



"The CS70N wireless headset system was easily installed on my phone and ready to use in only a few minutes. I called the automated service to set up the sound levels. From the very first call I was completely sold on the quality and utility of the product."
 —Earl McKinley, Wesley Chapel, FL



Saving time with smart designs

Plantronics designs high-quality wireless headsets that are built to last. Plantronics takes the burden off your busy IT staff—so they don't waste their valuable time installing, repairing, or upgrading headsets.

Plantronics provides headset systems that are:

- Easy for users to install
- Easy to use—requires limited support for the life of the headset
- Long-lasting with durable designs for extended use

So go ahead—see what wireless headsets can do for your company!

For more information about our high-productivity, cost-reducing wireless headsets, please visit our Web site at: www.plantronics.com.

TEL: 800-544-4660 (USA AND CANADA)
 831-458-7700 (OUTSIDE USA)

PLANTRONICS WIRELESS HEADSETS

Promote a healthy, productive workforce with Plantronics wireless headsets

The world's most trusted headset manufacturer delivers a return on investment

A Little Investment Goes a Long Way.

When you deploy Plantronics wireless headset solutions, you're contributing to both company profits and employee satisfaction. And when you partner with Plantronics, you can trust our reliability and technical support. In fact, you can see a return on investment in **less than two weeks**.*

Your investment in Plantronics headsets delivers compelling benefits in several areas:

- Better ergonomics to protect employees from stress-related injuries
- Higher employee productivity
- Simple installation and long-lasting quality

"The headset system has been a life-changing development for my condition! I use it daily at work, and it frees my neck and shoulder from the strain."

—Kim Fritz, St. Petersburg, FL

Protecting Your Workforce

It's critical that you protect the health and safety of your most important and costly asset: your workforce. Companies today face ergonomic challenges that can lower productivity and dramatically increase workers' compensation claims. According to the Bureau of Labor Statistics, musculoskeletal disorders account for more than one-third of all lost workday cases.¹ The statistics are staggering:

- The total cost of an employer's time-off and disability programs averaged 14.9% of payroll.²
- Good ergonomics programs have cut workers compensation costs an average of 60% and up to 90% in some cases.³

Plantronics wireless headsets take the stress off employees' upper bodies by preventing the strain caused by cradling a phone between the head and shoulder. Plantronics helps your team avoid health risks as well as costly time away from work.

Empowering Your Workforce

Plantronics headsets dramatically enhance mobility and productivity in the workplace. Employees can work hands free throughout the course of a phone call—so they can type, jot down notes, and reach for files as the need arises. And with wireless headsets, workers can bring desk phone calls to wherever business takes them—the conference room, printer, coffee maker, or a colleague's office. Wireless designs let employees move naturally without the hassle of confining, tangled cords.

- In an independent headset study that was conducted at Salesforce.com, after moving from corded to wireless headsets, sales reps for Salesforce.com experienced a 7.5% to 20% increase in new sales opportunities.⁴

"The Plantronics CS70N wireless headset system has changed the way I work. I can continue my tasks while I answer phone calls. I can walk away from my desk and not have to scramble back to answer the phone. All of my calls are clear and comfortable. There have been many times when I almost take my headset home with me because I forget it's on my ear!"

—Rubi Salgado, La Grange Park, IL

Modeling the Cost Savings*

What does this mean to your bottom line?

Even a marginal increase in your sales team's productivity can have a significant impact on revenues. For example, if a salesperson generates \$1 million, a 7.5 percent gain in productivity represents an additional \$75,000 in sales. As you can see in the cost models below, a Plantronics wireless headset pays for itself in less than two weeks and continues to provide productivity benefits that translate into increased revenues.

Salesperson	
Assumptions	Numbers
Salesperson is responsible for \$1 million in revenue per year	\$1,000,000.00
Productivity Gain, taken from Adams Consulting Study	7.50%
Revenue Gain per year	\$75,000.00
Margin per year (gross margin is 50% of revenue)	\$500,000.00
Productivity Gain, taken from Adams Consulting Study	7.50%
Gross Profit Gain per year	\$37,500.00
Days per year (49 weeks)	245
Gross Profit Gain per day	\$153.06
Cost of a Headset System (Average MSRP)	\$349.00
Gross Profit Gain per day	\$153.06
Breakeven in days:	2.28

Marketing Professional	
Assumptions	Numbers
Marketer is responsible for expense budget of \$500,000 per year	\$500,000.00
Marketing program spend produces ROI of 1.5	1.5
Program results in revenue of \$750,000	\$750,000.00
Marketing Program ROI/yr per employee	\$250,000.00
Gross margin on sales is 50%	50%
Incremental gross profit per year/employee	\$125,000.00
Productivity Gain, taken from Adams Consulting Study	7.50%
Increase in gross profit	\$9,375.00
Work days per year (49 weeks)	245
Incremental gross profit per day/employee	\$38.27
Cost of a headset system (Average MSRP)	\$349.00
Incremental gross profit per day/employee	\$38.27
Breakeven in days:	9.12

¹ Source: Bureau of Labor Statistics' Survey of Occupational Injuries and Illnesses, November 2007.

² Source: Marsh/Mercer Survey of Employers' Time-Off and Disability Programs, 2003 http://www.marshriskconsulting.com/st/PSEY_C_228064_SC_229050_NR_303.htm

³ Source: 25 Ways Ergonomics Can Save You Money, Dan MacLeod, 2006 <http://www.danmaclLeod.com/Articles/PDFs/25%20Ways%20Ergonomics%20Can%20Save%20You%20Money.pdf>

⁴ Source: Adams Consulting, Plantronics Wireless Office Headsets Study, (2008)

* Results will vary depending on a company's business model and other factors.