“Jabra for Salesforce” Admin’s Guide

June 25, 2025

1 About

This is document contains installation and setup instructions for the Jabra provided AppExchange managed package for the Salesforce platform. It is intended for experienced Salesforce administrators setting up and maintaining a Salesforce org, wanting to install, and run the Jabra for Salesforce app.

Contents

1 About 2
2 Business value 3
3 The App 5
3.1 Conversation Coach in real time 5
3.2 Call controls (for Amazon Connect CTI Adapter) 6
4 Installation and setup 6
4.1 Versions and changes 6
4.2 Pre-requisites 6
4.3 Installation 6
4.4 Setup and configuration 6
5 Using the solution 8
5.1 Notes for supporting the app: 8
5.2 Support 8
6 FAQ – Frequently Asked Questions 9

2 Business value

BENEFITS

HOW JABRA HEADSET DATA
HELPS IMPROVE CONVERSATIONS

salesforce
Amazon Connect

Mitigate background noise

In contact centers and hybrid environments noise can peak up to 85 dB challenging the quality of the professional customer conversation. Pinpointing when the noise is near the threshold of interfering is key in mitigating it intelligently.

BENEFITS

HOW JABRA HEADSET DATA
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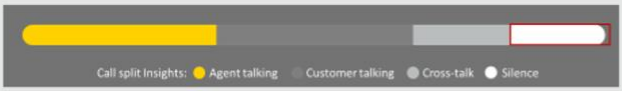
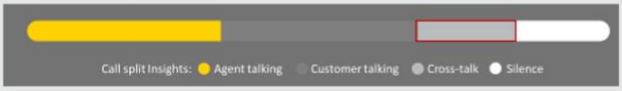
Pinpoint and manage silence

Longer duration of silence in a call could indicate the need for a reminder on the purpose and direction of the call and will help lower the call handling time



Prevent cross-talk

Extensive Cross-talk is undesired and may be a sign of training need or that the call endures audio quality issues



Jabra GN

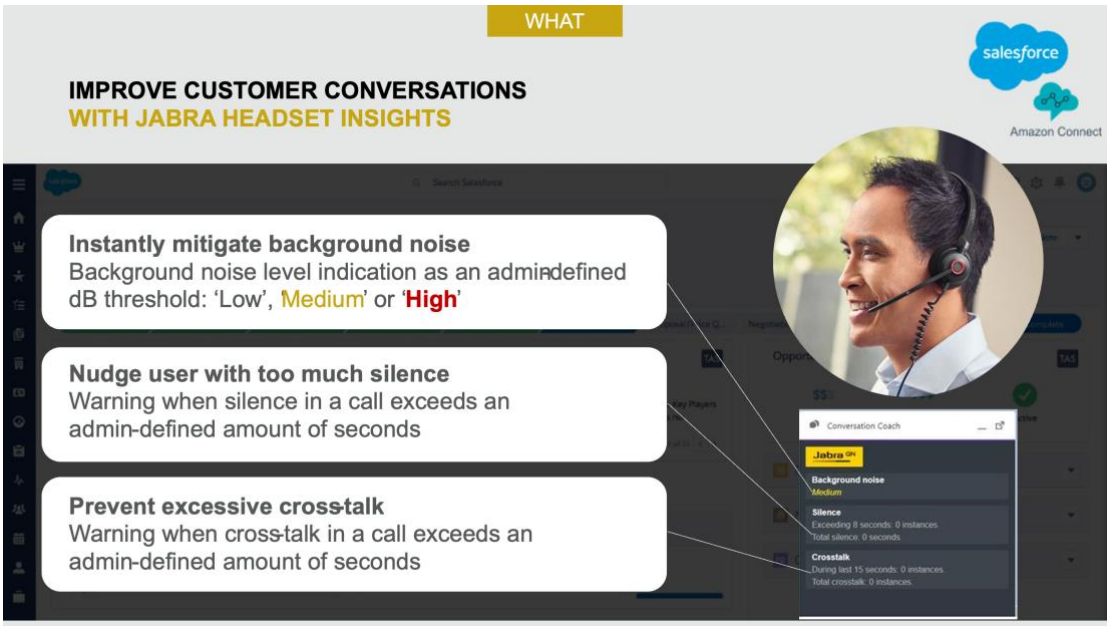
3 The App

The Jabra for Salesforce app consists of several components. Some depend on other components; some are optional to setup and use. This section introduces the main features of the components offered:

