



## COMFORTABLE WEARING EXPERIENCE ENHANCES EFFICIENCY

Kingdee International Software Group Company Limited (Kingdee) operates 108 branch offices for sales and customer services around the globe, and three software parks and several R&D centers across China. Kingdee's call center is composed of 250 staff members with 2900 daily inbound calls.

### SITUATION

Headquartered in Shenzhen, China, Kingdee was founded on 8 August 1993. The Group has established Software Parks in Shenzhen, Shanghai and Beijing, and R&D centers in the above three cities as well as in Chengdu, Guangzhou and Singapore. It operates 108 branch offices for sales and customer services around the globe. It also works with over 2,400 business partners to provide distribution, consultancy, technology, and implementation support for over 1 million customers. Driven by the vision of "providing timely response to customer requests and offering all-life-cycle service", Kingdee has grown into a market leader in China's software industry.

The broad business network and extensive geographical coverage requires an efficient call center to deliver timely and focused customer services. Kingdee's call center is composed of 250 staff members with 2900 daily inbound calls. However, the headsets previously deployed by Kingdee's call center were uncomfortable to wear due to their inappropriately large size and poor engineering design. They also suffered from loud background noise and poor connection, leading to unstable and inefficient communication. Kingdee was fully aware of the severity of the problem as it understands the importance of individual engagement and devotion in promoting the overall performance of the call center. "As our staff has to wear headsets for long hours, the wearing comfort of headsets is crucial to avoid ear pains and mental distraction which would lead to low engagement into conversation and client service", said Zhou Weifeng, Kingdee's operation information manager, customer service center.

### COMPANY

Customer:	Kingdee International Software Group Company Limited
Website:	www.kingdee.com
Country:	China
Industry:	IT

### PROFILE

Kingdee was founded on 8 August 1993. The company operates five regional subsidiaries and offices in Shenzhen, Shanghai, Beijing, Guangzhou and Xi'an with a professional R&D team and an extensive distribution network across the nation.

### BUSINESS CHALLENGE

Kingdee's call center is composed of 250 staff members with 2900 daily inbound calls. The wearing comfort of headsets is crucial to avoid ear pains and mental distraction

### PHONE SYSTEM

Avaya

### JABRA SOLUTION

Products: Jabra BIZ 2400

### BUSINESS BENEFIT

- Superior durability
- Comfortable wearing experience
- Outstanding communication clarity
- Professional brand image



“Jabra’s logo itself conveys the professional image of the brand and superior quality with excellent service.”

Zhou Weifeng, operation information manager, customer service center, Kingdee

## SOLUTIONS

To improve the employees’ work efficiency with a more comfortable communication device, Kingdee began to look for a replacement solution, and finally decided on the Jabra BIZ 2400 headsets which have proven capability of reducing background noise and to guarantee smooth conversations with enhanced wearing comfort.

“The compact and light design of Jabra’s headsets can effectively reduce the pressure on ears and significantly improve working efficiency of our staff. In addition, the superior brand image of Jabra also contributed to our purchase decision”, said Zhou Weifeng.

Kingdee has purchased Jabra headsets for two consecutive years since 2010. According to staff’s feedback, the Jabra BIZ 2400 headset can effectively reduce noise, guarantee uninterrupted and smooth conversations, and is comfortable to wear, making it a top pick for Kingdee call center.

Now, approximately 250 people at Kingdee use Jabra’s headsets to deliver quality services. Kingdee expects to roll out the headsets in future to meet the increasing demand as its call center continues to expand.

## BENEFITS

The Jabra BIZ 2400 headset itself combines a variety of enhanced technologies, which serve to improve the communication efficiency with clear voice quality, great wearing comfort and durability. It completely meets the special demands of call and sales centers.

### Superior durability

To ensure superior durability, Jabra BIZ 2400 headsets utilize surgical steel to build key components and Kevlar fiber to reinforce corded structure. It can meet the conversation requirement in the most demanding working conditions such as call centers.

### Comfortable wearing experience

Comfort is a major factor when designing the Jabra BIZ 2400 headsets. The product maximizes wearing comfort to secure a smooth and focused communication. Hence, the staff in the call center doesn’t have to suffer ear pains and uncomfortable feelings even when they wear headsets for long hours.

### Professional brand image

Jabra is renowned for its premium brand image in the headset industry. “Jabra’s logo itself conveys the professional image of the brand. For us, Jabra means superior quality and excellent service,” added Zhou Weifei. “This was why we picked Jabra out of a long list of suppliers to provide headset products for us and it turned out to be a wise decision.”

### Improved long-term cost savings

Surgical steel and kevlar materials were used to construct and reinforce key components of the Jabra BIZ 2400 headsets. The use of such durable materials provides maximum headset lifespan while requiring minimal maintenance. With fewer breakdowns, Kingdes’ call centers experienced better return of investment over the long run.

## MORE INFORMATION

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