



BUSINESS

Success Story



Savi™ Series delivers Wireless Freedom and Smarter Working and for Nationwide Direct

Nationwide Building Society
nationwide.co.uk

Location:
Swindon, UK

Industry:
Financial Services

Headset Users:
12

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

Business Challenge:
Supporting a number of senior advisors in the contact centre with wireless freedom, mobility and agility to encourage smarter working and enhance customer care

OVERVIEW

Nationwide is the world's largest building society as well as one of the largest savings providers and a top-three provider of mortgages in the UK. It is also a major provider of current accounts, credit cards, ISAs and personal loans. Operating UK-based contact centres, Nationwide has won many major awards from independent organisations, has featured in the best buy tables in UK national newspapers over 1000 times and is considered one of the world's top safest financial institutions by Global Finance Magazine.

SAVI™ 740 INTRODUCED IN NATIONWIDE DIRECT AS PART OF ENHANCING CUSTOMER SERVICE INITIATIVE

Within the organisation and over many years, Nationwide has successfully used a variety of wired Plantronics headsets, including the SupraPlus Wideband, CS500 and MX250 mobile solutions. With this proven track record and to complement an initiative within Nationwide Direct, Plantronics has now delivered its Savi 740 wireless headset system to senior consultants.

Teresa McGrady, Business Transformation Consultant for Nationwide Direct explains, *"In the early part of 2013 we set out to run a trial to identify if wireless headsets would benefit our senior consultants and how it could enhance their role when providing support to colleagues that require assistance in resolving a customer's enquiry."*

Plantronics recommended and delivered Savi 740 headsets for the trial, which were made available to the senior consultants in four teams across two of Nationwide's contact centres, for a seven-month period. The objective was to encourage use of these dedicated wireless headsets with the hands-free facility and ability to become more mobile around the office; allowing consultants to confer with colleagues etc, while taking the customer with them on the call.

Teresa comments, *"The trial wasn't so much about changing the way we worked, it was more about enhancing the working environment and observing the impact of the Savi 740 headsets on our senior consultants, their teams and, of course, our customer service through the speed at which we can resolve queries."*

plantronics.

Plantronics Solution:
Savi 740



"What I noted with the headset was that I was able to be flexible and be available for longer periods to assist my colleagues as I was not restricted to my desk..." 1



Savi 740 is designed for productivity-focused office professionals with voice clarity, multi-device connectivity, convertible headset e.g. over-the-ear or over-the-head, and up to 350 feet of wireless range. This means that the senior advisors could easily manage their desk phone, PC and mobile phone calls and automatically route calls; along with the benefits of fingertip headset controls with for call answer/end, volume, mute and flash controls.

NATIONWIDE DIRECT PROVIDE SENIOR ADVISORS WITH FLEXIBILITY, MOBILITY AND AGILITY

The trial successfully delivered against the objectives specified and also allowed Nationwide Direct to provide senior consultants with the flexibility, mobility and agility they were looking for through the delivery of wireless headsets, ultimately enhancing their working environment and therefore, customer interactions and overall satisfaction.

Teresa adds, *"Key to the success of the trial was evidence of providing high level of support between our senior consultants and their teams. We monitored activity and noted there was greater interaction between senior consultants and their teams, for example, adding value to the coaching process. We asked the advisors on the teams involved in the trial for their feedback for Savi 740 and notably 95% suggested that having help from a senior consultant that could come to their desk to provide them with assistance helped them deliver a better service to customers."*

Mo Darhali, colleague of Teresa and senior advisor who trialed the Savi 740 headset added, *"What I particularly noted with the headset was that I was able to be flexible and be available for longer periods to assist my colleagues as I was not restricted to my desk, and because the headset had great range it allowed me to talk while on the move."*

With the positive results and outcome of the trial, Nationwide Direct expects to deliver more Savi 740 headsets across its sites, based on the performance improvements and smarter working environment achieved.

Teresa concludes, *"The success of the pilot, headset functionality and overall help and support of Plantronics, clearly demonstrated that our senior consultants can work very effectively with both their teams and customers in the contact centres. There was no disruption to our daily call processes and objectives. The headsets proved that our advisors could all easily work in a smarter working environment by being mobile, always visible for support and always available for our customers!"*

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 0800 410014 or visit our website plantronics.com.

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TERESA MCGRADY, BUSINESS TRANSFORMATION CONSULTANT FOR NATIONWIDE DIRECT

Benefits

- Hands-free mobility to enable easier multi-tasking and allowing advisors to easily confer with colleagues
- Wireless range of up to 350 feet with fingertip volume and mute audio controls
- Call control across multiple devices
- Battery meter conveniently displays headset battery life remaining in PC icon tray
- Headset control panel allows for customization of settings, including call notification and related options