



Amazon Connect and Jabra Biz 2300: enhancing contact center performance

New contact center solution deployed

In June 2019, the award-winning PLUS Jointex contact center deployed Amazon Connect, an easy to use omnichannel cloud contact center solution, and Jabra Biz 2300 corded headsets for its agents.

Comfortable enough for all-day use

Currently all 75 PLUS Jointex contact center operatives are using the Jabra Biz 2300. Reiko Sugiyama, PLUS CRM department manager said “During busy periods, we handle more than 1,000 calls a day, so we needed lightweight headsets which can be worn for a long time without the wearer getting tired. We chose the Jabra Biz 2300 Mono which weighs only 49g; it’s attractive, fits well on one ear, and can be used all-day without stress.”

The headset features a headband and microphone which can be easily adjusted to ensure the perfect fit for each operator.

Built for intensive use

“High durability was also essential”, Mr. Sugiyama continued, “previously we had tested cheaper headset brands but performance was poor and they broke very quickly. We wanted headsets that would last at least 2 to 3 years, so we needed a trusted professional-grade model. The fact that Jabra offers a two-year warranty and has had many successful installations encouraged us to choose the Jabra Biz 2300.”

Audio quality and design raise motivation

“Call quality has noticeably improved with the Jabra Biz 2300. The improved listening experience and ease of use contributes greatly to the operators’ motivation. The headset functionality is obviously important, but good looks and design are too. The

THE PROJECT AT A GLANCE

Customer

Part of PLUS co.ltd, PLUS Jointex is a distribution business delivering goods and services to offices, schools and nursing care homes.

Solution:
Jabra Biz 2300

- Built to last with all-day comfort
- World-class sound
- Works with all leading contact center platforms

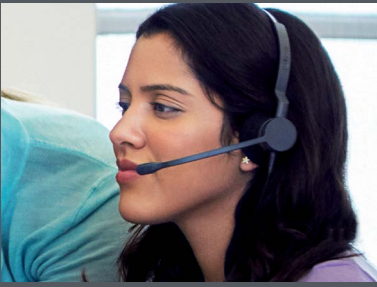
Contact center platform:
Amazon Connect



Benefits

- Improved call quality
- Increased comfort
- Improved employee motivation





Jabra Biz 2300 combines excellent sound quality with a tough build, enabling it to survive in today's high-performing contact centers.

Integration with Amazon Connect

Mr. Kunihiro Sekita, Deputy General Manager of the CRM Department, commented "At our center, we receive a wide range of inquiries about hundreds of thousands of items, from stationery and office supplies to office furniture. Since simple questions can be solved by the customer themselves online, we now get the more complex questions in the call center. This often requires specialist knowledge and increases the response time per call, which can stress the operator."

"One solution is the introduction of Amazon Connect. The flexibility of the platform enables us to make changes quickly, such as adding new features. It's also much easier for us to allow operators to work from home than it would be with an on-premise system."

Call recordings give invaluable feedback

High quality operators are a key asset of the contact center and call recordings are invaluable for training and performance feedback. Once a month, the CEO and managers hold a meeting to listen to the customer recordings. This enables them to improve the business.

"The Jabra headsets enable us to clearly listen to the customer and operator's voices on the recordings, and the clarity of the customer recordings is very important to our business" concluded Mr. Sekita.

Future plans

Future plans include the incorporation of voice recognition and sentiment analysis functionality, as well as the deployment of wireless headsets.

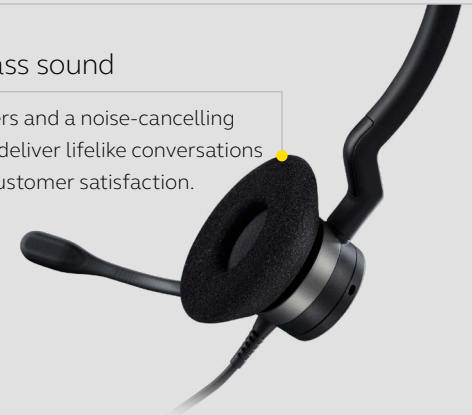
In cooperation with
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FEATURES



Lightweight comfort

Weighs just 49g for all-day comfort. Adjustable headband and microphone enable the perfect fit.



World-class sound

Great speakers and a noise-cancelling microphone deliver lifelike conversations and higher customer satisfaction.



Intuitive call control

Biz 2300 USB models include an intuitive call control unit with programmable buttons.