

Case Study



Call clarity, sound quality and reliability

Company Profile

Santander UK plc
www.santander.co.uk

Headquarters

Madrid with UK Head Offices
in London

Industry

Financial Services

Headset Users

23,000

Services

Retail and e-banking: current accounts, mortgages, pensions, savings and investments

Business Challenge

Optimising customer services in contact centres, retail branches and satellite sites

Plantronics Solution

SupraPlus® Monaural and Binaural CS60 Wireless

Background

Banco Santander is a retail and commercial bank, based in Spain, with presence in ten main markets. At the close of June 2010, Santander was the largest bank in the euro zone by market capitalization and, at the end of 2009, fourth in the world by profit. Founded in 1857, Santander has more than 90 million customers, 13,671 branches – more than any other international bank – and 170,000 employees. It is the largest financial group in Spain and Latin America, with leading positions in the United Kingdom and Portugal and a broad presence in Europe through its Santander Consumer Finance arm.

In the UK, Santander was formed out of the Abbey, Bradford & Bingley and Alliance & Leicester retail networks. It has over 1400 branches and provides a full range of retail and corporate banking services to 25 million customers.

Plantronics wired and wireless solutions throughout Santander UK's operations

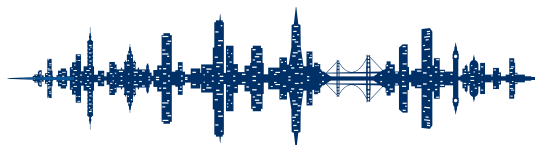
Plantronics solutions are deployed as standard across Santander's entire UK operation. SupraPlus® wired headsets are used by all contact centre representatives and CS60 wireless headsets

Benefits

- Elimination of background noise by over 92 per cent
- Call clarity and sound quality
- Wideband frequency response for clearer and more intelligible conversations
- Reliability, durability and comfort for long periods of talk time
- Ease of maintenance for health and safety

solutions are used by staff that require more mobility and flexibility around the office, for example, dealers/traders. Plantronics solutions are also used in head office locations and retail branches throughout the UK.

Santander UK handles in excess of 175 million inbound and outbound calls per year and continued excellence in customer loyalty, satisfaction and the overall customer experience is vital in everyday operations.



“Our long and strong working relationship and partnership with Plantronics helps us to achieve and deliver so much more than just headsets.”

Andy Mitchell, Lead - Telephony and Mobile Services for Produban (Santander)

With busy contact centres, trading platforms and retail branches, call clarity and eliminating background noise is a key factor for every member of staff to handle customer interactions as a one-to-one conversation.

Andy Mitchell, Lead - Telephony and Mobile Services for Produban (Santander) explains, “The key features that Santander consider important for headsets are reliability, durability, overall excellence in sound quality and hygienically replaceable components. Plantronics has been our chosen supplier for over 12 years and they demonstrate a professional, technical and socially aware approach to the industry’s ever-changing policies and regulations.”

Call clarity and eliminating background noise

As well as delivering headset solutions that are most appropriate to Santander’s specific working environments, Plantronics solutions are designed to prevent acoustic shock, eliminate background noise, comply with the UK’s Noise at Work legislation as well as delivering crystal clear call clarity.

Andy continues “Santander expects innovative solutions from key suppliers and our Plantronics solutions clearly exceed this expectation. Our busy working environments require effective call clarity and noise cancellation and for our wireless users, the freedom from trailing cords. By eliminating over 92 per cent of background noise we recognise that every Plantronics headset user is protected as well as being able to hear and talk to customers with absolute clarity.”

Santander UK also use Plantronics Y-Cable to help Call Centre team leaders and representatives listen and review calls together as part of the training and coaching process, which is particularly helpful for new employees. Also, Plantronics Proshare cables which allow Santander’s Call Centre team leaders to connect to their PCs, retrieve calls through their browser-based Voice Recording application and review for quality monitoring purposes.

Andy Mitchell concludes, “Our long and strong working relationship and partnership with Plantronics helps us to achieve and deliver so much more than just headsets. We are now also engaged with them for Best Practice Clinics, designed to help Team Leaders constantly learn and take advantage of all aspects of the headsets. From which solution is suitable for each representative – monaural or binaural, health and hygiene with voice replacement tubes and ear pads; noise-cancelling microphone benefits to overall care and warranty. Plantronics is our standard headset provider and partner, and we strongly recommend them for both wired and wireless solutions.”



Plantronics SupraPlus® Headset



Plantronics CS60 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

To read more on how we’ve helped others, please visit www.plantronicscasesstudies.com

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