

# Case Study



## Enhancing the customer experience

### Company Profile

Virgin Mobile  
www.virginmobile.com

### Headquarters

UK

### Industry

Telecommunications

### Headset Users

800

### Services

Telecommunications, digital TV and broadband

### Business Challenge

All-day wearing and the high usage in a busy contact centre environment with demanding targets for outstanding customer service

### Business Solution

Plantronics SupraPlus® headsets for contact centre agents, with CS60 Wireless headsets for the finance team

### Background

Virgin Mobile launched in November 1999 operating a virtual network providing a broad range of mobile communications services to customers. Within a year of our launch, Virgin Mobile had over 500,000 customers and by June 2001 had over 1 million customers, making Virgin Mobile the fastest major UK mobile communications provider to have achieved that milestone to date.

Products and services include SMS, MMS and 3G, and entertainment services over the Virgin Mobile Bites portal including games, information and music services, and international roaming. Virgin Mobile offer these products and services through approximately 5,000 outlets in the UK. Today, Virgin Mobile have more than 4 million customers and employs approximately 1,400 staff at three sites, Trowbridge, London and Daventry, and has an outsourced customer service centre operated by approximately 350 staff in Middlesbrough. Also a customer centre in Johannesburg with 200 agents.

In July 2007, Virgin Mobile merged with NTL:televest and in February 2007 rebranded as part of, Virgin Media, forming one of the UK's leading entertainment and communications organisations, providing customers with a 'quadplay' of digital TV, broadband, phone and mobile.

### Benefits

- SupraPlus® is a reliable, lightweight and comfortable headset, designed for the most demanding, all-day contact centre environments
- Monaural and Binaural versions available, each benefiting from noise-cancelling which eliminates background noise
- QuickCall feature gives extra convenience on short calls
- CS60 Wireless delivers excellent sound quality and hands-free wireless freedom up to 100 metres
- Also features talk time of up to nine hours, fast re-charge, receive volume control, talk and mute buttons

Plantronics headsets have been an integral part of Virgin Mobile's operations since its inception back in 1999, supporting Virgin Mobile with fit-for-purpose headset solutions appropriate to both agent and operational requirements.



**"I find the headset comfortable to wear right through my eight hour shift. The customers are able to hear me clearly which helps me deliver a great service. We're given the choice of binaural or monaural headsets; I personally prefer the binaural style so that I can concentrate on my customer's call without distractions from my colleagues. I put my headset away at the end of my shift and know that it will be here when I come in to start my next shift."**

Ceri Last, Sales Customer Service Advisor and SupraPlus user



### 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.plantronicscasesstudies.com](http://www.plantronicscasesstudies.com)

The Trowbridge contact centre operates 24 hours a day, 365 days per year. The centre is maintained by 800 full-time agents, 400 on-site at any one time during the day, handling over 150,000 calls per week. Call types include customer service, sales and IT support interactions. Virgin Mobile aims to respond to 80 percent of calls within 30 seconds.

Helen Bennion, People Development Coordinator explains, "Our whole ethos at Virgin Mobile is for our customers to engage in a great experience with us when they call. So, the reliability and comfort of headsets for our agents over several hours is a key part of this process."

Virgin Mobile is currently using Plantronics H251N and H261N corded SupraPlus headsets for contact centre agents, with CS60 wireless headsets in use by the finance team.

Helen continues, "We moved to SupraPlus headsets a couple of years ago, to benefit from advances in technology rather than wear-and-tear of our old Plantronics headsets, which were very reliable. Each agent has their own headset and all are able to store on site. Some of our staff hot desk, particularly if they are on a split shift, and as such are able to plug-and-use their headset with no set-up constraints."

The SupraPlus headsets are designed for all-day wearing and the high demand of usage in a contact centre environment. The contact centre agents are split into specialised teams –

Pre-Pay, Contract, Second Contact (technical queries, deliveries & returns), Call Email Blend Teams (mix of call taking) and administration (email and written customer correspondence) and a Blend team (which includes the Night Teams and a Service Recovery Team .

Helen explains, "Our contact centre is predominantly for inbound calls and the quality of service our agents provide with each and every type of call is critical for the success of our operations. We have a service experience team and every call is rated by this team using a scale from Ouch to Wow. Agents are encouraged to use their own personality on calls, and the clarity in conversations of each call is a critical part of quality service. Also, because we can clearly hear both agent and customer conversations in monitored calls, we can apply any appropriate coaching."

Virgin Mobile has experienced many benefits in working with Plantronics and deploying headsets appropriate to their environments with SupraPlus in the contact centre and CS60 wireless used within administration functions, for example, the finance department.

Helen continues, "The SupraPlus noise cancelling feature is a huge bonus. In a busy contact centre environment the fact that you know



Plantronics CS60 Headset

that background noise is eliminated means that you can focus entirely on the conversation with the customer and provide good service. We know our customers are happy through the feedback we receive telling us that the customer enjoyed speaking with a particular agent and felt they could hear and talk to them clearly! The SupraPlus headsets are also easy to clean and we like the fact that our agents can choose between monaural or binaural and what type of ear pad they prefer. Equally, our finance teams have found that the CS60 wireless headsets have benefited their working process. With both noise cancelling and wireless capability they can walk throughout the office, refer to documents or confer with colleagues while still on a call, rather than having to leave their desk and put the caller on hold."

Helen concludes, "Overall, our continued partnership with Plantronics and the reliability of their headset solutions are extremely reassuring as this allows us to focus on people development, quality of service and customer retention rather than worrying that our headset equipment is working efficiently with no technical issues and is up to the job!"

**"I like the way I'm not attached to my desk when I'm on a customer call, I can move around the office to refer to my Team Manager or get materials from the printer without having to put the customer on hold or take off my headset. My preference is for a monaural headset as I can listen to my colleagues in the team between customer calls. The volume controls on the headset allow me to adjust the sound to match the customer. We have the choice of a headband or over the ear loop for the wireless headsets, with a mix of the two types across my team."**

Kirsty Westlake, Collections Advisor and CS60 user

