

Case Study



CS500™ Series delivers voice clarity & wireless freedom for Nationwide's Fraud Analysts

Company Profile

Nationwide Building Society
www.nationwide.co.uk

Location

Swindon, UK

Industry

Financial Services

Headset Users

26

Services

Financial solutions for savings, investments, mortgages, insurance and banking

Business Challenge

Supporting a team of specialist investigation fraud analysts with enhanced voice clarity and wireless freedom to increase the overall customer experience

Plantronics Solution

CS500™ Series

Overview

Nationwide is the UK's third largest mortgage lender and second largest savings provider, and remains the largest building society in the world. Operating UK-based contact centres, Nationwide has won many major awards from independent organisations, has featured in best buy tables in UK national newspapers over 1000 times and is considered one of the world's top 50 safest financial institutions by Global Finance Magazine.

CS500™ Series introduced for voice clarity and wireless performance

Nationwide has used a variety of wired Plantronics headsets, including the SupraPlus® Wideband and MX250 mobile solutions, over several years. Most recently, Nationwide's Special Investigations Department undertook a six-week trial to measure and experience the business benefits of the latest Plantronics wireless technology with the CS510 and CS540 and DECT™ headsets from the Plantronics CS500™ Series for wireless desk phone communications.

Benefits

- Strongly supported a 15% increase in call volumes during peak call season through speedier call handling and reduced call hold timings
- Hands-free mobility to enable easier multi-tasking
- Wireless range of up to 120 metres with fingertip volume and mute audio controls, allowing fraud analysts to confer with other teams
- Voice-dedicated DECT™ technology is eliminating any Wi-Fi interference
- Noise-cancelling microphone filters out background noise and Enhanced Digital Signal Processing (DSP) technology is providing a more natural sounding voice for call clarity
- Conference-in up to three additional CS500™ headsets



“Following the initial trial and in the short time we have upgraded our headsets to the CS500 series, the analyst team have supported a 15% increase in call volumes during our peak call season through speedier call handling, and reduced call hold timings.”

Kelly Baden, Team Manager,
Special Investigations Department



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

Kelly Baden, Team Manager for the Customer Contact team in the Special Investigations Department explains, “We wanted to understand how the CS500 series would add value as wireless solutions compared to the current performance of our wired headsets, particularly for voice clarity and call holds where we were experiencing some real issues with customer satisfaction. With the help and guidance of BT Global Services, who work closely with Plantronics for the provision of headsets, we were able to trial, compare and gain valuable feedback before upgrading fully to the new Plantronics CS500 series.”

Plantronics recommended the CS510 and CS540 headsets as, in addition to the noise-cancelling microphones eliminating background noise, they are specifically designed with additional hearing protection - SoundGuard® (CS540) protecting against sound levels above 118dBA and SoundGuard® DIGITAL™ (CS510) protecting against sudden high sound levels and prevents average noise level from exceeding 85dBA. This level of specialised functionality was ideal for Nationwide's requirement.

The Special Investigations Department provided a team of 26 fraud analysts with the CS510 and CS540 headsets. These analysts take calls from 4 other areas of Nationwide with key responsibility to talk to and help customers who have been victims of fraud, and to support these customers through difficult experiences whilst repairing all damage to their personal accounts. The specific purpose of the CS500 trial was to deliver much better voice clarity throughout each call and to enhance the overall customer experience. Frequently on calls analysts are required to move about the office and liaise with other teams. The trial would also help determine whether the wireless freedom and technology the CS500 Series delivers increased each customer's experience by having the customer readily available for further communication whilst on mute rather than on hold back at the analysts desks with the wired alternatives; which was having a detrimental impact on call hold times and customer satisfaction.

15% increase in call volumes recognised almost immediately

Kelly continues, “Following the initial trial and in the short time we have upgraded our headsets to the CS500 series, the analyst team have supported a 15% increase in call volumes during our peak call season through speedier call handling, and reduced call hold timings. The call quality has significantly improved with the enhanced speaker system and customer satisfaction has been impacted with the ability to mute customers rather than place on hold, i.e. we are now aware of when a customer is becoming distressed whilst being on mute with the wireless functionality and can assure them that we'll be back soon!



Plantronics CS500™ Series

The CS500 headsets have greatly improved comfort and it's much easier to cater for the need to move about the office and our analysts feel far more professional using this new technology, given the improved speaker systems.”

In addition to sound quality and acoustic protection, the Plantronics CS500™ Series wireless desk phone features the lightest DECT™ headset and provides hands-free productivity up to 120 metres away from a desk with volume and mute audio fingertip controls, along with the ability to pair a headset with any base by simply docking it, or adding up to three additional headset wearers into a call.

Kelly concludes, “The overall relationship with both BT Global Services and Plantronics continues to be extremely supportive no matter what we ask or what we need. For example, we ordered one wrong headset, to which Plantronics simply provided us with a new one. They confirmed they would collect the old one and deliver the new one without us really doing anything. Plantronics were also absolutely fantastic when they came in for a day at the end of 2011 to install six headsets for the trial, providing irreplaceable support and guidance on that day and throughout the entire trial period, and continue to support us no matter what our questions or queries; as well as keeping us informed with all the latest information, solutions and services they deliver.”

