3 keys to choosing headsets for your call center

Voice is a critical element of your omnichannel customer experience

We live in an omnichannel world, where consumers expect customer service via email, social media, chat, and other channels. As a result, the voice channel is sometimes undervalued. But while they may get fast, easy answers to simple problems using other channels, when consumers have a complex issue to solve, they want to call in and talk to a customer service representative (CSR).

Undervaluing the voice channel can degrade brand reputation and customer loyalty. In a Forbes Advisor survey, 74% of respondents named customer service as a top factor that affects customer loyalty[1] because customers call in for more emotional and/or cause them to consider competitors.

At the same time, the contact center has changed, with employee experience (EX) more important than ever for retention in a tight labor market. A key element in modern retention strategies is enabling employees to work where they prefer, whether that's in a contact center or remotely from home.

But wherever CSRs are working, they need to be equipped to deliver the clear, professional conversations that are the foundation of experiences that reflect well on your business and build long-term customer relationships.

According to the Frost & Sullivan report, **"CX Growth Opportunities in Travel & Hospitality: Global, 2023—A Customer Perspective,"**

72%
of decision-makers say improving EX is a top priority in the next 2 years.[2]

Are your CSRs set up for productive customer conversations?

It's essential that your customers and employees can clearly hear each other or the people on both sides of the call will be frustrated. It is impossible to have a smooth, successful conversation if sound is garbled, the customer can hear other conversations or background noise, or the CRS can't hear the customer.

Do your current headsets give employees in the contact center and at home the features they need to provide a better customer experience?
If your current setup is lacking one or more of these features, it may be time to consider modernizing your CRS headsets.

Are your headsets	In the contact center	At home
Easy to manage when CSRs need to control volume or mute?		
Able to block ambient noise from distracting CSRs?		
Able to protect CSRs from audio spikes?		
Equipped with a microphone that keeps background sound out of the conversation?		
Built to stand up to the wear and tear of contact centers and keep working?		
Lightweight, adjustible, and made for comfortable all day wearing?		
Easy for IT to manage and maintain?		
Certified for preferred cloud platform provider?		

Made for contact centers

Start by considering headsets designed from the beginning to deliver professional-quality audio for contact centers. Because CSRs wear their headsets for their entire shift day after day, headsets made for the contact center stand up to wear and tear better over a longer lifespan than their counterparts designed for regular business use or audio listening. They're also designed for all-day comfort, which is critical to keeping CSRs happy and productive.

Look for:

- **Durable construction with a light wearing weight** for both a long life and optimal comfort.
- **Noise cancellation technologies** optimized to block sound distractions for contact center and home environments.
- **Consistent audio** with technology that eliminates sound spikes.
- **Flexible microphones** that enable clear, private conversations.
- **Easy connection** makes it simple for CSRs to be immediately productive and stay on track throughout their day.
- **Available in several styles** that let CSRs choose whether they prefer to have one ear covered or both.
- **Remote monitoring and management** capabilities enable IT to easily track and maintain headsets wherever they are.
- **Seamless integration with leading cloud providers** like Microsoft, Zoom, Google, GoTo, and RingCentral ensure an intuitive CSR user experience.

Key conversation-enhancing technologies to look for

There are several key technologies that enable better conversations with customers and a better listening and speaking experience for your CSRs.

SoundGuard Digital

Advanced acoustic protection uses three tightly coupled acoustic limiters to detect and eliminate sudden increases in sound to avoid startling CSRs, make it easier to listen all day, and keep the conversation at a constant and comfortable level.

Voice-Optimized Frequency Response

Automatically homes in on the audio range of human speech, allowing CSRs to more clearly hear customers and minimize listening fatigue.

Acoustic Fence

Uses spatially aware microphones to keep nearby sounds from competing with the headset wearer's voice and ensure their words are the only thing listeners hear.

Active Noise Cancellation (ANC)

Puts microphones to work to enable the employee wearing the headset to focus. Four microphones (one inside and one outside of each ear cup) reduce background noise and distraction. Because of this, users can expect better performance, wider frequency response, and more tolerance for headset mispositioning. ANC headsets also reduce fatigue on calls by allowing users to hear voices more naturally.

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Headset design

Contact center headsets are available as wired or wireless. Which design you choose depends on the roles a rep plays in your contact center. For example, CSRs who spend their day at a desk fielding calls may benefit from a wired headset. Those who staff the IT helpdesk may need a wireless headset that gives them the freedom to leave their desk and handle other tasks between calls. And those who handle sensitive information may need the security of a DECT™ headset.

Wired Headsets

With outstanding audio, ease of use, durability, and affordability, wired headsets are the most common type of headsets for the contact center.

Professional audio quality | No worries about charging | Sound quality is protected as there is no risk of signal interference | Unlimited talk time | Exceptional security | High durability and reliability

Wireless DECT™ Headsets

For contact center and home office environments where density, sound quality, range, and are paramount, opt for DECT™ (Digital Enhanced Cordless Communications) wireless headsets.

Professional audio quality | 1.9 GHz radio frequency (protected band—differs globally) | Range of up to 590 feet or 180-meter line of sight | Excellent user density, talk time, and security | WiFi interference free

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Keep the conversations flowing

Whether CSRs are in the contact center, at a satellite location, or working from home, it has to be simple for your IT team to manage and maintain headsets. Here are some key things to look for in headset software and support.

Full visibility
Deploy, monitor, maintain, update, and troubleshoot all the headsets in your organization from a single software pane of glass and eliminate the need to handle these tasks headset-by-headset.
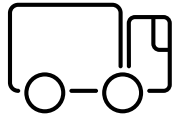
Inventory management
Keep track of headsets wherever they're used with clear cross-vendor visibility of deployment across your organization and geolocating capabilities.

Productivity insights
Gain insight into deployment, adoption, usage, and acoustics with unique data captured directly from the headset to keep a pulse on device status, meeting performance, and worker experience.

Minimal downtime
If something goes wrong and your IT team can't solve the problem, you can't afford to have CSRs be unable to take calls. This can result in longer hold times and unhappy customers. To avoid or minimize downtime look for service offerings that include 24/7[3] support, priority response, and next-day advance replacement.

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How can Poly help?

The voice channel remains one of the most important points of contact for your customers. Poly helps you ensure your CSRs can speak and be heard with headsets that help them deliver a great experience that builds customer loyalty and your brand reputation.

Our contact center headsets are purpose-built to enable clear conversations, stand up to constant use, and offer all-day comfort. Cloud-based software makes it easy to keep headsets updated and working and provides the insights to optimize usage across your CSR teams.

Learn more