



SOUND MASKING

For Call Centers

Call centers are one of the fastest growing sectors in the world and increasingly a company's first line of contact with current and future customers. As such, they can have a significant impact on client satisfaction and loyalty.

They're also one of the most complex and stressful environments in which to work. The demands of serving clients in real-time and meeting performance targets lay the foundation. Add a problem such as poor acoustics to the equation and the stress levels climb even higher.

Representatives must cope with co-workers constantly talking around them, as well as noise arising from people walking by, telephones ringing, office equipment, building mechanicals and more. In some facilities, these issues are amplified by high densities, low furniture panels and generally poor acoustic design.

These distractions are detrimental to a profession that requires good listening skills and detailed information to be taken. Productivity is reduced and error rates increase. Noise also heightens stress and lowers morale, contributing to absenteeism and turnover rates.

And because it affects representatives' performance, noise can ultimately impact a customer's experience on a given call. Stressed employees are less able to manage negative emotions or display empathy. Noise can also create an unpleasant calling experience by broadcasting over the telephone.

Improving acoustics makes call centers an easier place to work, helping representatives provide customers with efficient, accurate and professional attention.



Meet Danielle.

It's her first day and she's feeling bright and energetic. But by the end of the month, the noisy environment will cause her to make several mistakes that cost your company money and damage your reputation with customers.



The LogiSon® Solution

The LogiSon Acoustic Network is part of a proactive approach to providing employees with the type of environment they need to excel.

This technology uses a series of loudspeakers to distribute an engineered background sound throughout the facility, covering up the conversations and noises that would otherwise disrupt occupants. It also decreases the amount of noise customers hear over the telephone, providing a more pleasant calling experience.

Small zones and fine control over both volume and frequency allow the masking sound to be customized to local conditions, ensuring that it's comfortable and effective across your entire space. And because control is networked, this level of performance is easy to maintain.

The timer utility allows you to schedule changes in the masking volume to match expected occupancy levels in each zone, throughout each day of the week. You can also program unique schedules for up to 30 individual dates, such as holidays. Changes are made at a gradual, user-defined rate so as not to call occupants' attention to them. There's an introductory ramp-up feature for retrofit installations.

The LogiSon Acoustic Network is one of the smallest investments you'll make in your facility, but one that can greatly impact your bottom line.

Benefits include:

- Noise control
- Speech privacy
- Improved productivity
- Paging and music functions
- Facility flexibility
- Quick ROI

For more information about the system's advanced features, see our brochure or contact your local LogiSon Representative.

Addressing Turnover & Improving Productivity

Economic pressures lead many organizations to minimize the cost of their physical space. However, design choices that result in poor working environments can end up costing more in the long run.

Keeping employees comfortable, healthy and productive is key for call centers. On any given day, 10 percent of workers may be absent and, depending on the size of the center, turnover can cost an organization hundreds of thousands to millions of dollars annually.

Numerous studies conducted over the last decade show that improving facility design reduces absenteeism and turnover by boosting workplace and overall job satisfaction.

Research also shows a strong connection between the use of sound masking and increased productivity in call centers. While the return on investment for each location varies, one independent expert indicates that the average is between 6,000 and 9,000 percent (Kingsland).



Case Study

WELLS FARGO HOME MORTGAGE • San Bernadino, California • USA

Wells Fargo is a diversified financial services company providing banking, insurance, investments, mortgage and consumer finance from more than 5,900 stores, the Internet and other distribution channels across North America and internationally. This location is the customer service call center for the Home Mortgage division. The facility is 130,000 ft² and houses approximately 600 employees who field calls from customers 14 hours per day.

Problem

The Wells Fargo corporate office asked the facility manager to install a sound masking system in order to reduce voice transmission and improve employee productivity at this location.

The facility is a converted warehouse that has a 90,000 ft² first floor, with an additional 40,000 ft² mezzanine on top. The majority of the facility has a 15-foot suspended ceiling, with a distance of 20 feet from the ceiling grid to the deck. The mezzanine and the first floor below it feature a conventional 4- to 5-foot plenum. The entire facility is outfitted with fiberglass insulation on top

of the ceiling tiles. These factors created a complex acoustical environment, requiring a flexible masking solution.

Solution

Our sound masking system was installed throughout the open areas. A two-week ramp-up period was used to allow occupants to gradually become acclimatized to the masking sound. Currently, there are four timer zones, each programmed to suit the unique needs of the space. Speech privacy has increased for the employees and they are no longer as disturbed by surrounding conversations.