

# Case Study



## Headsets for award-winning outsource operations

### Company Profile

Sitel  
[www.sitel.com](http://www.sitel.com)

### Headquarters

UK

### Industry

Business Process Outsourcing

### Headset Users

18,000+ agents in EMEA-based contact centres

### Services

For clients – revenue generation, customer care and retention, technical support, receivables and back-office operations

### Business Challenge

Ensure agents are equipped with the most functional and comfortable headset by an organisation proven to provide EMEA-wide support and service

### Plantronics Solution

Plantronics SupraPlus® corded H251 and H261 series

According to the 2008 Black Book of outsourcing, Sitel is the World's leading contact center provider for focus on delivering Return on Customer Investment and the only pure play contact center provider in the top 50 Business Process outsourcing companies.

With clients who are many of the largest and well known brands in the world, Sitel undertake hundreds of projects per year both in Business-to-Consumer and Business-to-Business markets.

As an award-winning organisation, Sitel operates onshore, nearshore and offshore operations with over 60,000 associates in 155+ facilities in 27 countries, covering 36 languages.

Sitel have a long-standing relationship with Plantronics and use various headsets within the organisation, and to continue in this success, recently implemented a further 18,000 SupraPlus® corded H251 and H261 series in 48 facilities within EMEA.

### Benefits

- Lightweight for all day comfort and excellence in call clarity, which is particularly helpful in multi-lingual operations, along with noise-cancelling
- Quality, reliability and functionality of the headsets
- Ongoing partnership, guidance, service and support required for multi-site, global operations



**“If the agents are happy,  
they stay and give better  
customer service!”**

Albert de Beer,  
EMEA Facilities Manager, Sitel

Albert de Beer is EMEA Facilities Manager at Sitel and explains, “We provide both outbound and inbound call services and also use Plantronics headsets for administration purposes by various people in non-core activities such as back office, facilities management, IT, finance, personal assistance etc.”

“Most recently, we have implemented a change in EMEA and the Plantronics H251 and H261 headsets are used by staff in all of our EMEA sites. The choice of these headsets was mainly due to comments received back from the agents, they have found the SupraPlus® model a better unit to work with as they are lightweight, the call clarity is excellent, which is particularly helpful in multi-lingual operations, and the noise-cancelling feature a great benefit. The ownership and storage varies from site-to-site, but in general each agent is allocated their own headset.”

SupraPlus® headsets series are designed for the most demanding environments and particularly the contact centre. The headsets are lightweight for all-day wear and feature enhanced audio for call clarity, monaural and binaural options with noise-cancelling and removable voice tubes for health and safety compliance.

Albert de Beer, concludes, “Our return on investment is difficult to estimate as Sitel conducts millions of calls per year, handling hundreds of campaigns; but in general, if the agents are happy, they stay and give better customer service! We have also received very positive feedback from our non-core staff users. We have also explored other groups that would benefit from wireless headset usage and will introduce these here as well in due course. Our Plantronics headsets are provided through Nimans and the service and support we receive from both Nimans and Plantronics are superb as they are always very positive and responsive with the assistance, guidance, service and support we need as part of such a large, global organisation.”

“I have to say that my personal knowledge of headsets was minimal, but Plantronics helped me to understand the various options, the headset market and the differences between the manufacturers! If the decision was just on cost, I had many options, but the deciding factor was the quality, reliability and functionality of the headsets as well as the ongoing partnership, service and support we receive. I know we have made the right choice!”



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)

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