

# JABRA SECURES BEST CUSTOMER EXPERIENCE

The Credit Card Center of Shenzhen Development Bank has over 300 agents, who are on the phone for an average of 5 hours every day. To improve work efficiency and service quality, Shenzhen Development Bank urgently needed an advanced headsets solution with excellent audio quality, noise-canceling features and superior comfort.

## SITUATION

Shenzhen Development Bank (SDB) was established in 1987. Today it has become a national commercial bank with more than 300 branches/outlets in 20 developed cities in China.

The SDB Credit Card Center is the major channel to handle credit card transactions. It has over 300 agents, with each agent handling over 110 calls everyday.

“With the existing headsets, talking on the phone for an extended period of time resulted in extreme discomfort, resulting in lower efficiency amongst the agents.” said Ms. Huang Jing, Principal of Technical Support Module, Credit Card Center. “We needed a headset solution that would offer superior comfort, durability and hi-fi audio quality.” “We needed a comprehensive headset solution that was both comfortable to wear and had superior noise-cancelling features. We felt that these functions would improve our service quality to our customers,” she added. With this in mind, SDB Credit Card Center chose Jabra’s product portfolio of Jabra GN2120 headsets and Jabra GN8000 multi-purpose amplifiers.

## SOLUTION

Based on SDB’s requirements, Jabra recommended the Jabra GN2120 and Jabra GN8000 solutions, which was perfectly compatible to SDB Credit Card Center’s Avaya platform, which is one of the most popular platforms used in call centers today.

## COMPANY

Customer:	Shenzhen Development Bank
Website:	www.sdb.com.cn/website/page
Country:	China
Industry:	Finance/Banking

## PROFILE

Shenzhen Development Bank was established in 1987. Today it has become a national commercial bank with more than 300 branches/outlets in 20 developed cities in China.

## BUSINESS CHALLENGE

The problem of extended hours on the phone had an adverse effect on SDB’s agents and it had a negative impact on the work efficiency and service quality offered to its customers.

## PHONE SYSTEM

Avaya

## JABRA SOLUTION

Products: 300 sets of Jabra GN2120 and Jabra GN8000

## BUSINESS BENEFITS

- Excellent Noise-reduction Function
- Hi-fi Audio Quality
- Durability & Long-term Cost Savings

“Jabra’s headset solutions feature excellent noise-reduction capabilities, which can potentially protect the hearing of their agents. Jabra headsets and the materials used to make headset cables are very robust and offers an ergonomic and comfortable fit to the user.”

Ms. Huang Jing, Principal of Technical Support Module, Credit Card Center

SDB ordered 300 sets of headsets for its agents. Since its inception, the feedback has been unanimously positive. With its comfort, excellent noise-reduction attributes and superior acoustic quality, the Jabra GN2120 and Jabra GN8000 solution has significantly enhanced work efficiency.

## **BENEFITS**

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The excellent audio quality and superior comfort of Jabra GN2120 headset has helped SDB’s agents to work more efficiently and improve overall service quality.

## **EXCELLENT NOISE-REDUCTION FUNCTION**

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“Jabra’s headsets feature excellent noise-reduction function, providing protection to the hearing of agents and avoiding damage caused by wearing headsets for a long time. Moreover, these headsets offer great comfort.” said Huang Jing.

## **HI-FI AUDIO QUALITY**

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Jabra headsets feature unsurpassed hi-fi audio quality, ensuring quick response times, and effective communication between agents and clients, thus enabling SDB to provide better customer experience.

## **DURABILITY & LONG-TERM COST SAVINGS**

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Jabra also gives consideration to durability while offering comfort. “The robust construction ensures an almost zero failure rate and lower maintenance costs.” Huang Jing added.

## **MORE INFORMATION**

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