



LET'S HEAR IT FOR A CONSISTENT HYBRID WORKING EXPERIENCE

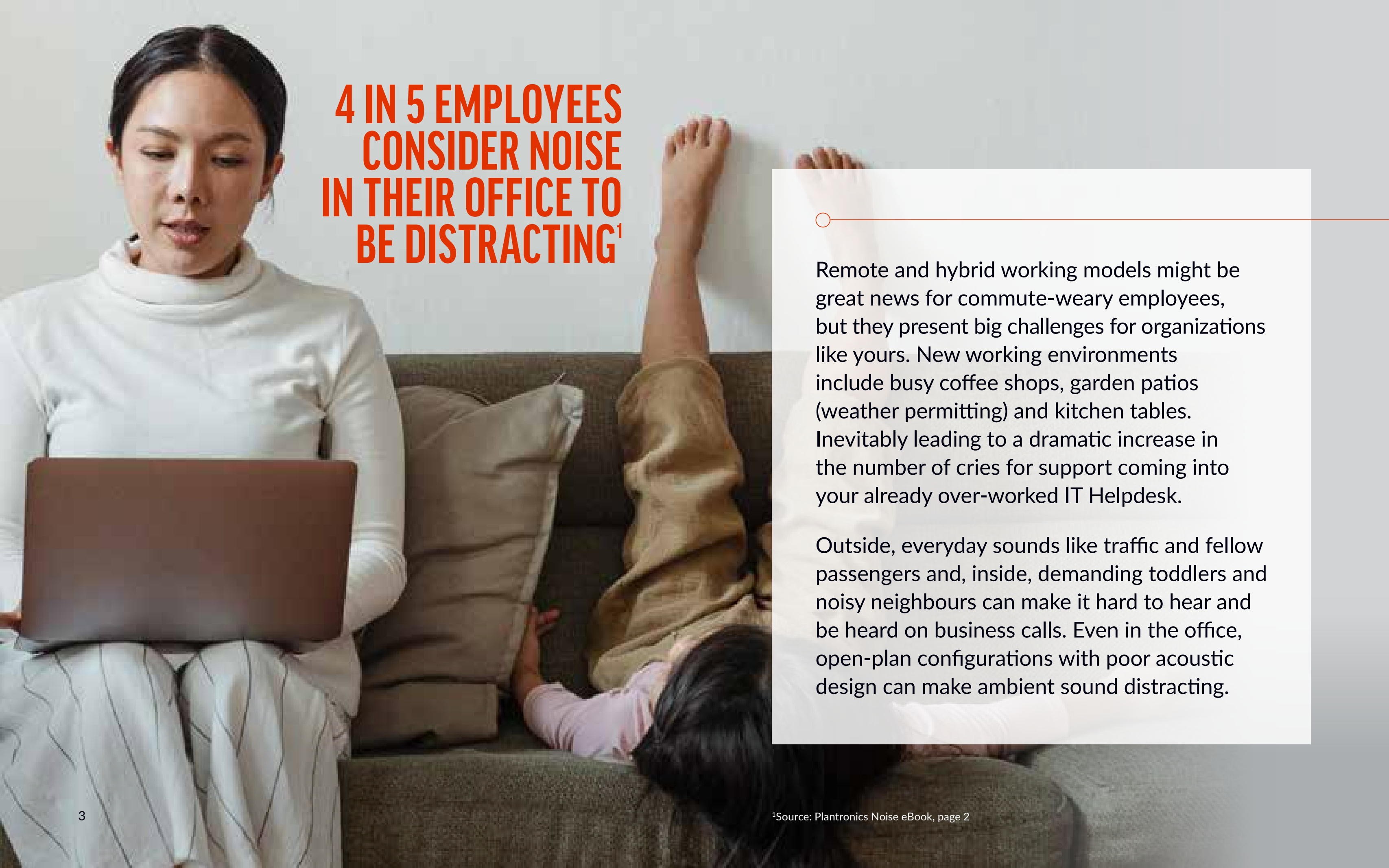


Many different locations,
one level of communication



CONTENTS

- > Introduction 3
- > Customer experience hang-ups 5
- > What to listen for 10



4 IN 5 EMPLOYEES CONSIDER NOISE IN THEIR OFFICE TO BE DISTRACTING¹

Remote and hybrid working models might be great news for commute-weary employees, but they present big challenges for organizations like yours. New working environments include busy coffee shops, garden patios (weather permitting) and kitchen tables. Inevitably leading to a dramatic increase in the number of cries for support coming into your already over-worked IT Helpdesk.

Outside, everyday sounds like traffic and fellow passengers and, inside, demanding toddlers and noisy neighbours can make it hard to hear and be heard on business calls. Even in the office, open-plan configurations with poor acoustic design can make ambient sound distracting.

Noise pollution is a thing. But it's not the only thing impacting your employees' business communications. The reliability of your technology and the usability of audio and video devices are also important considerations. To solve these problems, you need to equip your employees to do their jobs the best they can, wherever they are.

