



R.O.I. Guide

Defining the ROI of the new Jabra Pro 9470 headset series

Sometimes it can appear difficult to quantify a return on investment when considering the deployment of telephone headsets to knowledge workers or 'office' staff. This challenge is exacerbated when the latest generation of touch screen, multi-homing devices such as the new Jabra Pro & Go touch screen headsets have an RRP in excess of £300.

When calculating an ROI we measure in three areas – each driving business benefits:

- Cost savings
- Productivity enhancement
- Efficiency gains

This document provides guidance as to how an investment in the latest audio headset technology can pay for itself within 60-90 days per-employee on a hard cost basis as well as delivering incremental 'soft' cost benefits including higher customer satisfaction levels and a reduction in employee sick days.

Calculating the 'hard' ROI

Studies from Jabra show that the average amount of time saved when using a wireless headset is 5.5 minutes per hour spent on the phone.

The sophisticated features of the PRO 9470 headset mean it is more likely to be used by an executive than an administrator or clerk. If we were to assume that the executive earns £60,000 per annum, and works 37.5 hours per week, their salary cost per minute is 51p.

If the executive spends an average of 2 hours per day on the telephone, the time saved per day will be 11 minutes. Therefore the saving would be £5.61 per day.

**The RRP cost of the headset £345.00
would pay for itself in 61.5 days**

Articulating the 'soft' benefits of deploying headsets

Back pain is the number one cause of sickness absence in the workplace. Activities including intense use of a telephone without a hands free headset can trigger a musculoskeletal disorder.

A field study in Denmark and Germany equipped more than one hundred office workers in different office workplaces with a Jabra wireless headset. The study showed that for new headset users with 2-4 hours daily phone use, replacing the telephone handset with a headset can dramatically improve physical comfort. More than 30% of the test group experienced a significant improvement in physical comfort directly related to musculoskeletal pain in the neck or back during the test period of two working weeks.

Further information can be found on the attached White Papers or for more information contact Julie Fountain +44 7767 657995 or Julie.fountain@westcon.com

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