of the Eurostar contact centre. We are seeing continued and rapid growth within Eurostar and have to ensure we keep ahead in our ability to communicate and provide quality services to our customers.”

David Fairman, Operations Manager

This was attributed to the ability of staff to freely move around while wearing the wireless headsets, and to multi-task. Some interviewees felt the wireless headset helped them engage more professionally with customers, and perform in a more positive mood. Staff felt more animated in conversation, which in turn, could deliver a positive experience for the customer.

“We see Plantronics as a valued partner in providing robust, flexible and innovative headsets as part of our operations, particularly in light of our recent research study together, which can only benefit both our organisations as we consistently work to maintain service excellence.”

David Fairman, Operations Manager

Eurostar use a combination of Plantronics Encore monaural and binaural wired headsets with Vista adapters, and CS60 DECT™ wireless headsets, depending on the team requirements.

Advisors whose work may be more admin-based and who need to move around the contact centre use CS60 DECT™ headsets for hands-free, wireless freedom up to 100 metres away from their desk.

This reduces incoming call waiting time and missed calls during a working day. It also means customers need never be put on hold, as conversations can be continued while moving to ticketing machines or while walking to other areas of the office to confer with colleagues.



Plantronics Encore® Headset



Plantronics CS60 Wireless Headset System



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

“We have wireless headsets in certain areas which involve high levels of admin as well as phone work. The benefits in these areas are huge, productivity improves, our staff feel less tied to their desk and the headsets are so comfortable that staff sometimes forget that they are wearing them!”

Aaron Gourlay, Senior MI & Resource Analyst

