

plantronics®

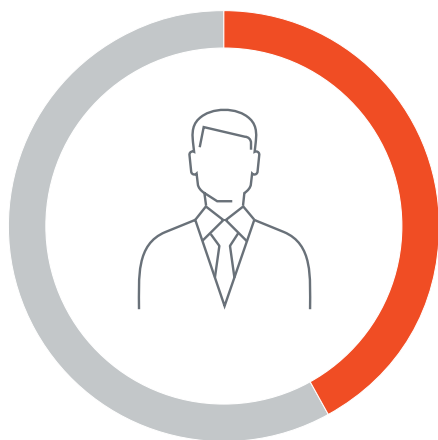
# INSIGHTWARE

Better insights, better business decisions.



# Actionable insights:

Harnessing the power of voice and analytics to facilitate your company's digital transformation



Digital disruption is rapidly changing the way we buy products, interact with one another, work and play. It's also transforming the way that businesses operate:

**42%** | of CEOs identify their company as "digital first" or "digital to the core."<sup>1</sup>

And it's easy to understand why.

<sup>1</sup>Gartner, 2017 CEO survey: CIOs Must Scale Up Digital Business.

# The power of digital

Digital technology gives employees the freedom to work anytime, anywhere, on any device and empowers companies to quickly scale up or scale down. But perhaps the most important advantage is that it has the potential to yield actionable insights. The activities and interactions of employees and customers can be effectively tracked, catalogued and mined for insights you can use to:



**More than half** of CEOs surveyed said that digital investments improved net profit<sup>1</sup>

**84%** of contact centers reported reduced costs<sup>2</sup>

<sup>1</sup> Dimension Data's 2016 Global Contact Center Benchmarking Report, © Dimension Data 2013 – 2016.

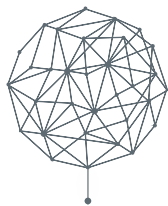
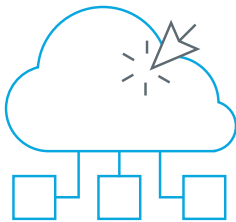
# What is digital transformation?

Digital transformation is the transformation of business processes through the use of digital technology — which generates, stores and processes data — to improve business performance. When it comes to communications, digital transformation has different business implications and benefits for enterprises and contact centers.

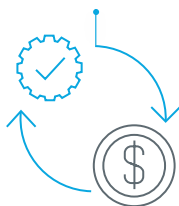


## FOR ENTERPRISES:

It means moving to cloud-based unified communications and collaboration (UCC) solutions that integrate voice, data and communications applications and allow users to access them anytime, anywhere, on any device and network.



Technology-related business change is the **second-highest priority** for CEOs, outranked only by profit growth<sup>2</sup>



## FOR CONTACT CENTERS:

It means moving from analog to digital voice communications, providing omnichannel access that not only delivers a superior customer experience but also supports rich data analytics.



Connected (omnichannel) customer journeys voted the **#1 industry trend for 2016**



**50.2%** of business leaders rank analytics as the **#1 factor to reshape the industry** in the next 5 years<sup>2</sup>



**57.7%** of all customer/contact center interactions are still voice (phone)<sup>2</sup>

<sup>2</sup>Dimension Data's 2016 Global Contact Center Benchmarking Report, © Dimension Data 2013 – 2016.

## Voice: A critical component

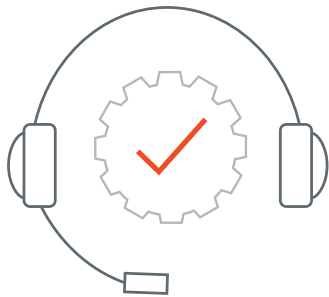
As paradoxical as it may seem, voice is one of the key elements of digital transformation.

The voice channel is at the heart of UCC simply because voice is, ultimately, the most effective way for people to communicate. UCC gives enterprise employees the freedom to communicate as clearly and naturally as if they were face to face, regardless of geographic location or device.

For contact centers, voice is a critical component of an omnichannel strategy. Moving from analog to digital allows customer service representatives (CSRs) to connect seamlessly with other areas of the business to better address customers' needs. It also provides an opportunity to monitor call quality and generate valuable analytics.



# How headsets support digital transformation



Headsets play an important role in digital transformation. They need to work seamlessly with UCC or cloud-connected contact center offerings from industry leaders like Avaya, Cisco, Genesys and Microsoft.

