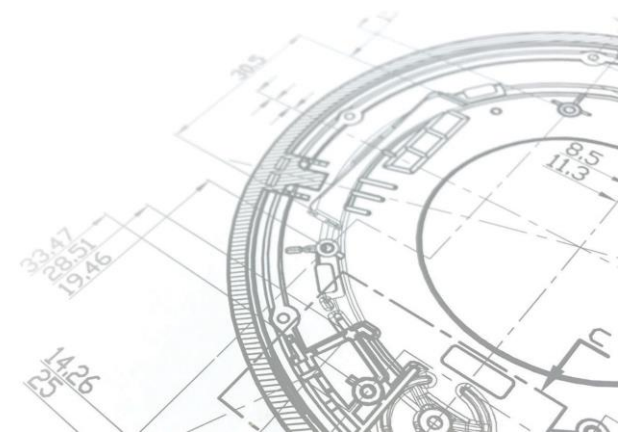




# Fleet Drivers use case opportunity

GN Making Life Sound Better  
FOR 150 YEARS





BlueParrott C400-XT

## Fleet Drivers - an opportunity for you

BlueParrott offers Bluetooth® headsets for fleet drivers, supporting with hands-free compliance. Providing the customer with new voice activated solution, scaling and supporting across NA.



### Who?

An American multinational courier delivery services company headquartered in Memphis, Tennessee with 44,000 employees worldwide.

### Focus area of the business

Driver dispatch, delivery and collection.  
Customer communications.

### What was their challenge?

Upgrade driver mobile device technology with a new solution that would:

- ✓ Offer hands-free compliance
- 🔗 Improve driver dispatch and customer communications
- 🔊 Provide good quality sound in a high-noise busy environment
- 📊 Maximize productivity with any-time connectivity
- 📈 Reduce risk of accident due to driver distraction

### What was the solution?

- **Headsets** - BlueParrott B450-XT and B350-XT for Line-Haul, C400-XT and C300-XT for Pickup and Delivery, purpose built to delivery exceptional voice quality and noise-cancelling microphone performance for drivers.
- **Deployment across NA**; 22,000 fleet drivers (11,000 Line-Haul drivers; 11,000 Pickup & Delivery drivers)
- **Hardware** - Panasonic FZN1 handsets
- **Voice platform** - Dual-SIM AT&T and Verizon mobile cellular communications





## Fleet Drivers – how was it sold?



### What was the approach?

Worked hand in hand with GN Audio Inc. and the customer to deliver the right solution.



### How does BlueParrott B450-XT solve it?

- Up to 24 hours talktime
- 100% voice controlled
- Exceptional voice quality and noise-cancelling microphone performance
- Can last a full day on a single charge and does not require use of expensive spare batteries or charging stands
- Long-lasting and weather resistant



### What also helped the customer decide?

- BlueParrott's brand reputation as the #1 hands-free communications choice with NA truck drivers.
- BlueParrott B450-XT and C400-XT models feature Voice Command for answering or rejecting calls without having to touch the headset or mobile device. Promotes hands-free compliance.
- Headsets are available in different styles. B450-XT for the Line-Haul driver and the C400-XT for Pickup & Delivery drivers. With an IP54 rating, the C400-XT can operate in extreme environments. A dust and moisture resistant design enables use inside and outside the vehicle - no matter the weather conditions.

### Objection Handling



#### OBJECTION

Driver may need to be connected to both a company issued mobile device and a second device.



#### RESPONSE

Multipoint pairing enables drivers to connect BlueParrott headsets to two devices simultaneously; such as company mobile and a GPS unit.



## What's next?

Does this scenario sound familiar with your customers?  
Speak to a member of the team to win BIG with BlueParrott