

# Case Study



# Insight

## Savi™ delivers increased productivity and sales revenue

### Company Profile

Insight UK  
www.insight.com/uk

### Location

UK

### Industry

IT Services

### Headset Users

12 within dedicated sales team

### Services

IT lifecycle and managed services for computer hardware and software

### Business Challenge

Delivering solutions to help Sales increase productivity and revenue

### Plantronics Solution

Savi™  
SupraPlus®

### Overview

An award-winning organisation, Insight delivers IT services with a unique model of advanced services and expert technical resources. The company's lifecycle and management services provide new ways to balance changing IT priorities and limited resources from competitively priced computers, hardware and software to services ranging from basic configuration to advanced design implementation and financing. Insight employs over 5,000 people in 21 countries, communicating in 17 languages and delivering services to 70,000 commercial and public sector clients.

### Savi™ Office introduced to help deliver efficiencies and increase revenues

Insight UK has worked with Plantronics for several years and the SupraPlus® corded headset is the corporate standard across the organisation with some CS60 and CS70 wireless headsets as part of operations. Most recently the UK Sales division decided to add even further value in trialing the Plantronics Savi™ Office wireless headset.

### Benefits of Savi™ Office

- Achieved 8 per cent increase in calls within one month of use
- Achieved 11 per cent increase in talk time within one month of use
- Recognised an increase in sales revenue per user in first month of use
- Ease of use with one-button pairing of headset to base
- Flexibility as the split design allows for more flexibility in hot-desking
- One-button call control manages PC or desk phone calls



**“Based on average revenue of £2 per call for a new business team, these increases in the call statistics would equate to a revenue increase of £2,520 in a team of 12 in one month. This kind of result clearly shows that Savi™ is helping to make a difference.”**

Richard Goodwin, UK Sales Manager, Insight UK

Richard Goodwin, UK Sales Manager, explains: “Our sales teams are incredibly busy with their portfolio of accounts and around 99 per cent of their calls are outbound. To help them, we’re always looking for ways to incentivise them and to help them with their campaigns to increase sales and revenue targets. Part of this process is to ensure we can provide them with the best tools for the job!”

Earlier in 2010, Insight UK decided to trial Savi™ Office (WO350) with one of their new business Sales teams made up of 12 representatives. Richard comments: “We felt that if we could give our reps more freedom to move around and execute their jobs that, by return, this may well help them increase their targets while maintaining good quality interaction with customers.”

### Savi™ Office delivers results in one month

Once deployed, Insight UK immediately noticed productivity increasing simply by talk time. Customer queries were handled more efficiently, reps were reporting that the Savi™ headsets were very comfortable, easy to use and they felt the headsets were certainly much more effective for their everyday job and the calls they needed to make, with the call clarity they were experiencing.

The following table illustrates this initial return on investment:

	Outbound calls	Talk time
Month before trial	57	01.27
Month after trial	62	01.38
Percentage increase	8 per cent	11 per cent

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Plantronics Savi™ Office wireless headset system is built to unify voice communications, allowing the user to connect to both desk phone and PC, providing the business critical sound quality necessary and so that users can mix and match calls between PC and desk phone - conveniently combining a desk phone call with a PC call for real-time collaboration - or easily switch from one type of audio to another. Savi™ Office also provides long wireless range for natural movement along with interactive software for personalisation and an adaptive battery system providing an energy efficient approach to power usage.

Richard concludes: “Subsequent months using Savi™ continues to deliver productivity efficiencies and increased sales revenues and we are also now transitioning future purchases to the new Savi 700 series allowing our teams greater



Plantronics Savi™



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](http://www.plantronics.com)

To read more on how we’ve helped others, please visit [www.plantronicscasestudies.com](http://www.plantronicscasestudies.com)

collaboration and interaction as they can see each other’s availability as well as other UC capabilities.”

**“The strong working relationship, support and headset solutions we receive from Plantronics are certainly helping us to consistently deliver against our sales and operational objectives, and ensure we are constantly delivering service excellence to Insight’s customers.”**

Richard Goodwin, UK Sales Manager, Insight UK



Plantronics Savi™ 700

