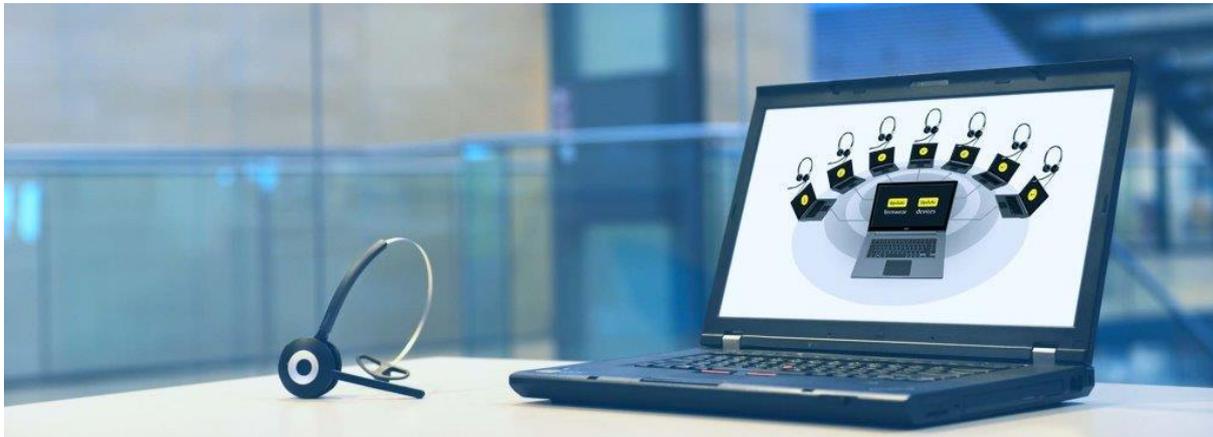


Jabra unveils new analytics partnerships for better data-driven productivity



~ Jabra's new 'customer-first' approach bears fruit with new UC monitoring and analytics capabilities, slashing troubleshooting times and improving call quality ~

[Orlando, 18 March 2019] – Jabra today announces the next wave of its new partner-driven approach to solve the perennial productivity problem facing businesses across the world.

While businesses continue to make significant investment in new technologies, this is having little impact on productivity and customer satisfaction rates, which continue to stagnate across advanced economies. One of the key reasons for the continued productivity problem is that many new business technologies lack embedded analytics, with only around one per cent of data being turned into useful insight.

To overcome this challenge, Jabra has opened up its SDK to external partners so that they can build Jabra data into their UC platforms and so provide detailed, real-time insight into factors affecting call quality. The result is that both end-users and business management can make better-informed and faster decisions that will have a direct impact on knowledge workers' effectiveness and productivity.

The new partnerships are the fruit of a strategic shift at Jabra, with the company adopting a new 'Customer First' approach. This strategy is focused on developing partnerships with companies that deliver proven solutions to the real challenges that businesses are facing today, such as stagnating productivity caused by a lack of real-time insight into day-to-day operations.

At [Enterprise Connect](#), Jabra is revealing its latest wave of partnerships, following last year's announcement of the partnership with Unify Square. Today, Jabra can announce that UC monitoring experts [AudioCodes](#) and [Nectar](#) have joined the programme, enabling them to incorporate data from Jabra headsets, enabling IT managers to easily overview and manage Jabra devices within their rapidly growing suites of UC monitoring systems.

As a result, IT Directors and other decision-makers can now analyse the performance of every Jabra headset and quickly identify the root cause of poor call quality, whether it's due to Wi-Fi router, UC infrastructure, or the individual user's headset settings.



“Monitoring and troubleshooting UC problems is one of the biggest sources of pain for IT departments, and can take as long as 48 hours just to identify the real root cause of the problem,” said Per Sundnaes, Senior Manager, Product Marketing at Jabra. “This adds significant cost, delays and frustration to already overworked IT departments. Meanwhile, poor call quality has a direct impact on knowledge worker productivity and customer satisfaction.

“By integrating advanced monitoring into the UC ecosystem, we are able to slash the time from hours and days to just a couple of minutes,” continued Sundnæs. “Our partners’ research highlights how problems with UC management and diagnostics is one of the main barriers to adoption. With these monitoring capabilities in place, however, adoption is predicted to jump by 30 per cent, enabling more businesses to embrace significant productivity gains alongside new, more efficient ways of working.”

Jabra’s new Customer First approach will continue to expand and develop solutions for a range of industry segments, knowledge worker and contact centre applications. A key focus will be to expand the range of data flows into Jabra’s call-centric ecosystem, giving users and management instant and actionable insight into the quality of live customer calls – and their entire call operation – based on data from conversations and noise from the surrounding environment.

The new partnerships follow Jabra’s recent announcement at AMZ re:Invent of a new software application with Amazon Connect aimed at call centre agents. The new application enhances the call experience with a user interface that display several metrics affecting call quality, enabling agents to make instant changes to their device usage for better conversations and call outcomes.

For further information on Jabra’s software capabilities, please visit <https://www.jabra.com/software-and-services>

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About Jabra

Jabra is a leader in engineering communications and sound solutions – innovating to empower both consumers and businesses. Proudly part of the GN Group, we are committed to letting people hear more, do more, and be more than they ever thought possible. Through sound, we help transform lives. Jabra engineering excellence leads the way, building on 150 years of pioneering work. This allows us to create integrated headsets and communications tools that help professionals work more productively; and wireless headphones and earbuds that let consumers better enjoy calls, music, and media. Jabra employs approx. 1,100 people worldwide, and reported annual revenue of DKK 4.7bn in 2018. The GN Group, founded in 1869, operates in 100 countries and delivers innovation, reliability, and ease of use. Today, GN employs 6,000 people, and is Nasdaq Copenhagen listed.

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