In this guide, we'll expand on these issues in a little more detail. We'll also give you some tips and tools to help you solve them. But we'll start by explaining why it's not just your employees who will feel disenfranchised if they don't have the equipment to do their jobs properly.

You're putting your customer relationships in jeopardy too.





1

CUSTOMER EXPERIENCE HANG-UPS



Digital-savvy consumers have higher expectations than ever before. If you don't give them the quality of service they believe they deserve, someone else will.

No matter where your employees happen to be communicating from, it's vital they provide your customers with a consistent experience. If the video is not crystal clear and the audio is not pin-sharp, your reputation is at risk.

SET UP FOR SUCCESS

Setting your people up properly for hybrid working is vital to success. Every hour you invest at the outset is likely to save many more, further down the line. Reducing those “I’ve just checked into the hotel and I’m having problems connecting to...” phone calls to the IT helpdesk and saving time and resource on other troubleshooting issues.

As your people move around from workplace to workplace, you need to minimize the time spent getting their tech to work. Digital resilience is now every bit as important to your organization as normal business resilience.

Choosing one vendor for all your devices that seamlessly integrates with Microsoft Teams and Zoom (or any other collaboration platform you choose) is going to give you the best chance of delivering consistently high-quality communication experiences, on an ongoing basis, for your customers. (For your partners and suppliers, too, which all goes to help maintain your brand reputation.)



DON'T LET TECHNICAL ISSUES DEFINE YOUR BRAND

55%
OF WORKERS HAVE BROUGHT AT
LEAST ONE NOISE COMPLAINT TO THE
ATTENTION OF THEIR MANAGEMENT²

We all know what it's like to come off a call with a brand that cares about its customers. Nothing compares to a conversation with a person – someone who understands your issue and won't give up until it's sorted. These small interactions convince us to spend more money or stick with a brand.

But everyone knows how it feels to hang up on (or worse, be hung up on by) a brand that doesn't care, and one that doesn't even bother to put its communication technologies in order. These are the brands we all curse on social media and swear we'll never buy from again.

At the root of the problem might be something incredibly small and so easy to correct – a noisy environment, perhaps, or a distracted customer service agent.

The unfortunate reality is that, whether employees are working from home or in the office, noise and other distractions threaten to usurp more customer service calls than ever.



FOCUS ON THE CONVERSATION

Regardless of workspace, distracting background noise can be unavoidable. And for each time you're interrupted by a colleague on a call, there'll be another time when you are that irritating colleague. So, if we can't shut up the noise happening around us, we should at least do what we can to shut it out.

Wherever they happen to be working, every employee should be able to listen, respond to, and participate in a conversation with a customer without being distracted. The simplest way to ensure this is possible is with noise-canceling headsets.

No longer the reserve of call center agents or fast-talking executives, hands-free devices like this are becoming more and more essential for employees everywhere. Caught on the commute between workspaces or sitting in the center of an open plan office, noise-canceling cuts out the noise so you can focus on the conversation.

But there's more to it than that.

A woman with short, curly hair, wearing a dark blazer over a light-colored shirt, is holding a coffee cup in her right hand. She is looking off to the side with a thoughtful expression. The background is a brick wall. The image has a dark blue overlay.

2

WHAT TO LISTEN FOR



Noise isn't all that can turn a good call bad. Discomfort, technical issues, and incompatibility can distract from conversations and even grind customer service to a halt. So, when it's time to pick a communication solution, there's more to look (or listen) for.

Whether it's a speakerphone, video camera, headset, or handset – consider what you and your employees need to deliver great customer experiences.



EASY ON THE EARS

Put yourself in your employees' shoes. No, better yet - put their headset on. How does it feel? With the exponential increase in online communication over the past couple of years, many employees could be wearing them all day long. So, they need to be comfortable. Consider a headset with ergonomic design and ease of adjustability.



CONSISTENT PERFORMANCE

When customers are met with technical issues, you're lucky if they even tell you before they end the call. One minute they're there, and the next...

Consistent performance is key in these moments. Make sure your employees are equipped with durable equipment backed up by a warranty, maintenance guides, and technical support. Even better, look for a vendor that enables you to manage all these endpoints remotely, so you don't need to wait for an employee to come into the office for you to be able to fix or update them.



WORKS WELL WITH THE TEAM

There's nothing worse than finding the latest version of your favorite software is no longer compatible with your hardware. So, find an audio and video partner that works with the software

provider to stay at the cutting edge of the customer experience – supporting the latest features and updates.



HOW CAN POLY HELP?

At Poly, our vision and mission for the future of work is to connect people, technology, and spaces to make productive and seamless work possible, no matter where it happens.

And when you combine clarity, comfort, reliability, and flexibility in a device, you can deliver the best impression of your brand to customers. Poly's vision is for total equality between those in the room and those who aren't.

[**CONTACT A POLY PRODUCT EXPERT >**](#)

