

Jabra



EFFICIENCY STUDY

A productivity study involving employees from 100 companies in a wide variety of industries shows that 8 out of 10 employees using a Jabra headset experienced increased productivity.

A BRAND BY



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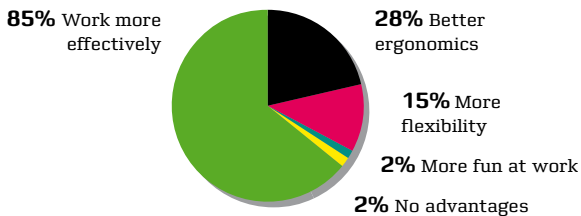
HEADSETS INCREASE PRODUCTIVITY AND EARNINGS!

HEADSETS OFFER INCREASED EFFICIENCY

The findings of this study show increased staff productivity will help grow a company's profits. The workforce simply generates more revenue against the same cost base. How much more efficient each employee becomes will depend on the specific company they work within, but the study indicates that the productivity increase is permanent. The study involved employees who had used headsets for up to one year:

- 8 out of 10 employees became more productive by replacing their handset with a headset
- Better work processes and increased personal comfort create improved customer relations, employee satisfaction and thus, reduced staff turnover
- Increased productivity means higher earnings
- Wireless headsets increase productivity more than corded headsets as they create the freedom to work anywhere
- Younger staff prefer the added comfort and mobility of a wireless headset

WHAT ARE THE ADVANTAGES OF USING A HEADSET?

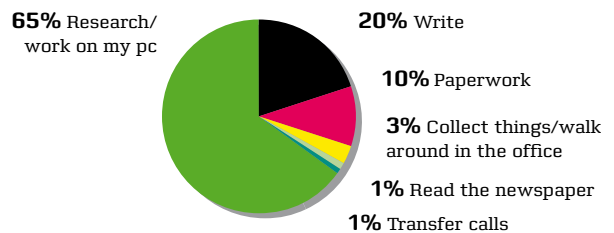


HUNG UP BY PHONES

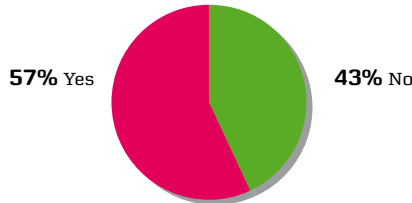
According to the study, 8 out of 10 employees are on the phone for more than 2 hours every day and for many employees the amount of time spent on the phone is much higher, namely up to 4-8 hours per day. Not surprisingly, employees see the phone as their second most important tool, only surpassed by the PC.

Phone centric work offers two major challenges. Firstly, holding the handset for long periods puts a strain on the body. Secondly, the handset literally ties the employee to the phone, and requires them to use a hand to hold it, therefore limiting efficiency and mobility. This is a problem because many tasks require staff to communicate on the phone while operating their PC. 6 out of 10 employees in the productivity study state that their job role involves them operating a PC while talking on the phone. In this case, it is quite obvious that the employee becomes less effective if they have to hold a handset.

WHAT ARE SOME OF THE TASKS YOU PERFORM WHILE TALKING ON THE PHONE?



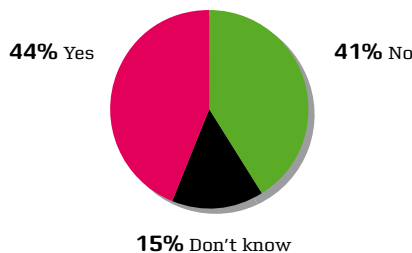
HAVE YOU HAD ANY SHOULDER, BACK OR NECK PROBLEMS AT WORK?



LEARN FROM THE PROS

Among the 85% who experienced increased efficiency were journalists, managers, sales personnel, administrative workers, and craftsmen. They emphasize the possibility of undertaking a number of tasks simultaneously, supported by the increased comfort experienced by not having to cradle the handset between the head and the shoulder, in order to free the second hand. In short, they appreciate that the headset is better suited to their needs, so they do not have to adapt straining postures, type with one hand or keep customers waiting on the phone and queuing up on the switchboard.

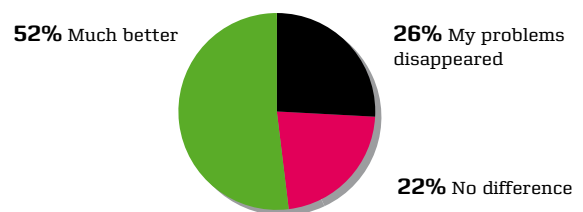
IS YOUR SHOULDER, BACK OR NECK PROBLEMS RELATED TO TALKING ON THE PHONE?



WHAT'S NEW?

You might feel inclined to ask the question "what does the productivity study show that we did not already know?" The short answer is one thing - but a very important one - namely that many more managers and staff could be more efficient and valuable to their company if they were provided with a headset - and preferably a wireless headset. As a result of the enhanced level of digitalization more and more employees are undertaking a number of tasks that involve phone communication and operating a PC or moving around in the office at the same time. Therefore they become more efficient if they are not restrained by a handset and can move and speak freely, thus working "task centric" not "phone centric".

HAVE YOU EXPERIENCED ANY IMPROVEMENTS AFTER USING A HEADSET?



HOW IS THIS POSSIBLE?

The study shows three primary drivers of productivity provided by headsets:

Increase in flexibility

The employee can move much more freely and has full use of both hands. Furthermore, phone communication becomes a natural part of the job process, like operating a PC. This means that they can undertake many more tasks while talking on the phone. The study shows that 8 out of 10 feel more efficient, and the feeling of being more efficient is beneficial for employees' ability to do well and have high self confidence and motivation in their job.

Increase in work life quality

Many have adapted their motion patterns and work routines to the phone handset and its limitations. This results in uncomfortable and often harmful postures that can inflict headaches and pain in the neck and the shoulders, when trying to undertake more than one task at the same time, e.g. when the handset is cradled between head and shoulder in order to free both hands for typing. The headset is a known "pattern-breaker" that removes these hazards without introducing new ones. To the user this means a safer and more comfortable working day with less pain and strain. Improved ergonomics and raised comfort levels have a positive influence on performance. In a recent user study focusing on ergonomics, discomfort diminished significantly for half of the group who changed from handset to headset, and neck and back pains totally disappeared for 1 out of 4.

Improvements in customer service

A wireless headset not only frees the hands but also allows staff to get up and move around. This freedom expands task-solving capabilities so that employees can collect information or talk to a colleague for advice. It also allows staff to move both the upper and lower body more freely, which is ergonomically beneficial. This paves the way for a more motivated and service-minded working day and a likely reduction in staff turnover rates.