



Enabling the Digital Contact Center with Jabra and Talkdesk

THE PROJECT AT A GLANCE

Jabra is partnering with Talkdesk to bring its industry-leading headsets to Talkdesk customers through Talkdesk AppConnect™, the leading customer experience solutions marketplace. Through AppConnect, contact center teams can connect with a suite of industry leading apps and peripherals to work anywhere productively.

Solution: Jabra headsets including Biz 2300 USB, Engage 65 and 50

- Remote Call Control in the Jabra headset integration with Talkdesk CX Cloud™
- Use Jabra headsets to answer, hang up, hold, mute and unmute calls from Talkdesk CX Cloud™
- Superior agent experience and faster agent adoption of Talkdesk CX Cloud™

Benefits

- Eliminates background noise for a more focused work environment, regardless of location - remote or in-office
- Ease of use, increased productivity
- Drives agent satisfaction, driving greater customer satisfaction

74% of contact centers have agents working remotely during the pandemic.

Source: Nemertes Research

The next-generation contact center

Talkdesk, provider of cloud contact center software (CCaaS) solutions, is helping to equip today's organizations for the contact center of tomorrow. Talkdesk combines enterprise-class contact center capability providing resilience and business continuity with consumer simplicity for voice, reporting, analytics and more.

Talkdesk's AppConnect™, the first enterprise contact center app store, is a customer experience solutions marketplace that connects teams with industry-leading contact center applications, devices and services. With Talkdesk AppConnect™, contact center teams can easily extend their solutions with one-click integrations. Jabra headsets are the first and only headsets to be listed and available from the AppConnect marketplace.

The changing contact center landscape

The global pandemic forced businesses across industries and around the globe to make massive shifts in their daily operations and contact centers were no exception. In the span of weeks, and in many cases, days, hundreds, if not thousands of contact center teams made a full transition to remote work bringing their legacy contact centers from traditional office locations to the home office. In the midst of this transformation, customer service inquiries have been at an all-time high, while agents are adapting – trying to navigate new ways to collaborate while demonstrating productivity to supervisors. Management also faced the challenges of assuring business continuity in this new normal.

While this was undoubtedly a drastic shift in the industry, the pandemic has not been the only driver of change in the contact center market. Emerging technologies like AI and automation have helped to propel innovation and create new opportunities. And, continuously increasing, complex customer demands have shifted contact center needs and priorities giving way to the establishment of more customer-centric communication channels. These changes indicate paradigm shifts in the industry that are likely here to stay. Are today's organizations prepared for the contact center of the future?

“To remain competitive in a changing marketplace, contact centers need to adopt new solutions to help agents succeed,”

- Robert Gavin
VP of Alliances, Talkdesk

“Talkdesk AppConnect™ provides unparalleled flexibility to extend contact center capabilities – from hardware to software – whenever and wherever your business requires,” Gavin added.

A headset for any environment

Jabra provides industry-leading professional headsets for enterprises of all sizes. Designed for digital contact centers, Jabra's headsets enable agents while working in the office, remotely, or on-the-go. Jabra products eliminate distracting background noise for a more focused work environment that helps agents concentrate, collaborate and maintain productivity – no matter where they are located.



Jabra has certified interoperability with the Talkdesk CX Cloud™ platform, delivering an easy-to-use, robust solution for contact centers. Additionally, Jabra headsets seamlessly provide Remote Call Control (RCC) for Talkdesk CX Cloud™, allowing agents to answer, hang up, hold, mute and unmute calls bringing crystal-clear voice, and superior agent and customer experience. Jabra headsets provide a seamless way to engage with and adopt Talkdesk's leading solutions.

Jabra headsets also offer data analytics, monitoring and management capabilities, and APIs allowing for customization to meet the needs of any contact center environment. Future integrations between Jabra management tools, Jabra Xpress/ Jabra Direct and Talkdesk iQ, an AI-powered live dashboard platform management tool for contact center leaders will provide one-click headset firmware updates, easier asset management, and provide a variety of important headset analytics to Talkdesk iQ's dashboard.

These capabilities are a perfect complement to the rich AI and analytics of Talkdesk products to assure customer customization needs are met today and into the future.

Jabra is the first and only hardware partner to be added to the Talkdesk AppConnect marketplace to provide a more complete solution, agent experience and, ultimately, customer experience.

“Conversation and concentration is key to the work of contact center agents, and they increasingly need to perform calls in noisy environments.”

- Kelly Nagel
President and GM of Jabra North America

“Our headsets help to power customer satisfaction by providing agents with a crystal-clear sound experience and the customization options to meet their unique needs,” Nagel added.

Building resilient contact centers

Excellent customer service starts with reliability. Talkdesk-tested Jabra headsets work out of the box with the Talkdesk CX Cloud™ platform, providing Remote Call Control for many functions. Jabra call center headsets are simple to use and work seamlessly with Talkdesk – no matter how a contact center is set up.

Efficiency is key to helping organizations adjust quickly. The Talkdesk AppConnect™ marketplace enables ease of transaction for contact centers, driving down the level of effort and team for agents to get access to headsets. This gives organizations the ability for more strategic cost and budget management by swiftly sourcing solutions that meet their most immediate needs, while also planning for longer-time priorities.

“Bringing this flexibility and extensibility to contact centers who are trying to solve a myriad of challenges is critical in today's changing landscape,” said Robert Gavin, Talkdesk. “Having Jabra headsets integrated with Talkdesk CX Cloud™ and included in the AppConnect marketplace, companies can be assured they have a truly integrated and complete solution, delivering superior agent and customer experience in a resilient contact center.”

Jabra and Talkdesk help teams work from anywhere

It has been an unprecedented time for contact centers, but many are moving from surviving to thriving thanks to strategic technology decisions. Hardware and software once used only in the office have become essential to teams working from home. There will continue to be an increased need for a tech stack that helps organizations navigate a new remote reality.

Jabra and Talkdesk help to address the core challenges faced by today's contact centers – whether small- to medium-sized businesses or some of the largest sales organizations in the world – by providing the flexibility that they need to adapt. Together, Jabra and Talkdesk provide simple, seamless solutions whether teams are located on-prem or remote.