


**Jabra®**

# GENERALI IMPROVES CUSTOMER SERVICE WITH JABRA GN9330e



The choice of wireless headsets generates real gains in company productivity. The insurance company, Generali has purchased 1800 Jabra headsets and has further 300 in pipeline in order to improve the quality of their customer service at 8 call centers in France.

## SITUATION

The Generali Group is a leading player in the global insurance and financial markets. Established in Trieste in 1831, today the Group is one of Europe's largest insurance providers and the European biggest Life insurer. It is also one of the world's top asset managers with assets totalling more than € 470 billion. With an employed sales force of more than 100000 people serving 70 million clients in more than 60 countries, the Group occupies a leadership position in Western Europe and an increasingly important place in Eastern Europe and Asia.

The Group strategy aims to consolidate Generali's preeminence on its key markets and achieve a premier position on markets with high growth potential, establishing its leadership in profitability.

The Generali Group is active all over the world. The Group is not only the market leader in Italy, but also a primary player in Germany, France, Austria, Spain, Switzerland, Israel and Argentina.

Generali is a strong player on markets offering high growth potential. In Central Eastern Europe, in particular, thanks to the Generali PPF Joint Venture, it is one of the primary players. Generali also has Joint Ventures in India and China, where, within a few years after its entrance, it has already become one of the top foreign insurance providers.

## COMPANY

**Customer:** Generali Group

**Web Site:** [www.generali.com](http://www.generali.com)

**Customer Size:** 85000 (Group) / 7000 (France) employees

**Country:** Italy (HQ) / France (subsidiary)

**Industry:** Financial Services

## PROFILE

The Generali Group is one of the most significant participants in the global insurance and financial products market. Assicurazioni Generali, founded in 1831 in Trieste, Italy, is the Group's parent and principal operating company. The Generali Group's offer includes traditional policies as well as savings products and complementary covers combining life and non-life policies.

## PRODUCT

**Products:** Jabra GN9330e

**# of Units:** 1800

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Pascal Ponchon, Service Manager,  
Telecommunications Department, Generali



GN Netcom is a world leader in innovative headset solutions. GN Netcom develops, manufactures and markets its products under the Jabra brand name.

A BRAND BY

**GN Netcom**

JABRA® IS A REGISTERED TRADEMARK OF GN NETCOM A/S

[WWW.JABRA.COM](http://WWW.JABRA.COM)

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“ We chose the Jabra wireless headsets because of their quality, their audio clarity and their robust construction. ”

Pascal Ponchon, Service Manager, Telecommunications Department, Generali



Jabra – world leader in innovative hands-free audio solutions is supplying headsets to Generali. The insurance company has purchased 1500 Jabra headsets to improve the quality of their customer service at 8 call centers in France.

#### **WIRELESS HEADSETS GENERATES GAINS IN PRODUCTIVITY**

The model chosen by Generali is the Jabra GN9330e wireless headset. It is constructed using quality materials, weighs just 26 grams and features a noise-cancelling microphone arm. It also boasts high quality audio, which reduces acoustic shock and guarantees the user clarity of communication, even in a noisy environment. It connects easily to a desk telephone, has a battery life of 9 hours and a range of up to 120 m.

“We are delighted to count Generali among our clients. We would like to note that companies are becoming increasingly aware of the benefits of wireless headsets. Quite apart from the perks on the user end, such as mobility and comfort, the choice of wireless headsets generates real gains in a company’s productivity and allows them to improve how calls are managed,” explains Jean-Baptiste Pain, Sales Director for France.

“We were looking for a wireless solution that would improve the comfort of our Customer Service teams in our call centers. We chose the Jabra wireless headsets because of their quality, their audio clarity and their robust construction. We are extremely satisfied with our choice,” notes Pascal Ponchon, Service Manager, Telecommunications Department. Generali is now solidifying its relationship with Jabra and has ordered stock of a further 300 items.

#### **MORE INFORMATION**

Please visit [www.jabra.com](http://www.jabra.com) for more information and e-mail.