3.1 Conversation Coach in real time

The “Jabra Conversation Coach” is a utility item that can be added to any Salesforce Lightning Console app via the “App Manager”. During calls through a supported Jabra headset, the Conversation Coach will instantly help end-users by:

1. Popup to display advice to the agent to improve call quality when potential issues are detected. Metrics currently monitored include:
    - **Background noise level** – ambient noise in the room surrounding the agent.
    - **Periods of call silence** – extended periods where neither the agent nor the customer speak.
    - **Cross talk** – instances where agent and customer speak over each other.
2. Show details on monitored metrics for the current call when the agent expands the utility item



For Salesforce administrators, it supports:

A. Tuning of the thresholds used when triggering alerts such as level of background noise
B. Fully translatable (provided by customer via Salesforce standard label translations/overrides). Standard app comes with English labels only.
C. Simple data governance, as no call data is stored anywhere. Only displayed to the agent in the call, then disposed.

3.2 Call controls (for Amazon Connect CTI Adapter)

The “Call controls for Amazon Connect CTI Adapter” is a utility item that can be added to any Salesforce Lightning Console app via the “App Manager”. It will let the user control calls from the buttons of a supported Jabra headset, provided the call is facilitated by Amazon Connect integrated in Salesforce with the Amazon Connect CTI Adapter AppExchange app.
Depending on Jabra headset model, call control includes the ability to:

- View and toggle availability state in Amazon Connect from headset buttons
- Answer calls from headset buttons
- View call, mute, and agent state on headset (or controller/deskstand depending on model) and end, mute, hold, resume current calls from headset buttons.

4 Installation and setup

4.1 Versions and changes

Version	Description
1.10	• Support for multiple Amazon Connect instances
1.8.0	First released version with the following components: • Conversation Coach • Call Controls for Amazon Connect CTI Adapter

4.2 Pre-requisites

- A Salesforce org with Amazon Connect CTI Adapter AppExchange app installed and setup (namespace “amazonconnect”)
- A Jabra USB-connected headset. The Jabra Salesforce app is optimized for the Jabra Engage 50 II headset with the Jabra Engage Link control unit. Certain app features are only enabled with firmware version 2.10.0 or newer for the Jabra Engage 50. All USB connected[1] Jabra headsets work with the apps basic call control features.
- Users accessing Salesforce in a Chromium-based web browser (like MS Edge or Google Chrome)
- Users’ workstations must have the Jabra “Browser Extension for Device Connector (legacy SDK)” (a browser extension) and Jabra “Device Connector Application (legacy SDK)” (a background process) installed. Download here

4.3 Installation

Install the “Jabra for Salesforce” app via AppExchange.

Alternatively use “sfdx force:package:install“

4.4 Setup and configuration

1) Assign permission sets to relevant users:

[1] Connected with USB cable or wirelessly through a Jabra USB dongle

Permission set	Description
Jabra Admin	Assign to users to be allowed to configure and tweak the app features.
Jabra User	Assign to users/agents with Jabra headsets to use the app features.

2) Setup custom setting "JabraSettings"
   a. Go to Setup→Custom Code→Custom Settings. Locate "JabraSettings" and click "Manage"
   b. Click "new" under "Default Organization Level Value" and setup values. Following defaults are recommended. See custom settings page for help texts to better understand each setting:

Setting	Recommended default value
Actual dB level - high background noise	55
Actual dB level- medium background noise	45
Amazon Connect CCP URL	[Deprecated – not in use]
Seconds for long crosstalk	4
Seconds for short crosstalk	2
Seconds of silence	5
Show logging in console	Unchecked

