

QUALITY JABRA HEADSETS COVERS TRANSCOM'S 'BLOODLINE'

Transcom houses 30,000 customer experience specialists in 70 contact centers across 27 countries and services over 400 international brands in various industry verticals. To be able to deliver its lifeblood of providing outstanding customer experience, Transcom needed quality headsets that feature optimum clarity, comfort and durability equipped with maximum noise reduction features.

SITUATION

Transcom is a global solution provider of customer care, sales, technical support and credit management services delivered through its extensive network of contact centers and work-at-home agents. Transcom's clients are spread across Europe, the Americas, Asia and North Africa.

To be well-equipped with tools to support customer and to be able to adapt across different cultural and regulatory context of customer marketplaces they serve is a key business competency for Transcom.

In the Philippines, Transcom started its operations in 2004 with just 40 employees involved in back-office work for a local client. Today, Transcom operates in three different areas of the region including Metro Manila, Bacolod City and Iloilo City; with four office locations with a capacity of over 10,000 seats. They provide services for key industry verticals - mainly telecommunications, financial services, healthcare, retail, Information Technology (IT), and the government - to customers in the U.S., Canada, U.K., Australia, and the Philippines.

Many of Transcom's clients demand a high level of quality customer experience services to help them drive and achieve cost effective bottom-lines for their business.

COMPANY

Customer:	Transcom
Web Site:	www.transcom.com
Country:	Philippines
Industry:	Call Center; management consulting services

PROFILE

Transcom is a global solutions provider of customer care, sales, technical support and credit management services delivered through its extensive network of contact centers and work-at-home agents.

BUSINESS CHALLENGE

Using headsets that did not adapt to Transcom's physical infrastructure resulted in poor quality of calls, which affected the agents' work and service efficiency.

PHONE SYSTEM

Avaya, Cisco platforms

JABRA SOLUTION

Products: Jabra GN 2025

BUSINESS BENEFITS

- Excellent noise-cancelation feature
- High-quality Audio
- Durability and Value for Money



Transcom

“The biggest factor that I need from a partner is that they can respond to my needs quickly. Jabra does all that for me.”

Siva Subramaniam, Country Manager - Transcom Philippines

“Our clients often require expansion and growth at a very short time frame,” shared Siva Subramaniam, Transcom Country Manager for Philippines and Head of Sales for Asia Pacific. “We needed a partner that could respond to those needs even at a moment’s notice - and Jabra was able to do that.”

“Jabra has always been at the forefront of headset solutions for contact centers, bearing the essential elements of comfort, excellent sound and durability, and a diverse line of headset designs that would fit various work environments,” Siva adds.

Prior to using Jabra, Transcom used several other headset brands but these did not meet their requirements especially when tested within the rigorous and round-the-clock Call Center environment and operations.

“Our site in Bacolod is built with a high ceiling, so tendencies of echoing became evident. Unfortunately our old headsets did not perform well under those conditions. Then we got Jabra headsets, and its noise-cancellation and comfort features worked excellently,” Subramaniam shared.

Today about 70% of Transcom agents are using Jabra headsets. Subramaniam said that while they had minor challenges with the product, Jabra took the time and effort to understand what the problems were and solved them.

“At the end of the day, we needed a partner and not just a supplier. The “trust factor” is very crucial in getting things done immediately, and the biggest factor that I need from a partner is that they can respond to my needs quickly. Jabra does all that for me.”

SOLUTION AND BENEFIT OF USING JABRA

Today, Transcom agents are using Jabra GN 2025, mainly running on Avaya and Cisco platforms, among others.

According to Subramaniam, his call agents love and are impressed with not just the great noise - cancellation, but also the comfort, sound clarity and highly easy-to-use Jabra headsets and solutions. Transcom is in fact considering including new wireless headsets from Jabra to their system. “Our return of investment is all about our agents hearing very well and working optimally to deliver a high level of customer service. The clarity, quality, flexibility and robustness of the headset is really essential. If our headsets do not enable best customer communications, business will not be good for us,” adds Subramaniam.

“It gives us the quality of technology that we will be able to communicate with our clients really well,” says Rodeilyn Villavicencio, a Team Leader at Transcom. “The sound is crisp and very clear, we don’t have to repeat conversations with our customers, and our customers won’t hear anything in the background. There really is no problem in the communication between clients and the agents.”

“Transcom and Jabra have fostered a very strong relationship from top down,” said Subramaniam. “I especially love the commitment of the Jabra team and how they respond to support and meeting our business requirements. Partnering with Jabra for all our headset requirements translates to collaborating with a company with financial stability, quality of products and superior customer experience and service, which is everything we really need.”

MORE INFORMATION:

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