

Clicktools saves Plantronics thousands of dollars and improves overall call center efficiency.



Plantronics has five large call centers spread out around the globe operating 24 hours a day, five days a week. Prior to implementing Clicktools, the customer satisfaction program consisted of an outsourced telemarketing firm that called customers to complete a survey over the phone. This was an extremely costly and time consuming process.

One of the challenges Plantronics faced with its old survey process was that they had several different types of surveys going out in five different languages. Clicktools helped Plantronics create

### ABOUT PLANTRONICS:

Plantronics is a global leader in audio communications and wireless headphones for businesses and consumers. From unified communication solutions to Bluetooth® headsets, Plantronics delivers uncompromising quality, an ideal experience and extraordinary service. Plantronics is used by every company in the Fortune 100, as well as 911 dispatch, air traffic control and the New York Stock Exchange.

### CLIENT:

- Plantronics

### CLICKTOOLS PRIMARY USE:

- Customer Satisfaction Surveys

### CHALLENGE:

- Replace an expensive telephone survey process and integrate results with Salesforce.

### MAIN WINS:

- Saved thousands of dollars
- Standardized surveys throughout call centers
- Improved overall business processes
- Integrated survey info into Salesforce
- Enhanced language specific surveys to meet the global customer

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*Ed Romson, Director of Global Customer Care, Plantronics*

one standard survey that can be sent out in any language, which was a huge plus since Plantronics plans on expanding operations to survey customers in 13 different languages.

“When we found and implemented Clicktools, I became a hero with my finance department,” stated Ed Romson, Director of Global Customer Care for Plantronics. “Clicktools not only helped us to standardize our survey procedures globally and to increase the response rate of our surveys, but they saved us a ton of money in the process”

Having their survey results integrated into Salesforce was also a big win. Because each survey response is tied to a customer and/or a specific case,

Plantronics was able to really drill down through reporting and perform intensive analysis to make product and support improvements. Survey results are also used in the coaching of Technical Support Representatives; giving the TSRs real customer feedback on their performance.

Romson added, “We’ve actually been able to recover several customers that we would have lost without the real-time actionable information that Clicktools’ integration with Salesforce provides us.”

**FOR A FREE DEMO, CONTACT THE CLICKTOOLS TEAM**

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