

# JABRA HELPS AMAZON CHINA DELIVER A 24-HOUR SERVICE HOTLINE

Amazon China runs a leading operations network that is widely recognized in the industry. The company provides a 24-hour hotline service throughout the year. Owing to their comfort, clear sound quality, excellent durability and cost effectiveness, Jabra Biz 1900 has proven to be a popular choice with Amazon China's call agents.

## SITUATION

Amazon China is highly customer-centric and determined to provide the best online shopping experience to its customers. Products span books, videos, consumer goods, electronics and cloud services. Amazon China is committed to providing a 24-hour hotline service, which means its teams of call agents are on the phone round-the-clock. So for these professionals, a headset that is comfortable and features clear sound quality and excellent durability, is an indispensable tool when communicating with customers all day long.

"We offer a 24-hour hotline service throughout the year. Our call agents are continuously on the phone so it is important that the headset is comfortable to wear," said Huang Rui, IT Supervisor of Amazon China: "The call center can also get very loud at times, making a headset solution featuring clear sound quality in a noisy environment a necessity."

Impressed by Jabra's high quality products and outstanding after-sales service, Amazon China opted to go with Jabra Biz 1900 headsets. Owing to their comfort, clear sound quality, excellent durability and cost effectiveness, Jabra Biz 1900 has proven to be a popular choice with Amazon China's call agents.

## COMPANY

Customer:	Beijing Century Joyo Information Technology Co Ltd (Amazon China)
Website:	www.amazon.cn
Country:	China
Industry:	Electronic Business

## PROFILE

Amazon owns a leading operations network widely recognized in the industry. It is the China operation of Amazon - the world's leading e-commerce company. Amazon China is highly customer-centric and determined to provide the best online shopping experience to its customers.

## BUSINESS CHALLENGE

Amazon China is committed to providing a 24-hour hotline service throughout the year. Since the call agents are constantly on the phone, the comfort and audio quality of their headsets are of prime importance. The durability and price of the headset solution also featured high in their list of considerations.

## PHONE SYSTEM

Polycom IP

## JABRA SOLUTION

Products: Jabra Biz 1900

## BUSINESS BENEFIT

- Lightweight design, comfortable to wear
- High quality with excellent durability
- Clear sound quality, with noise-canceling technology
- Competitively priced and highly cost-efficient



“We offer a 24-hour hotline service throughout the year. Our call agents are continuously on the phone so it is important that the headset is comfortable to wear”

Huang Rui, IT Supervisor of Amazon China

## SOLUTIONS

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For Amazon China’s call agents, the comfort and audio quality of the headsets they wear is paramount as they are receiving calls all day. The Jabra Biz 1900 headsets are designed to meet the requirements of their users. As such, they have a lightweight design with leather ear cushions - features aimed to ensure all day comfort.

Besides headsets, Jabra also provides product training for call agents, which is essential in helping them use the products properly and reduce the likelihood of accidental damage to headsets.

At present, more than 1100 employees in call centers of Amazon China in Chengdu and Tianjin are using Jabra Biz 1900 Series headsets. Call centers in Amazon Europe are already using them. Thanks to the positive feedback from employees, Amazon China is also considering adopting the Jabra Lync Speak phone System for conferencing.

## BENEFITS

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Jabra Biz 1900 Series headsets have a lightweight design, with leather ear cushions that take into consideration the practical concerns of call agents who are on the phone all day. It has been an important factor in enabling call agents to provide a consistently reliable 24-hour hotline service all year round. The 1900 series features microphones with noise-canceling technology, which ensures clear sound quality even in a noisy work space. The design of the Jabra BIZ 1900 series completely meets the requirements of Amazon China in terms of durability. Jabra products have an average lifecycle of three to four years, which helps companies significantly cut down costs. Jabra BIZ 1900 series is also highly cost-efficient.

Product training is another benefit offered by Jabra. According to Huang Rui, IT Supervisor of Amazon China: “Jabra BIZ 1900 headsets are comfortable to wear and have good audio quality. This cost-efficient solution can fulfill the needs of call agents. Trainings by Jabra provide guidance on proper use of headsets, which has become an important part of introductory training course for newcomers to Amazon China. ”

## MORE INFORMATION

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