




Jabra Engage 50 and Twilio Flex Taking customer service at Money Penny to the next level

Moving to a digital contact center

Money Penny wanted to move from desk phones to softphones using Twilio Flex, an open, cloud-based contact center platform. This would enable integration with other intelligent solutions and be easier and faster to scale.

Alyce Green, Product Owner at Money Penny explained: “We strive to deliver the best customer experience, through crystal clear voice conversations at every interaction, so choosing the best headset was vital.”

Jabra Engage 50 became top in testing

Money Penny tested a range of different headsets to see which solution performed best for enhancing call quality and avoiding interruptions from colleagues, while ensuring seamless integration with Twilio Flex.

Oliver Kelly, Head of Technical Architecture, said: “We chose the Jabra Engage 50 because of the superior sound and easy integration with Twilio Flex. This headset was also preferred by our receptionists because not only was the sound clearer, but it is also very comfortable, lightweight, and easy to adjust - which is important when you need to wear it for many hours every day.”

Jabra Engage 50 seamlessly integrates with Twilio Flex

Kelly continued, “The free, open Jabra Software Developer Kit (SDK) works across operating systems, enabling Money Penny to seamlessly integrate Jabra Engage 50 into our platform, with great support from Jabra. Our receptionists now work on a fully integrated platform powered by superior sound, which improves the experience for both customers and receptionists.”

PROJECT DETAILS

Customer: Money Penny

Money Penny is the world's leading outsourced call handling service providing outsourced receptionist services to thousands of companies who lack on-site staff to handle incoming calls. With 225,000 customers, Money Penny serves organizations from start-ups to multinationals, spanning industries from automotive to veterinary and healthcare, from their bases in the UK and US.

Jabra solution: Engage 50 – corded digital headsets

- Unique 3-mic system with intelligent noise cancellation
- Customizable status lights (using Jabra SDK) on both earcups
- Rich call analytics for the business

Solution benefits:

- Seamless integration with Twilio Flex
- Reduced noise and interruptions
- Increased customer satisfaction





“We don’t want to sound like a contact center.”

Joanna Swash – Global CEO, Money Penny



“The combination of Jabra Engage 50 and Twilio Flex is enabling us to overcome noise and interruptions, and to deliver superior sounding calls – helping us to take customer service to the next level, today and in the future.”

Alyce Green – Product Owner, Money Penny

Customized status lights reduce interruptions

The colored status lights on the Jabra Engage 50 give an overview of the status of the teams for reporting purposes. The status lights are visible on the headset and also display within the Twilio Flex system, and enable the receptionists to easily change their status.

Using the open Jabra SDK, Money Penny were able to customize the status light colors to meet their business needs.

Sidetone feature reduces noise

The Jabra Engage 50 is being rolled out across the contact center. The teams who are already using the new headset have noticed that their areas of the contact center are noticeably quieter, as the sidetone feature enables the receptionists to clearly hear their own voices, so there is no need to talk more loudly during customer calls. The superior noise cancelling microphone also ensures that customers hear only the receptionist’s voice, loud and clear, with zero background noise.

Enhancing the customer experience

Emily Griffiths, Team Leader, commented: “Our receptionists really enjoy using the new Jabra Engage 50 headsets, and they’re helping to enhance the experience for our clients.”

Future plans

Money Penny are continuing the roll out of Jabra Engage 50 and Twilio Flex across their UK & US teams. Next steps are to work with Jabra to evaluate some of the Jabra Engage 50 software capabilities, such as background noise measurement and simple speech analytics, to assess how this data could be used to further enhance customer satisfaction.

INTEGRATED STATUS LIGHT

2 status lights
(1 on each earcup)



MONEYPENNY’S CUSTOMIZED STATUS LIGHT COLORS



- Green: Available
- Blue: On a call
- Purple: On live chat
- Red: Logged out / Unavailable
- Yellow: Birthday

In cooperation with

