

**GfK**

Growth from Knowledge

Speakerphones

Sound & Design evaluation – Denmark
Results of a quantitative study
conducted for

**Jabra®**

A BRAND BY

**GN Netcom**

Conclusion

Conclusion

- Jabra SPEAK™ 410 performs the best on the following parameters: Ranking of Sound quality – Voice (normal and max volume) and Sound quality – Music (normal volume). The only parameter on which Jabra SPEAK™ 410 comes in second is on Sound quality – Music (max volume) where ClearOne is ranked slightly better on average (Mean scores 1,7 for ClearOne vs. 1,77 for Jabra SPEAK™ 410).
- Polycom is evaluated lowest/poorest on two of the five sound quality evaluations, while Plantronics is evaluated lowest/poorest on three of the five sound quality evaluations.
- When looking at design – product evaluation – top 2, both Jabra SPEAK™ 410 and Plantronics are doing significantly better than both ClearOne and Polycom.
- Jabra SPEAK™ 410 is the best ranked speakerphone of the four products evaluated on design alone; 50% of the total sample rank it as number 1. Plantronics comes in second. The poorest performing speakerphone when it comes to design is ClearOne.
- When the respondents are asked to do the ranking based on both design *and* sound Jabra SPEAK™ 410 is again the best ranked product; with 57% of the total sample ranking it as number 1. Plantronics drops from 2nd to 4th rank – based on the poor sound performance. The ClearOne product shows the second best ranking. ClearOne was characterised by a good performance on sound but a poor performance on design.

Sound test

Ranking sound quality – **Voice** – normal volume

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	55%	25%	18%	2%	1.67
ClearOne Chat50	40%	35%	18%	7%	1.92
Polycom CX100	5%	23%	35%	37%	3.03
Plantronics MCD100M	0%	17%	28%	55%	3.38

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

When looking at all the speakerphones when sound – voice is on normal volume, the most preferred is Jabra SPEAK™ 410 followed by ClearOne. The one performing poorest on sound quality – voice – normal volume is Plantronics.

Ranking sound quality – **Voice** – maximum volume

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	57%	33%	8%	2%	1.55
ClearOne Chat50	22%	40%	30%	8%	2.25
Polycom CX100	8%	8%	28%	55%	3.30
Plantronics MCD100M	13%	18%	33%	35%	2.90

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

Also when the sound – voice is on maximum volume Jabra SPEAK™ 410 is the speakerphone performing the best followed by ClearOne. On maximum volume Polycom is the poorest performing speakerphone.

Ranking sound quality – **Music** – normal volume

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	68%	23%	8%	0%	1.40
ClearOne Chat50	28%	55%	15%	2%	1.90
Polycom CX100	2%	22%	70%	7%	2.82
Plantronics MCD100M	2%	0%	7%	92%	3.88

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

When it comes to ranking of the sound quality – music on normal volume again Jabra SPEAK™ 410 is doing by far the best – again followed by ClearOne. Plantronics is ranked as the least preferred (#4) by 92% of the sample.

Ranking sound quality – **Music** – maximum volume

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	52%	20%	28%	0%	1.77
ClearOne Chat50	40%	50%	10%	0%	1.70
Polycom CX100	8%	30%	58%	3%	2.57
Plantronics MCD100M	0%	0%	3%	97%	3.97

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

When looking at the mean scores for sound quality – music – maximum volume, ClearOne is doing a little better than Jabra SPEAK™ 410 – but still 52% of the sample rank Jabra as number one.

Again Plantronics is the speakerphone performing poorest.

Design test

Ranking product – based on design

“You have now evaluated 4 different products. Could you please rank the products so that the one you like the best is no 1, the second most liked is no 2 etc. and the least liked as no. 4”

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	50%	13%	23%	13%	2.00
ClearOne Chat50	7%	18%	37%	38%	3.07
Polycom CX100	15%	33%	17%	35%	2.72
Plantronics MCD100M	28%	35%	23%	13%	2.22

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

When looking at the ranking based on the design of the products, Jabra SPEAK™ 410 is evaluated the best, followed by Plantronics. The poorest evaluated on design is ClearOne.

Ranking product – based on design & sound

“At the first sound test you preferred Now I would ask you to rank the 4 products again so that the one you like the best is no 1, the second most liked is no 2 etc. and the least liked as no. 4”

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	1 st	2 nd	3 rd	4 th	Mean (1-4)
Jabra SPEAK™ 410	57%	27%	13%	3%	1.63
ClearOne Chat50	18%	30%	27%	25%	2.58
Polycom CX100	17%	22%	27%	35%	2.80
Plantronics MCD100M	8%	22%	33%	37%	2.98

Mean (1-4) indicates the average ranking of the product. The lower mean the better ranking.

Also when looking at the ranking based on both design and sound, Jabra SPEAK™ 410 is clearly the best evaluated, and Plantronics is poorest evaluated.

Purpose and method

Background and objectives / Method

Jabra, mainly known for high quality corded and wireless headsets, has introduced its first product in the product category Speakerphones. The Jabra SPEAK™ 410 was introduced late 2010.

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Jabra would like to conduct a product test, focusing on evaluating the sound quality and design of Jabra SPEAK™ 410 – in comparison with its 3 main competitors.

The products tested are:

- Jabra SPEAK™ 410
- ClearOne Chat50
- Polycom CX100
- Plantronics MCD100M

A sequential monadic test design were used for the design part. The products were presented one by one in rotated order.

In total 60 interviews were conducted as hall test in Copenhagen, Frederiksberg during December 17th 2010 to January 7th 2011.

Method

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The test was divided in two parts:

- **Firstly a sound evaluation – with blinded products**

- Sound quality – Voice – normal volume
- Sound quality – Voice – maximum volume
- Sound quality – Music – normal volume
- Sound quality – Music – maximum volume

- **Secondly a design evaluation**

- Ranking based on design alone.

- You have now evaluated 4 different products. Could you please rank the products so that the one you like the best is no 1, the second most liked is no 2 etc. and the least liked as no. 4 (*Ranking question*)

- Ranking based on design + sound evaluation.

- At the first sound test you preferred ... Now I would ask you to rank the 4 products again so that the one you like the best is no 1, the second most liked is no 2 etc. and the least liked as no. 4 (*Ranking question*)

Method – target group

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The target group and quotas:

- All with the business profile – office work
- Ideal gender distribution: 50%/50% – Actual: 55% male and 45% female
- All to be between 25-50 years old – Actual age distribution: 48% in the age group 25-34 y.o. and 52% in the age group 35-50 y.o.
- All must be open towards and use gadgets in their everyday life – like computers, mobiles, smart phones, music players, headsets etc.
- All to have experience within conference calls – minimum once every half year.

The quotas are non-interlocking.