



BUSINESS

Success Story



HasOffers makes a Savi choice to boost sales performance.

HasOffers

www.hasoffers.com

Headquarters:

Seattle, Washington

Industry:

Performance Advertising Software

Number of Employees: 100

The Situation:

Sales and account management need to easily switch between desk phone calls and web conferencing to conduct product demos.

The Solution:

Plantronics Savi 720 intelligent headset system

BACKGROUND

HasOffers provides unbiased attribution analytics for performance advertising to customers around the globe. The company provides unequalled technology to measure and manage advertising based on accurate attribution, timely reporting, and complete scalability.

To support the company's growth, the HasOffers sales and account management teams needed to efficiently communicate with prospects and customers. Throughout the day, the nine-member team is either on Cisco® IP desk phones calling prospects and answering client questions or on the computer demonstrating HasOffers software while using GoToMeeting®. The team depends on reliable and clear audio connections as well as the ability to move easily between phone calls and conferencing.

BUSINESS CHALLENGE

Like many growing companies, HasOffers was adding personnel very quickly. For the sales and account management teams, this meant working very close together, literally. Conducting phone conversations was becoming more challenging with everyone sitting right next to each other. According to Patrick Hearron, HasOffers Director of Sales, "It was hard to hear the person on the other end of the call because of all the surrounding noise."

plantronics.



Savi 720

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Hosting demos using GoToMeeting also was a problem. If someone was on a call and needed to host a demo, it meant placing the caller on hold to put on a headset before getting onto the computer. Furthermore, the corded headsets used for web conferencing did a poor job of cancelling background noise. "If I was on the phone with a client, he could hear the demo of the person next to me, which would be a confusing distraction for the client," Hearnon said. Making matters worse, the corded headsets weren't very reliable. They'd stop working — sometimes in the middle of a demo — or someone would run over a cord. HasOffers was constantly replacing the headsets at the cost of hundreds of dollars a year, as well as the time required to order replacements.

MAKING THE RIGHT CONNECTION

Hearnon wasn't sure how to resolve his department's communication issues until he came upon Plantronics Savi 720 Wireless Digital Enhanced Cordless Telecommunications (DECT) Headset System when he was attending a networking event sponsored by Plantronics. With its ability to manage PC, mobile and desk phone calls with a single headset system, Savi seemed to be exactly what the department was looking for in order to easily switch between a desk phone call and a demo on GoToMeeting.

Savi's noise-canceling microphone filters out background noise so that the team no longer has trouble conducting phone conversations or demos. "Call clarity is excellent, which is what a customer expects when calling into a leading technology provider," said Hearnon. Also using Savi eliminates the need to end a

call and call back from a mobile phone when it is necessary to seek out a more private environment. Team members continue calls while they move to a conference room.

Hearnon says using Savi has made the team more productive because of improved call quality and ease of switching between phone calls and demos. The Savi 720 headsets are more durable unlike the previous lower quality corded headsets. "Plantronics headsets allow my team to focus on the customer instead of worrying if they can hear us, Hearnon says. "Plantronics gives my team the confidence they need to offer our customer the best service possible. Plantronics continues to be the vehicle that empowers our sales people to drive results."

Plantronics Savi is making things a lot more productive for HasOffers sales and account management. Whether answering questions over the phone or providing training online, the team is able to provide an improved customer experience now that the barriers to communication have been removed.



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DIRECTOR OF SALES
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