




Delivering Superior Customer Service with Jabra and Dialpad

Customers still choose the phone for service inquiries

While new customer service offerings often generate buzz, the reality is that most customers simply want to pick up the phone, call a company and speak to a human. Artificial Intelligence (AI) powered bots, on-demand chats and self-serve forms are helpful additions but they cannot replace the tried and true power of speaking with a service representative live on a call.

This is especially true for customers dealing with more complex problems who don't want to waste any time trying to find the answer digitally. In fact, 77 percent of customers want a phone number listed on every page of a website for quick access and 59 percent of customers specifically call customer service lines because of more complex issues.

92% of customer interactions happen over the phone

Source: Salesforce, The Sales Hierarchy of Lead Data Needs

The takeaway? Customer calls aren't going anywhere and brands that ignore the importance of voice interactions are doing so to their detriment. And in today's world, the means

to get that voice support is migrating to soft clients. To get the audio for these voice calls you need a quality headset integrated into the platform.

A one-stop contact center solution

Dialpad's modern approach to customer service meets the needs of mobile, digitally-connected customer service agents and provides a platform for organizations to deliver robust call center capabilities that can be tailored to their unique needs.

Its top-rated cloud contact center software empowers agents to easily connect and resolve customer inquiries from anywhere in the world – all on one intuitive platform. Dialpad's phone support can seamlessly connect with existing ticketing and customer relationship management (CRM) systems to create a holistic view of the customer experience across channels.

Furthermore, it gives organizations the flexibility to quickly deploy or scale call center operations from anywhere. Call centers powered by Dialpad can be up and running within minutes with software that works across devices, meaning agents working remotely will have instant access to the software without needing

on-site IT support. Plus, managers can support agents on-site or virtually with smart call routing and live agent coaching.

“Not every organization has the ability or need to set-up an expensive traditional call center,” says Craig Walker, CEO at Dialpad. “More so than ever before, organizations are looking for a unified out-of-the-box solution that can be easily integrated into existing systems to support current capabilities while delivering an enhanced calling experience. Dialpad understands that even one missed customer call is unacceptable. That's why we pride ourselves on our quick implementation process so organizations can take their support to the next level, today.”

A clear call, every time

A key challenge with traditional call center spaces is that agents are often crowded together, creating a noisy environment where they try to speak over each other, often frustrating a customer struggling to hear the agent. Furthermore, as agents increasingly handle more complex calls, it's paramount that they are able to communicate with customers clearly to understand and resolve their problem.

Luckily, the 'noise factor' is easily fixed with the right technology – no matter how busy the call center or how complex the customer's problem is.

THE PROJECT AT A GLANCE

Customer

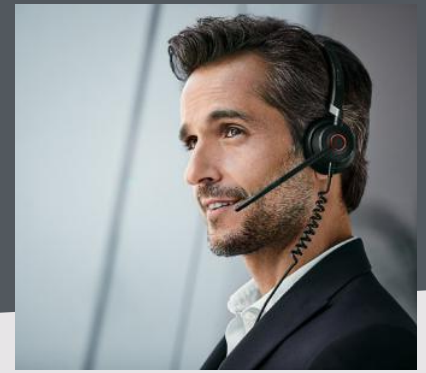
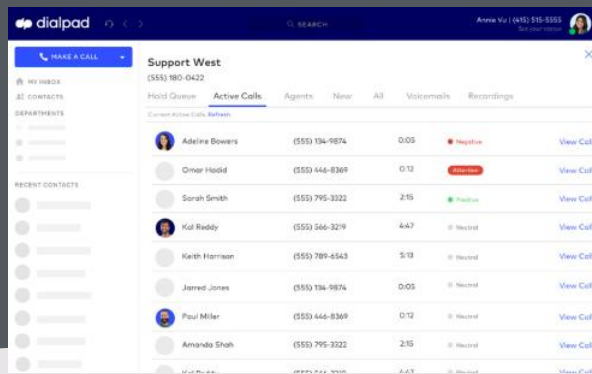
Dialpad, a business communications platform, needed a headset brand that could easily integrate with its cloud contact center software to elevate the agent experience and ensure an excellent customer call experience, every time.