For **UCC environments**, they need to be comfortable, easy to use and customizable to individual roles and preferences. If they're not, users will not have a positive experience and may quickly revert to their old ways of working or develop workarounds.

For **contact centers**, they need to be comfortable, durable and offer features and functions that help CSRs provide a better customer experience.

But headsets are also a valuable source of **actionable insights**. Understanding how, when and where headsets are used provides valuable data about the progress of your transformation journey.

## ENTERPRISE EMPLOYEES NEED:

Collaboration solutions that are easy to use and match the way they work

## CONTACT CENTER EMPLOYEES NEED:

Professional-grade audio devices that can keep them productive throughout the day

## ENTERPRISES NEED TO KNOW:

- Are employees using the correct software and firmware versions?
- Are employees using the solutions? Do they have the right configuration?
- What third-party services (such as Office 365, Skype for Business and Jabber) are being accessed?

## CONTACT CENTERS NEED TO KNOW:

- Are there any potential issues between the audio devices and contact center apps?
- Are CSRs using the most effective customer-engagement practices?
- Are devices properly configured to provide consistent voice quality, protect CSRs from acoustic events and comply with noise-at-work regulations?

Find out what you need to know



**Plantronics Manager Pro**, our subscription-based software-as-a-service that is sold separately, lets you see what devices, software and firmware are in use, monitor device usage, analyze the quality of conversations and track acoustic events. Its powerful analytics are a source of actionable insights that can help you accelerate the digital transformation of your business.

# How actionable insights help drive UCC adoption for enterprises

There's more to a successful transformation than simply deploying technology. Adoption is key: The best solution in the world won't benefit your company if no one is using it.

The challenge is that people are inherently resistant to change. We get used to doing things a certain way and are reluctant to adopt a new way — even if it has significant advantages.

The opportunity is to gain a line of sight into employee behavior and attitudes. By analyzing what devices are in use and how, and tracking performance issues or adoption challenges, you can take the necessary steps to keep your digital transformation on course and help users embrace the benefits.



## TYPE OF ANALYSIS

### Asset



## INSIGHTS

- Number and type of headsets in use
- Presence of non-approved devices
- Third-party services in use (Skype for Business, Jabber, etc.)

## ACTIONS

- Remove/replace non-approved devices
- Purchase additional inventory to support 100% adoption
- Deploy latest software or firmware and monitor activation
- Proactively manage potential configuration conflicts

### Usage



- Headsets regularly being used or not activated
- Device usage patterns including calls made/received and duration
- Who is using devices and with what applications
- Who is using unapproved devices

- Provide additional training for infrequent or non-users
- Assist with configuration
- Assess whether or not the right device was provided for the work style, and potentially consider deploying an alternative device

# How actionable insights help contact centers enhance the customer experience

Contact centers can benefit from additional insights into voice quality. By analyzing audio for clarity and consistency you can take the necessary steps to ensure a consistent, positive voice experience for contact center staff and customers alike. Tracking disruptive noise helps you ensure that employees' hearing health is not at risk.



## ANALYSIS

### Conversation



## INSIGHTS

- Periods of overtalk, which could indicate an argument
- Percentage of customer versus CSR speech

## ACTIONS

- Provide additional training to CSRs on how to provide the best customer experience
- Run a query to check system performance

### Acoustic



- Headsets with inappropriate volume setting
- Incidence of acoustic events during conversation that could pose a health and safety risk to the CSR

- Set and lock in settings to ensure regulatory compliance
- Run a query to prove the headset mitigated the acoustic event



# About Plantronics

Plantronics is a recognized industry leader in audio technology, offering enterprise-grade USB-connected headsets along with innovative software that provides a vital window into the progress of your company's digital transformation journey.

Headsets come in a variety of styles with features to meet the specific needs of professionals in the office, on the go or in the contact center. We work closely with industry leaders like Avaya, Cisco, Genesys and Microsoft to ensure that our devices work seamlessly with their UCC and contact center offerings.

**Plantronics Manager Pro**, our subscription-based software-as-a-service that is sold separately, lets you monitor, manage and maintain your entire headset inventory from your web browser. Built for the future, Plantronics Manager Pro provides a full suite of reports that provide the actionable insights you need to help accelerate the transformation of your voice and collaboration systems.



Find out how Plantronics can support  
your company's digital transformation.

Visit [plantronics.com/xxxx](https://plantronics.com/xxxx)

plantronics®