

90%

of organisations perceive customer satisfaction as a **competitive differentiator and critical** for business success



What is the Customer Satisfaction Paradox?

BUT



80%
of global companies believe they deliver superior customer service



only 8%
of customers believe they receive superior customer service

Jabra's Vision for Customer Satisfaction

We ran a field study to understand call complexity, speaking to 4,000+ agents and advisors driving customer satisfaction*. This is what we discovered:



70%

of respondents report that noise has a negative impact



35%

report interruptions have a negative effect



52%

state not having the right information to hand



38%

saw an increase in the cost of calls



40%

saw an increase in the length of calls

Enable **superior customer satisfaction** within customer voice conversations with **Jabra solutions**.



Issue #1

Noise



Negatively effects customer satisfaction.

Solutions:

- Passive noise-cancellation via the ear cushions blocks out background noise,
- Intelligent microphones filter noise and breathing sounds, so confidential information isn't overheard
- Jabra Xpress and Direct software provide analytics data to support call clarity, such as the optimal microphone position

Issue #2

Interruptions



Result in delays in call wrap-up times and a loss of concentration

Solutions:

- Headset busylight lets colleagues know when agents are on a call

Issue #3

Lacking information



You can't pause a conversation even though over half of all respondents believe they do not have the right information to hand.

Solutions:

- Wireless headsets allow agents to move up to 150 metres away from their desk
- Call control units on corded headsets allow agents to have colleagues on speed dial



By **resolving** the three issues listed above, call-centric organisations can create an overall **better working environment** for their agents, allowing them to provide a **superior customer experience** and **address the paradox**.

* Jabra, Call Centric Profiles, 2017