



BUSINESS

Success Story

SPICEWORKS™
SPICEWORKS

SpiceWorks adds a dash of PLT to spice things up with employees, IT and customers.

SpiceWorks

www.spiceworks.com

Contact Center Location:

Austin, Texas

Industry:

World's largest and fastest growing social business network for IT.

Number of Employees: 210

The Situation:

Sales and account services team members work in a dense and noisy environment. When conducting calls, they need flexibility to move from their desks to areas that afford more privacy and quiet.

The Solution:

Voyager Legend® UC Bluetooth® headset, CS55™ and CS540™

BACKGROUND

Founded in 2006, SpiceWorks started as a free IT ticketing and network inventory application. Today, over two million "Spiceheads" – devoted IT professionals in small-to-medium businesses across the globe – use SpiceWorks software. Spiceheads proudly participate in the SpiceWorks online community to ask IT questions and get advice. They also enjoy the trappings of the group of out-of-the-box thinkers. As an example, Spiceheads gain clout in the community earning higher 'pepper' levels for posting questions, hosting a SpiceCorps (local user group) or giving a best answer.

SpiceWorks supports its free community through vendor ads and sponsored pages. Community members can request quotes for vendor products and secure IT services from network partners using the SpiceWorks RFQ tool.

BUSINESS CHALLENGE

Spiceworks not only built a unique community for IT professionals; it forged business relationships with over 1,500 of technology industry's leading manufacturers and service providers. Kevin McKeown, vice president of Sales and Business Development, says that it was always a company priority to provide sales and account services team members with an environment free from distractions to conduct new vendor calls and address the needs of current ones. When the company was just starting out, the four-person department sat in a 20 x 20 foot room. But by year three when the fifth team member was hired, background noise was a problem.

plantronics



Voyager Legend UC



CS55



CS540

"Call clarity enhances efficiency since reps aren't distracted when they are talking to customers."

To mute out concurrent conversations, SpiceWorks bought everyone in sales and account services a Plantronics CS55 noise-canceling wireless headset to use with their desk phones. The headsets also enabled reps to work hands free on their computers while on a call or to pick up something from the printer and continue a phone conversation.

Today the latest version of the CS55, the CS540 headset, is standard issue equipment for SpiceWorks sales and account services representatives.

FLOATING DESKS AND CALL BOOTHS PROVIDE ADAPTABLE, NOISE FREE SPACE

Four years after launching, SpiceWorks moved to a larger building to accommodate its rapid growth. Onsite sales and account services now sit in what McKeown describes as a “classic sales pit” with six low-walled desk cubes to a pack.

In such a dense working environment with many conversations going on at once, sales and account reps found it hard to focus on calls. In response, SpiceWorks put stand-up desks at the head of each of the six pack cubicles. When there’s too much noise going on, reps easily can move to one of the floating desks to conduct a call using their headset.

SpiceWorks also built call booths so sales and account service reps have the option to use one of these private rooms to conduct a call. “We find some of the newer reps like the privacy of the call booths while they are getting comfortable handling customer inquiries and negotiating sales,” McKeown said. Their Plantronics wireless headsets enable them to move freely from their desks to the call booths without interrupting a conversation.

FREEDOM IN AND OUT OF THE OFFICE

Worldwide responsibility means McKeown conducts calls at all hours of the day and night to accommodate other time zones. Constantly connected, he switches between his mobile phone, desk phone, and Skype, which is more cost efficient for long distance calling. To accommodate his need for a versatile audio solution, McKeown chose the Plantronics Voyager Legend UC Bluetooth headset. It enables him to take calls from anywhere, whether he’s on his cell phone or laptop. It even tells him who’s calling so he doesn’t need to look at his phone while driving.

FLEXIBLE WORKING AND HEADSETS BOOST EFFICIENCY AND PRODUCTIVITY

A flexible working environment and wireless headsets have boosted the efficiency and productivity of SpiceWorks’ sales and account services teams. Plantronics headsets empower employees with freedom to move and multi-task as they make calls, allowing them to check off more on their daily to-do list. With productivity up, they have more time to be proactive, making calls not taking calls. And in sales, that means huge business! “Call clarity also enhances efficiency since reps aren’t distracted when they are talking to customers,” McKeown said.

SpiceWorks created a unique community for small business IT professionals to talk, listen and share information. It also created a unique workplace for employees to efficiently – and comfortably – do the same to support a growing customer network.

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“Originally the IT department recommended Plantronics headsets. Over time based on the call range, reliability and longevity of the headsets, it was an easy decision to continue with the CS55 and the newer CS540 model when it became available.”

– KEVIN MCKEOWN,
VP SALES | BUSINESS DEVELOPMENT,
SPICEWORKS

