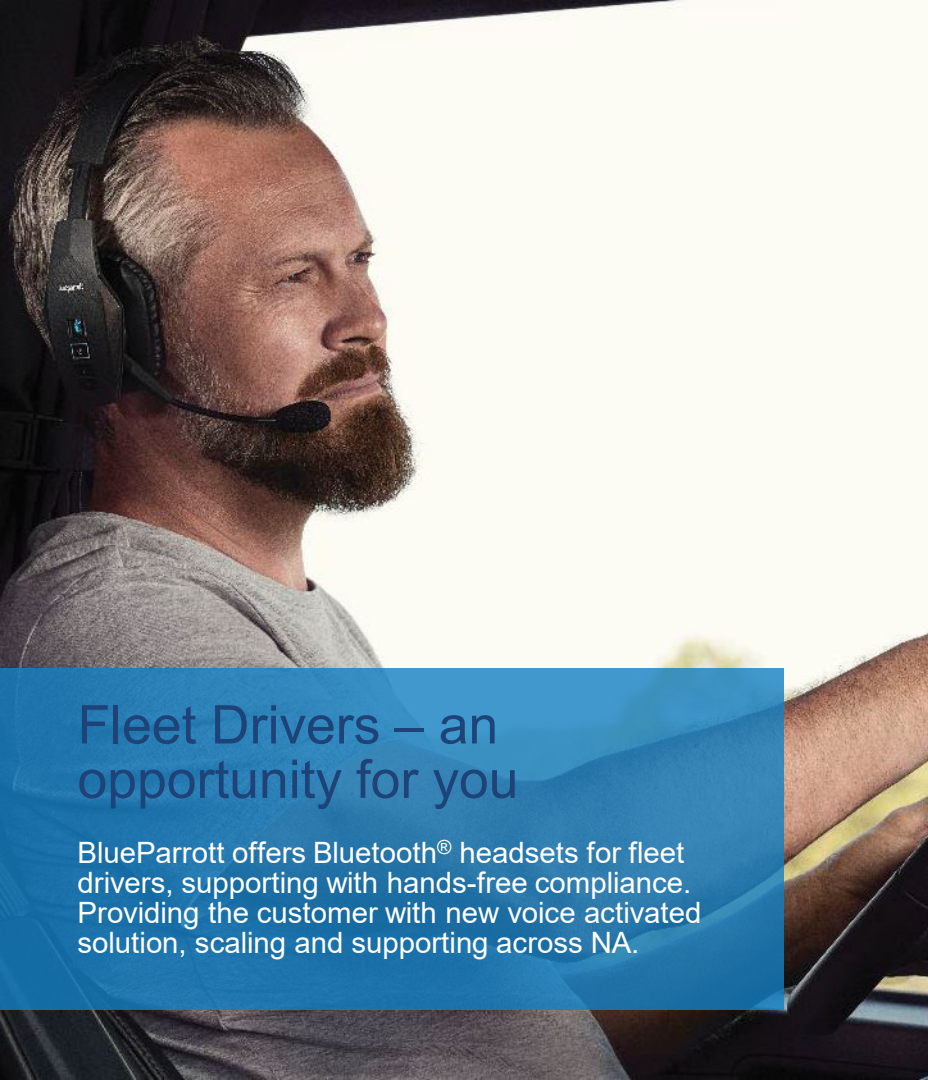




Fleet Drivers Use Case Opportunity



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 an high noise 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-canceling 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 and C400-XT solve it?

- Up to 24 hours talktime
- 100% voice controlled
- Exceptional voice quality and noise-canceling 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 headset 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