



SUCCESS STORY

Jabra Sets New Customer Service Standards Using Fonolo Call-Backs within Amazon Connect

With Call-Backs, the global audio giant was able to further reduce customer hold times and lower call abandon rates.

Jabra GN

Customer

Jabra

Industry

Computers and
Electronics
Manufacturing

Location

Global

ROI

Reduced
Hold Times

Lowered
Abandon Rates

Delighted
Customers and Agents

The Company

Jabra is a global leader in audio, video, and collaboration solutions. As part of the Danish GN Group, the company has been engineering technology that brings people together for 150 years. Today, that means Jabra engineers, manufactures, and markets wireless, true wireless, and corded headphones, as well as video and collaboration solutions for consumers and businesses.

The Challenge

With a global footprint and a rapidly developing business, Jabra's Support Specialists are busy around the world in the company's contact centers.

Mark Pritchard, Senior Platform & Automation Consultant at Jabra, is responsible for managing the global configuration for the company's voice platform. He says Jabra was looking for a product to help further reduce customer hold times and lower abandon rates in their contact centers.

Initially, Jabra sought a call-back solution to support their enterprise-level customers and was particularly interested in offering Fonolo's Web Call-Backs online. If pilots were successful, they would consider deploying the call-back feature to the rest of the company's contact centers.

"The customer feedback was even better than we'd hoped. We had a lot of customers requesting a call-back and requests increased over time as the solution was deployed across phone queues."

Mark Pritchard

Senior Platform & Automation Consultant

“Our Jabra Support Specialists found Call-Backs extremely easy to use and not cumbersome at all. They were just receiving a normal phone call in the same way they receive any other call.”

Mark Pritchard

Senior Platform & Automation Consultant

The Solution

Jabra needed a solution that required no further development and could be scaled moving forward as the business required. It was quickly evident that Fonolo could provide the features Jabra needed.

Mark says “the solution worked on in-house within Jabra worked well, but it took a tremendous effort to develop and maintain. It also lacked key features like [Scheduled Call-Backs](#) and an agile and cohesive admin portal.”

Jabra needed a solution to reduce hold times, lower abandon rates, and work seamlessly in an Amazon Connect environment, while also being more intuitive and robust compared to other solutions experienced in the past.

Mark says Jabra piloted [Fonolo Call-Backs](#) as a premium customer care service for enterprise customers. After successfully testing the system in Europe, they followed up with a US pilot on a busy consumer line. Mark says feedback from customers and contact center staff during the pilot programs was very positive from the beginning.

“Our Jabra Support Specialists found Call-Backs extremely easy to use and not cumbersome at all,” says Mark. “They were just receiving a normal phone call in the same way they receive any other call.”

Customers loved it, too: “The customer feedback was even better than we’d hoped. We had a lot of customers requesting a call-back and requests increased over time as the solution was deployed across phone queues.”

Why Fonolo?

Mark says that Fonolo Call-Backs stood out when compared against other vendors or solutions that could be developed using tools in the marketplace.

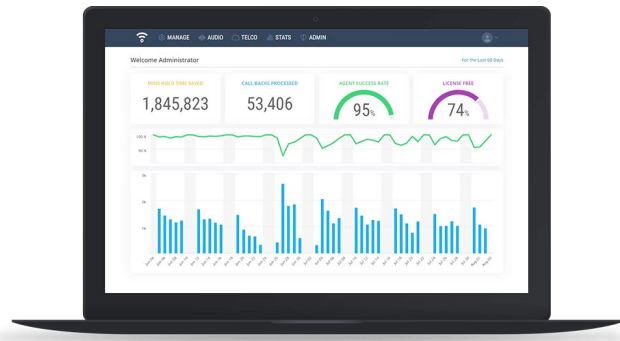
Why? For starters, other solutions needed improvements with their web call-backs and scheduled call-back functionality. They also required extensive development time.

“If I look at what we’re able to do with Fonolo and what I would have to do in other solutions, it would have taken many hours of development and consultancy to reach the same results,” says Mark.

“Fonolo has been one of the solutions which positively contributed to improving the overall customer experience.”

Dan Geddes

Senior Manager, Jabra Support Global



“I’ve used lots of portals in my time,” says Mark, “but the Fonolo Portal makes it easy to administer the solution and maintain the call-back environment.”

The Results

Jabra’s goal to enhance their already-strong customer service by lowering abandon rates was realized almost immediately after launching Fonolo. Mark says impressive results were evident after a single day.

Fonolo also worked with Jabra to provide support in multiple languages. The collaboration ensures a completely seamless experience for customers by using Amazon voices, which match the same voices used in Amazon Polly’s text-to-speech service. This gives the customer a seamless experience as they travel through Amazon Connect into Fonolo.

Mark was impressed with Fonolo’s commitment to fully understanding Jabra’s business and their swift and thorough problem resolution. He says the support he has received from Fonolo’s customer success engineers has been simply excellent.

“Fonolo thought of the journey, and it really complements our setup and our ability to give our customers and teams a better experience in a key channel,” says Mark.

“We have deployed multiple successful solutions as part of our support ecosystem in the last 10 years and Fonolo has been one of the solutions which positively contributed to improving the overall customer experience,” says Dan Geddes, Senior Manager, Jabra Support Global.



ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo’s award-winning solutions are trusted by a growing list of call centers that aim to provide a superior customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit fonolo.com to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

CONTACT US

info@fonolo.com | 1.855.366.2500

FOLLOW US



[BOOK A DEMO >](#)

fonolo.com