



BUSINESS
**Success
Story**



Superior quality and service
sell **Mary Kay** on the value of
Plantronics UC headsets

Mary Kay
marykay.com

Contact Center Location:
Dallas, Texas USA

Industry:
Direct Sales: Cosmetics

Number of Employees: 3,000

The Situation:
Three years after deploying Microsoft® Office Communications Server (OCS) among its 3000 enterprise users, Mary Kay began a phased upgrade to Microsoft Lync®. The new Lync system migration placed a priority on high-quality UC headsets to ensure successful user adoption.

The Solution:
Blackwire® 435, Blackwire® 610,
Voyager® PRO UC

BACKGROUND

Mary Kay is one of the world's largest direct selling companies with more than \$3 billion in annual wholesale sales. Mary Kay Ash founded Mary Kay in 1963 to help women achieve personal growth and financial success. Today over 2.4 million people in more than 35 countries are Mary Kay independent sales consultants supported by a global team of enterprise employees responsible for infrastructure, tools, marketing, incentive structure for selling (pink Cadillac) and product and manufacturing.

BUSINESS CHALLENGE

Since deploying Microsoft® Office Communications Server (OCS) 2007, Mary Kay worldwide enterprise employees benefited from Instant Messaging (IM) and presence to enjoy real time communication and collaboration with co-workers. A group of employees in the IT department used OCS for voice functionality as well.

Three years following its OCS deployment, Mary Kay began an enterprise-wide migration to the Microsoft Lync infrastructure in a phased rollout. UC voice users, which grew to include remote workers and employees who travel on behalf of the company, were part of the stage one migration.

As with any large-scale deployment, employee adoption is always a concern, especially among less technically oriented users. The Mary Kay UC deployment team knew that for its UC voice users to easily adapt to the new Lync configuration, good audio quality was essential.



Blackwire® 435



Blackwire® 610



Voyager® PRO UC

“To us value equates to excellent sales and service.
That’s where Plantronics really shines.”

The UC deployment team chose Plantronics headsets for its Lync deployment. Optimized for Microsoft OCS and Lync, which was a key Mary Kay criteria, Plantronics headsets offered the sound quality, range of product options and user-centric features that set them apart from the competition.

Mary Kay also had an excellent relationship with the Plantronics sales and service department. It began some years before when, as part of an initiative to upgrade from wired to more sophisticated wireless headset devices, Mary Kay chose Plantronics Voyager headsets. Since then, the company has enjoyed the Plantronics product line, according to Mike Minor, Mary Kay technical consultant.

Minor said, "The Mary Kay IT department does not evaluate products on price alone; we look for value. Plantronics has great UC products and they sell them at reasonable prices. Plus, Plantronics headsets are also very reliable. The combination keeps us coming back."

To support Lync voice users, Mary Kay selected Plantronics Blackwire Series of corded USB headsets, including the Blackwire 610 and Blackwire 435 models. The Blackwire 610 features advanced

audio technology and provides superior call clarity, dynamic EQ stereo to adjust automatically for voice and multimedia use, and features a noise-canceling microphone to suppress background noise. Inline call controls make it easy to answer, end or mute a call.

Team members on the go also have the option of choosing the Blackwire 435. It has a durable portable design that easily tucks into a travel case. Convenient inline controls include a call/answer/end button and mute/volume control, and an indicator light that shows call or mute status.

Since Mary Kay operates in 35 different markets across the world, accommodating time zone differences for colleagues in China or Russia requires many staff members to be on conference calls while commuting to and from the office, as well as when they are in the office. To accommodate these employees, Mary Kay also chose the Plantronics Voyager PRO UC Bluetooth® headset, which enables users to manage PC and mobile phone calls from a single headset.

As part of its Lync deployment, Mary Kay plans to use the Plantronics UC Toolkit, a library of best practices and training resources to accelerate adoption of the new UC solution.

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"The mobile, remote, and our early adopter users brag about how UC increases their efficiency — communications and collaboration are now at their fingertips."

— MIKE MINOR,
TECHNICAL CONSULTANT
MARY KAY INC.

