



## Case Story

# Deutsche Telekom Customer Service

Member product/service: Sennheiser CC 550

Associated Avaya products: Avaya 9620 IP Telephones

**Challenge:** In 2010, Deutsche Telekom, the leading German-based telecom provider, decided to consolidate its customer support operations (DTKS). The company planned to reduce its existing contact centers from more than 60 to only 33, but maintain its 14,220 customer support agents. Deutsche Telekom considered the comfort of its customer support agents of paramount importance in these new state-of-the-art contact centers. Accordingly, the company required that the maximum ambient noise level not exceed 60 dB. In addition, a number of other initiatives were included in the new design to help optimize the comfort and safety of the agents.

**Solution:** The company selected Avaya 9620 IP Telephones for its new contact centers and needed to find a suitable headset solution that would fit its requirements for the DTKS. After intensive testing, Deutsche Telekom chose the Sennheiser Communications CC 550 headset as the new standard for DTKS. The headsets were deployed throughout the 33 centers

to 14,220 contact center agents. Each employee received their new headset along with a booklet explaining the rationale for choosing this particular headset.

**Value:** The DTKS is delighted with the performance of the Sennheiser Communications CC 550 headset. "The headset is the key working tool for our employees," said Gero Niemeyer, head of Customer Service and Telemarketing at DTKS. "For the selection of models: safety, voice clarity and wearing comfort were the most important criteria. The Sennheiser solution has really convinced us on all parameters."



Avaya 9620 IP Telephones



Sennheiser CC 550