



BUSINESS

Success Story



Monterey Bay Property Management has no reservations about using the Plantronics Savi® Office and Blackwire™ 610.

Monterey Bay Property Management
montereyrentals.com

Headquarters:
Monterey, California, USA

Industry:
Property management

Number of headset users: 15

The Situation:
MBPM decided to transition to VoIP, eliminate desk phones, and implement wireless, hands-free headsets to improve customer service and increase productivity

The Solution:
Savi® Office and Blackwire® 610

BACKGROUND

Founded in 1986, Monterey Bay Property Management (MBPM) has two busy offices and 15 employees who specialize in long-term, short-term, and vacation rentals. The company's mission is to make renting property a fun and rewarding experience for landlords and tenants alike. Effective and efficient customer communication is key to achieving this goal, and is a key reason MBPM has been a Plantronics customer for close to 25 years. The company also credits headsets for protecting its employees' spinal health and keeping workman's compensation claims at bay.

With telephony technology undergoing a major shift, MBPM decided to explore the world of VoIP telephony options.

BUSINESS CHALLENGE

Most MBPM employees are focused on providing superior customer service via phone or computer inquiries. As with most successful ventures, checking off all the items on the daily "to-do" list is a challenge. Hands-free headsets help employees focus on customers and increase productivity by multitasking.

With cost-effective communication options like VoIP becoming more stable and widespread, and the desire to raise the customer service bar even higher, MBPM called upon their IT managed services provider, Exceedio, of Scotts Valley, CA, for advice on upgrading their current telephony solution.

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"Booking solid results with Plantronics for close to 25 years".

THE SOLUTION — CISCO® IP COMMUNICATOR AND PLANTRONICS

After careful evaluation, MBPM chose to make a radical change by eliminating all but one desk phone (for customer use) in each office, installing Cisco IP Communicator, and using click-to-call PC softphones. Exceedio implemented the system and provided training to all MBPM employees.

The next step was to choose PC headsets that would utilize and maximize Cisco softphone technology. With functions at MBPM consisting of long-term property managers, vacation rental property managers, vacation rental reservation agents, and clerical and bookkeeping staff, the headset selection was based on how much phone time each person required to do their job. For example, reservation agents are on the phone constantly; property managers, periodically; and the bookkeeper, occasionally. Staff members that logged the most phone time preferred a Plantronics binaural (covering both ears) wireless system to block out extraneous noise.

"When we installed Cisco IP Communicator, it was just a question of which Plantronics products would be compatible and which would meet the individual needs of our personnel," said Jan Leasure, founder and managing broker at Monterey Bay Property Management. "As long-time Plantronics customers, we were sold on the products and exceptional customer service. This time around, we purchased 10 Savi® Office wireless systems and five Blackwire™ 610 headsets, based entirely on functionality and employee preference."

BOOKING SOLID RESULTS

Since making the transition, MBPM agents

report that they can hear customers very clearly and that their Plantronics headsets provide all-day comfort and make it easy to perform functions like adjusting the volume. Plantronics headsets incorporate advanced audio technology that filters out background noise, so agents can hear clearly, be heard, and understand the caller, which is critical in an open and active environment.

Plantronics wireless headsets provide the freedom to roam, so agents don't have to put customers on hold or calling them back as often. An agent can walk to the fax machine to verify that a fax has been received, or look up information in a contract, all while still talking with the caller.

"The fact that the customer's issue can be addressed while the customer is on the line helps improve our customer service, minimizes stress for agents, and streamlines the whole operation," noted Jan. "A lot of issues might seem like little things, but at the end of the day, when you add all those little things up, it makes a big difference.

"Plantronics products are not only extremely functional, they're also comfortable, and I think that contributes to our employee satisfaction. If you're not using headsets, you should be, and Plantronics has the best in the industry," added Jan. "After using Plantronics headsets for years, it's clear to me that Plantronics is keeping up with the communications industry and listening to what users need."

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"The fact that the customer's issue can be addressed while the customer is on the line just goes that little step further to improving our customer service."

— JAN LEASURE,
FOUNDER AND MANAGING BROKER
MONTEREY BAY PROPERTY MANAGEMENT

