



THE POWER OF CONVERSATION

Enhancing contact centre communications at Sitel

- Improved call quality
- Reduced call handle times
- Cost-effective products and services globally

COMPANY

Customer: Sitel Operating Corporation

Website: www.sitel.com

Country: USA

Industry: Outsourced customer care solutions

Employees: 65,000

Founded: 1985



JABRA SOLUTION

Jabra BIZ™ 2300



PROFILE

Founded in 1985, Sitel is a global outsourcing provider of customer care and back office processes. The company helps the largest brands in the world retain and grow their customer base.

BUSINESS CHALLENGE

Sitel was looking for high-quality headsets for its call centre agents that would ensure hearing safety and give maximum performance: It was important to find a global vendor who could provide consistent value and service worldwide.

Sitel owns and manages contact centres:

- In 24 countries
- With over 65,000 employees worldwide
- At 108 locations across the globe
- Speaking 40 unique languages

BUSINESS BENEFIT

We gave Sitel a global procurement model that delivers intelligent audio solutions that are built to survive in any high-performing contact centre:

- Superior audio devices
- Simple worldwide purchasing and pricing
- Consistency and reliable global support

JABRA SOLUTION

Sitel chose the Jabra BIZ 2300 headset for their 60,000 agents worldwide

PUTTING PEOPLE AND HEARING QUALITY FIRST

Two years ago, Sitel signed a master agreement with us. In the first year, it ordered 30,000 Jabra BIZ 2300 headsets. This increased in the second year as the company expanded its worldwide operations.

Sitel puts people first. The hearing safety built in to the Jabra BIZ 2300 was an important factor in the decision to exclusively purchase this model. After extensive trials, Sitel's people reported that they loved using the BIZ 2300, which is designed for the contact centre industry.

“We must have a dependable headset that’s comfortable for our associates, economical for Sitel and of superior quality to meet our clients’ expectations. We’ve found all of that through our partnership with Jabra... I’m not allowing anything else to be put on our call center floor.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

REDUCING CALL HANDLE TIME

Call quality is paramount for Sitel which is why agents only use Jabra headsets. Since deploying the BIZ 2300 in all contact centres, call handle times have reduced. Agents and customers no longer need to repeat themselves because the call audio quality is so good.

“Our clients monitor calls that come in and with prior suppliers we could get feedback saying the call quality was bad, either the customer couldn’t hear the agent or the agent couldn’t hear the customer. This has dropped back to nothing since we changed to Jabra.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

A GLOBAL PROCUREMENT MODEL

Sitel needed a global procurement model to supply all their locations with headsets. Through our strong global relations with key distributors and resellers, consistent pricing and service were made available to every contact centre worldwide. For Sitel, the ease with which Jabra headsets can be procured globally is a huge plus point: A global agreement means every time Sitel open a new contact centre, pricing and local/regional suppliers are already in place for the easy procurement of headsets.

“We think that the partnership with Jabra has been phenomenal. This is the second year of our master agreement with Jabra and we couldn’t be happier with the products, service and support we get from them.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel

STREAMLINING SITEL’S EXPANSION

In 2015 Sitel opened two new call centres in the Philippines. Both centres had more than 2,000 seats; that’s the equivalent of 6,000 headsets per building (to cover different shifts). A new call centre was opened in India the same year. Sitel is on track to open more contact centres around the globe.

FROM CONTACT CENTER TO BACK OFFICE

Sitel recently moved from a telephony environment to a full Skype for Business Unified Communications scenario. We supplied samples of the Jabra EVOLVE series to test in three of Sitel’s US offices. The feedback has been very good. Once all the test results are in, EVOLVE could be deployed to Sitel’s back office staff across the world.

“Jabra gets our vision of who we are and has come to the table with solution after solution to help us achieve our goals as a company, and to me, that says something.”

Ellen Gossett, Head of Global Procurement and Director of Finance, Sitel



MORE INFORMATION:

For more information on Jabra solutions, please contact your Jabra representative or visit jabra.com.uk