Solution: Jabra professional headsets

- Comfortable fit for all-day use
- Multiple microphones for crystal clear sound
- Passive noise cancellation eliminates background distractions
- Busylight to prevent interruptions
- Intuitive controls and integration for quick commands

Benefits

- Improved end-customer interactions with call center agents
- Ensures agents are equipped with technology to meet the demands of their work
- Supports agents' ability to work from anywhere



Dialpad partnered with Jabra as a recommended headset provider to combine its advanced call center voice solution with best-in-class headsets that eliminate call quality issues and create an optimal call experience for both agent and customer. Jabra was selected for its next-generation headset technology that is designed to let the user focus on the conversation, without interruption.

The Jabra Engage 50 headset was created to be the world's best professional digital corded headset with crystal clear sound. Multiple microphones and intelligent software isolate and capture audio, simulating an in-person conversation that is perfect for complex customer calls. The Jabra Evolve 40 headset offers passive noise cancellation to ensure customers don't hear background conversations and agents can stay in the zone. Plus, both headsets include Jabra's popular busylight to prevent interruptions from colleagues while on a call.

The Jabra Engage 50 and Evolve 40 headsets are now fully integrated with the Dialpad platform, offering agents an easier way to respond to calls with Remote Call Control (RCC) functionality that includes answer, hold, mute and hang-up controls.

"Jabra has decades of experience delivering solutions to support the challenging work of call center agents," said Kelly Nagel, president and GM of Jabra North America. "Our headsets remove the stress of poor call quality so agents can focus all of their attention on the customer, delivering a superior support experience. Plus, as the maker of award-winning consumer sound solutions, we know how to design a headset that an agent will want to wear all day, which often isn't the case with legacy call center hardware."

Jabra and Dialpad usher in new era of the contact center

Jabra and Dialpad give organizations the freedom to choose how their customer support team should operate – whether it's in a call center or 100 percent remote. No longer are organizations tied to expensive call centers that restrict agents. They are now able to create a hybrid customer support system that is always-on, always-ready and fits within their existing infrastructure.

With Jabra and Dialpad, customer service agents can work from anywhere, without sacrificing call quality or customer engagement. Not only does this enable an organization to be nimbler, but it also helps foster a productive and satisfying work experience where agents have the autonomy to work remotely in less-stressful environments.

Agents are critical in delivering effective customer service and it's vital that companies support them as much as they support customers by offering flexibility and the cutting-edge tools they need to be successful.

Better service means better business

Customer service is not just an obligatory facet of business, it's an important competitive differentiator and often the difference between one-time and repeat customers. Organizations that only focus on customer acquisition rather than retention and service will continue to find themselves in a losing battle.

Support should be treated as a strategic initiative and within support, phone interactions should take the highest priority. Every customer call must be perfect starting from the moment a customer dials to the moment the agent hangs-up.

74% of people who have had a bad phone support experience are likely to choose another business the next time they shop

Source: Harvard Business Review

There is no room for error in today's competitive landscape, especially as customers are apt to share any negative experience through social media or word-of-mouth. One poor engagement could cost several future sales.

This is no easy task but it is possible with the right technology tailored to how businesses engage with customers today. Dialpad in partnership with Jabra delivers an agile, scalable and sophisticated service that ensures no customer calls fall through the cracks. Every call is treated with the utmost care and customer service agents have the right tools for their long-term success.

"Customers aren't going to blame a poor phone system for a bad support experience. They're going to blame the brand."

- Craig Walker, CEO at Dialpad

For more information about this or other customer stories, please visit jabra.com/business/customer-stories or contact your Jabra Account Manager.