



BUSINESS

Success Story



Service makes the difference for City National Bank.

City National Bank

www.cnb.com

Location:

Los Angeles, California

Industry:

Banking

Number of Headset Users:

3,000+

The Situation:

CNB began moving to softphones and IP cloud technology at its headquarters and branches across the nation, and it needed a headset partner to provide integral support across the process.

The Solution:

Savi® 700 Series

BACKGROUND

City National Bank provides banking, trust and investment services through approximately 90 offices across the United States. Founded and based in Southern California, the bank has expanded to areas including Northern California, Nashville, New York, Washington and Georgia. City National is often referred to as “the bank to the stars” for its involvement in financing Hollywood films and music industry endeavors.

BUSINESS CHALLENGE

City National Bank has grown beyond its Los Angeles roots, opening offices across the nation. Expanding at a rapid pace left Vice President and Systems Analyst Joycelynn Alexander in need of partners she could trust to offer superior products and excellent service. In the midst of transitioning its call center to softphones and embarking on an IP cloud technology project company-wide, City National relied on Plantronics to outfit employees with headsets to increase both their comfort and their productivity.

WIRELESS GOES VIRAL

Wireless headsets have made a big impact at City National, said Alexander. She recalls that from the day she first tried a Plantronics wireless headset, “Anyone who saw my new headset had to have it. The old corded box headsets were cumbersome, but these are easier.”

Alexander appreciates the mobility she gains with her Savi 700. “I’m on conference calls

plantronics.



Savi 700 Series

“We stick with Plantronics because the service is so great. Bottom line.”

all day long. I can easily move all around the office now. If it wasn't for that, I'd be tied to my desk all day," she said.

Alexander continued, "I've been doing this for about 45 years, and it's the first time I've worn a headset on a regular basis. I didn't like other headsets; they were uncomfortable. But now, a lot of times I go home on the train with the Savi on my head because I've been wearing it all day and I no longer feel it."

Colleagues noticed the benefits Alexander experienced and wanted wireless headsets for themselves. City National began to slowly roll them out as more employees requested them. Alexander noted, "You see associates throughout our office wearing headsets as they're walking around."

Alexander and her colleagues especially appreciated the ability to toggle their Savi headsets between the phone and the computer to access the bank's new voicemail system that plays messages through Microsoft Outlook.

Now, the company exclusively orders Savi-series headsets to outfit new branches. Alexander explained that it's important to City National that employees use the latest technology, particularly in its high-profile offices in New York and Nashville where entertainment industry notables frequently visit.

Additionally, as it rolls out softphone technology in its call centers, City National is outfitting agents with Plantronics headsets, chosen for their quality and reliability.

Though City National's latest technology upgrades are intended to cut costs at the bank in the long term, Alexander is willing to invest in high-quality headsets upfront.

"Plantronics headsets are one of the only products where price is not an issue for us because of the value we get."

STANDOUT SERVICE

While City National is enjoying the features and benefits of Plantronics headsets, it's been the superior service that's made the difference for Alexander. "I'm very satisfied with the company. I'm satisfied with the product. And I'm especially satisfied with the service," she said. "Service is a big thing with us because we're a service-oriented bank. We're very tuned-in to those vendors we have who offer great service."

Alexander relies on Plantronics' ease-of-use and customer support line to help make her job easier. "I'm really, really busy. I send wireless headsets out to new users at the bank and I'd say 80 percent of the time, they don't need us to help them hook it up. It saves me time, which is great," Alexander said. "If they need assistance, I just give them the 800 number for the Plantronics helpdesk. It is better than any other helpdesk I've ever called because you rarely wait more than a few seconds, and that's why people are willing to call it."

Alexander also values her relationship with her Plantronics sales team, noting that they've always kept her abreast of the latest technologies and provided products to meet the changing needs of City National. "They call us and say, 'Is there anything we can do for you?' That's why we're with Plantronics," she said. "I love our little team. Without their support, we couldn't manage."

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"The earpiece is just comfortable. I don't feel it. It's absolutely comfortable, I love it."

— JOYCELYNN ALEXANDER,
VICE PRESIDENT AND SYSTEMS ANALYST,
CITY NATIONAL BANK