3) Add apps to utility bar in relevant Lightning Console Apps
   a. Go to Setup→App Manager and edit the app where you want the apps installed.
   b. Go to Utility-items and add the desired utility items:
      i. Conversation Coach:
         1. Search for "ConversationCoach"
         2. Make sure "start automatically" is checked
         3. Make the size 340x240
      ii. Call Control:
         1. Search for "VisualForce"
         2. Select the VisualForce page named "JabraCallControlForAmazonConnect"
         3. Make the size 340x240
         4. Make sure "start automatically" is checked
         5. Make sure "Show label" is un-checked
         6. Height is set to 150

4) Add your Salesforce domain with Jabra package namespace (e.g. https://*mySalesforceDomain*--jabra.vf.force.com or https://*mySalesforceDomain*--jabra.visualforce.com or https://mySalesforceDomain--jabra.salesforceInstance.visual.force.com)[2] as an "Approved origin" in your Amazon Connect console. Similar to other Salesforce domains added as described in the Amazon Connect CTI adapter setup guide.

[2] Which URL to add depends on if the "Enhanced Domains" and "URL Stabilization" features are enabled in your org. Go to "Setup→Visualforce Pages" and locate the page "JabraCallControlForAmazonConnect". Click the icon next to it. Grab the domain part of the URL in the browser window that opens. This is the URL required as an Amacon Connect "Approved origin".

5 Using the solution

5.1 Notes for supporting the app:

a) During a single call, each alert will only pop up at maximum once regardless of how many times the threshold value per alert type is exceeded. E.g., if the background noise level exceeds the threshold, then goes below and then exceeds it again within a single call, the app will only pop up the first time noise level exceeds the configured dB level. This is to avoid flooding the agent with excessive alerts disturbing them more than they help.

b) If multiple Jabra headsets are connected, the app will assume the most recently connected headset is used to control calls.

5.2 Support

For support, feedback, questions, please reach out via https://developer.jabra.com/

6 FAQ – Frequently Asked Questions

Q. What are the prerequisites for using the App?

A. Please refer to the “Setup and Installation” chapter in the Admin Guide.

Q. Which Jabra headsets does the app work with?

A. The basic call control – answering, muting, swapping, ending calls – works with all Jabra USB headsets with control buttons. To control agent state Jabra Engage 50 with control unit is required. The conversation coach works with Jabra Engage 50, 65, 75 headsets

Q. How do users get the app?

A. Please refer to the “Setup and Installation” chapter in the Admin Guide.

Q. Which language(s) does the app support?

A. The app is provided with English phrases but is fully translatable to any language via the standard Salesforce translation features. See https://help.salesforce.com/s/articleView?id=sf.cl_translate_edit.htm&type=5

Q. Where does the app get the data from?

A. Data is read from the Jabra headset and processed within the user’s web browser. None of this data leaves the user’s browser/machine.

Q. What about GDPR / data privacy concerns?

A. Data is read from the Jabra headset and processed within the user’s web browser. None of this data leaves the user’s browser/machine

Q. Does the app work with other headsets than Jabra?

A. No

Q. Can the timings/threshold values in the app be adjusted and how?

A. Yes. Threshold values for when the Conversation Coach warns the user of background noise, silence or crosstalk are customizable. They are managed as standard Salesforce custom settings (see “Setup→Custom Code→Custom Settings→JabraSettings”). See the Admin Guide for recommended values. Settings can be defined globally, for profiles or individual users by the Salesforce admin.

Q. How does the app know when users are cross-talking?

A. The headset detects whether the audio is coming from the user (microphone in the boom-arm with background noise filtered out) or from the customer (speaker). When speech is detected in both, it will register crosstalk. The conversation coach will register an instance of cross talk if either there are numerous short occurrences of crosstalk within 15 seconds prior or there's an extended period of ongoing crosstalk. I.e., short occurrences of crosstalk are not intended to register as a cross talk instance.

Q. Why is the conversation coach not showing alerts when I expect it?

A. To avoid flooding the user with alerts, the conversation coach will only show each type of alert a very limited number of times per call. The user can open the Conversation Coach utility item to get an overview of what has been detected during the current call.
Further, the Conversation Coach will filter out short occurrences of e.g., cross talk and wait for background noise to go below the given threshold for a period before accepting the reduction.

Q. How do I report an issue or get support?
A. You will be able to submit a ticket for issues with the Salesforce app on https://developer.jabra.com.