

**Headsets: we make your choice easier...and pinpoint the coming trends**

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mouth; it should always be about two finger-widths from the mouth.

**Short range DECT cordless headsets** In view the fact that call centre managers want their operators either at their desks or nearby, we have designed a short range (30ft) headset.

It has a long talk time due to slow battery drain. And, because there are no issues with cross-over interference, you can use as many as you wish in the same area. For this product to be of interest to call centres it must be priced near that of a top end branded corded headset and it will be at £99.50. It will be available in March.

**Long range and affordable DECT cordless**

Call centre managers have told us that they are looking for their own use is a "no-nonsense wireless long range headset" and that is exactly what we have done. Users want long range (we can offer 130ft in open space) and they want to personalise the headset (we have a user name tag).

They also want absolute certainty that when they mute a call it really is muted; so we have positioned the button down the boom away from anything else with a positive audible feed back when activated. But the point behind this product is making it affordable: when introduced it May it will cost £139.

In other developments, there has been a dramatic move in the past 12 months (led from Europe) to move away from the old fashioned mechanical hook switch to the new electronic hook switch (EHS). In mainland Europe the vast majority are all EHS and

*Designed for managers, the long range cordless model, X300, will be on sale in May*



the UK is quickly heading that way. The mechanical lifter will still be around for a while but is at long last on its way out and we recognise this in that our DECT wireless headsets must all have EHS as standard.

The vast majority of the 70,000-plus headsets we aim to supply in the UK this year will be corded, with a 70/30 split between monaural and binaural, a trend we only see continuing. As a result, our cordless models are all monaural to start off with, but if the short range version takes off we intend to develop a binaural model.

Being the underdog, this current market has been very good for us as we offer

value for money and support our resellers with good margins. Odd as it may seem, we expect good growth this year even though the UK economy is going through tough times.

Do contact me for details of stockists.

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**In headsets, the word of the year is: wireless**



ONE word sums up the biggest headset trend of this year: wireless. Recent findings show that replacing corded headsets with cordless models can increase productivity by up to 37 per cent (source: Sage Ireland, 2010).

Freedom of movement is the first thing that comes to mind when thinking cordless. Many call centre managers feel that this is superfluous; they don't want staff wandering around.

The reality is actually quite different. It is just this freedom that leads to such a positive impact in productivity. These are some of the reasons:

- Agents are required to move around more and wireless headsets enable them to do this while remaining in constant communication with the customer
- Something as simple as the ability to retrieve documents while still staying on the line can make a big impact on their ability to resolve customer issues quickly
- All employees need to step away from intensive screen work. Cordless headsets



*Designed for day-long use: JPL's MRC-Pro (£43-£55)*

*Due to launch in March: JPL's DW-773 short range cordless model*