



BUSINESS

Success Story



Hyatt calls on Plantronics for a more hospitable headset solution strategy.

Hyatt Hotels
hyatt.com

Headquarters:
Omaha, Nebraska, USA

Industry:
Hospitality

Number of Headset Users: 425

The Situation:

Hyatt Hotels is on a mission to provide authentic hospitality by making a difference in the lives of the people they interact with. In the Reservation Center, associates strive to provide outstanding customer service

The Solution:

EncorePro™, P10 audio processors

BACKGROUND

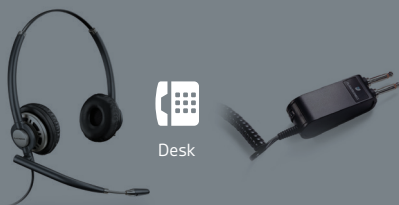
Jay Pritzker founded Hyatt in 1957 when he purchased the Hyatt House motel adjacent to the Los Angeles International Airport. Over the following decade, Jay Pritzker and his brother Donald Pritzker, together with other Pritzker family interests, grew the organization into a North American management and hotel ownership company. At the end of 2011, the company's portfolio included 483 properties. Its legendary commitment to superior customer care still begins with its employees.

BUSINESS CHALLENGE

Headset quality varies greatly depending on the manufacturer. No one understands this better than Kristi Wacheldorf, Executive Assistant at Hyatt. As a member of the Reservation Center's administrative team, Wacheldorf has her hands full managing a large number of headsets from multiple manufacturers. Hyatt continually searches for ways to improve each customer interaction and experience within their Reservation Center.

When handling customer phone calls in North America 20 hours a day, seven days a week, quality audio devices make all the difference. When associates are gathering critical information, it's imperative that the sound quality is crystal clear to help ensure accuracy. With fewer repetitive and verbal missteps, calls resolve faster, fewer calls are in queue and customers receive better care.

plantronics



"In a Reservation Center, it's imperative that sound quality is crystal clear to help ensure accuracy."

As experts in audio devices for large volume call environments, Plantronics knows the importance of sound quality better than anyone else. With advanced technology that imparts a unique sound signature, and tens of millions of research dollars spent on comfort and design, Plantronics headsets offer the highest quality on all fronts.

Given Hyatt's legacy of excellent customer service and its tradition of treating employees like family, the company was ready to make changes to help associates in the Reservations Center. After the decision to partner with Plantronics, the hospitality leader requested some trial units.

Post evaluation, Hyatt decided to replace all existing headsets with the industry-leading EncorePro and P10 connector audio processors. The initiative to improve customer service, coupled with the Hyatt philosophy of investing in their employees, made this an easy decision.

**ENCOREPRO LOOKS GOOD,
FEELS GOOD AND SOUNDS GOOD**

From the beginning, associates liked the sleek design of the EncorePro. The lightweight EncorePro headsets were also more comfortable so associates could wear them over an entire shift.

"The warranty process is very customer friendly. The online form is easy to complete, and you receive the

replacement headsets within a few days. Very quick and efficient," said Kristi.

The EncorePro is purpose built for environments like a reservation center. It's made from premium lightweight nylon composite materials. Combined with plush, leatherette ear pads, EncorePro's comfort is unprecedented in a contact center environment.

After implementing the Plantronics EncorePro throughout the Reservation Center, Hyatt associates report them to be very durable, high quality and comfortable. In all, replacing Hyatt's headsets has resulted in a better experience.



© 2012 Plantronics, Inc. All rights reserved. Plantronics and EncorePro are trademarks or registered trademarks of Plantronics, Inc. All other trademarks are the property of their respective owners. 10/12



"Plantronics offers a great product in their EncorePro™ headset. It is high quality and they continue to be an industry leader. Their team made the total turnover of the entire call center as easy and painless as possible."

— MICHAEL DREW,
OPERATIONS MANAGER
HYATT HOTELS

