

# Case Study



**GOODYEAR DUNLOP**  
UNITED KINGDOM AND IRELAND

## Savi® Office — helping Goodyear operators stay on track

### Company Profile

Goodyear Tyres  
www.goodyear.com

### Location

Birmingham

### Industry

Manufacturing and supply

### Headset Users

25+

### Services

Sales and delivery of tyres for commercial, passenger and sports vehicles

### Business Challenge

Increasing call efficiency, reducing background noise and providing agile working

### Plantronics Solution

Savi® Office

### Background

The Goodyear Tyre & Rubber Company started in 1898 when Frank Seiberling purchased the company's first plant using money he borrowed from a brother-in-law. The rubber and cotton had to be transported from halfway around the world, to a landlocked town that had only limited rail transportation. Seiberling named the company after the courageous pioneer Charles Goodyear, the discoverer of vulcanisation. He also determined the distinctive winged-foot trademark that remains a symbolic link with the company's past. With just 13 workers, Goodyear production began with a product line of bicycle and carriage tyres, horseshoe pads and poker chips. Since the first bicycle tyre in 1898, Goodyear has pedaled its way toward becoming the world's largest tyre company and became the world's largest rubber company in 1926.

Today, Goodyear is the world's largest tyre company, with a presence on six continents and annual sales of more than \$15 billion. In addition to Goodyear brand tyres, it produces several other well-respected brand names including Dunlop, Kelly, Fulda, Lee, Sava and Debica.

### Benefits

- Exceeded reduction in missed call target, achieving 95%
- Noise-canceling microphone filters out background noise
- Digital Signal Processing (DSP) technology for a more natural voice sound
- One-button call control manages PC or desk phone calls
- Ability to conference up to four Savi® Office headsets
- Freedom for operators to roam up to 350 feet
- Battery provides up to nine hours of talk time



**“We’ve certainly noticed and monitored the impact of the Savi headsets on our staff. Our operators are now able to focus on the call more intently as well as move around the office as needed, or if they want to...we are confident that Plantronics headsets will be used in other areas of our organisation.”**

John Burnett, UK Customer Services Manager, Goodyear



### **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)

### **Savi® Office delivers versatility and wireless freedom**

Goodyear's UK operations are based in Birmingham with a dedicated customer service centre. The centre manages all tyre orders for commercial, passenger and sports vehicles along with technical and fault services.

John Burnett, Customer Services Manager explains, "Our customer services operators handle all calls into the centre, from large corporate orders or orders from the general public through to queries on types of tyres and any other complex requirements or technical questions. We have dedicated front and back-office and technical staff, so the operators know exactly to whom and where to direct calls, as and when necessary, to complete the call and ensure customer satisfaction levels are kept high."

John continues, "To help create a more effective working environment, we had already invested in new telephony, PC monitors, furnishings and software ordering solutions, but one of the key items we had to address was the reduction in background noise and, in the process, to provide our operators with much more flexibility in handling each call."

Goodyear looked into wireless headsets and, after a one-month trial, selected Plantronics Savi® Office wireless headsets.

John comments, "Prior to Savi® Office the background noise had been horrendous at times and our operators were just too tied to their desks, and we needed to reduce the level of call-waiting times and missed calls."

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 helps Goodyear's operators avoid missing calls, take the caller (customer) with them when referring to colleagues or to obtain files or information, as well as providing more freedom in the office environment for longer talk times.



Savi® Office Headset

John concludes, "We've certainly noticed and monitored the impact of the Savi headsets on our staff. Our operators are now able to focus on the call more intently as well as move around the office as needed, or if they want to. The immediate results we've noticed are a vast reduction in missed calls as well as overall customer satisfaction with the virtual elimination of background noise. Plantronics is also a very supportive organisation. I have little technical knowledge when it comes to headsets and Plantronics was very helpful with suggestions and support in our selection of appropriate headsets. Not only did the trial prove successful in our customer service targets, it also demonstrated the overall health benefits to each and every Savi user within our centre. As we move forward we are confident that Plantronics headsets will be used in other areas of our organisation."

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