



SOUND MASKING

For Dealerships

Sales professionals are the dealership's first line of contact with customers. They demonstrate the vehicle's features, negotiate the price and final terms of a lease or sale, and explain aftermarket services. Their success – and, consequently, the dealer's – depends on their ability to win customers' trust and respect.

Open plan environments provide a welcoming atmosphere well-suited to showcasing new models. However, they can also compromise other features that are of value during the sales process, such as speech privacy and acoustic comfort.

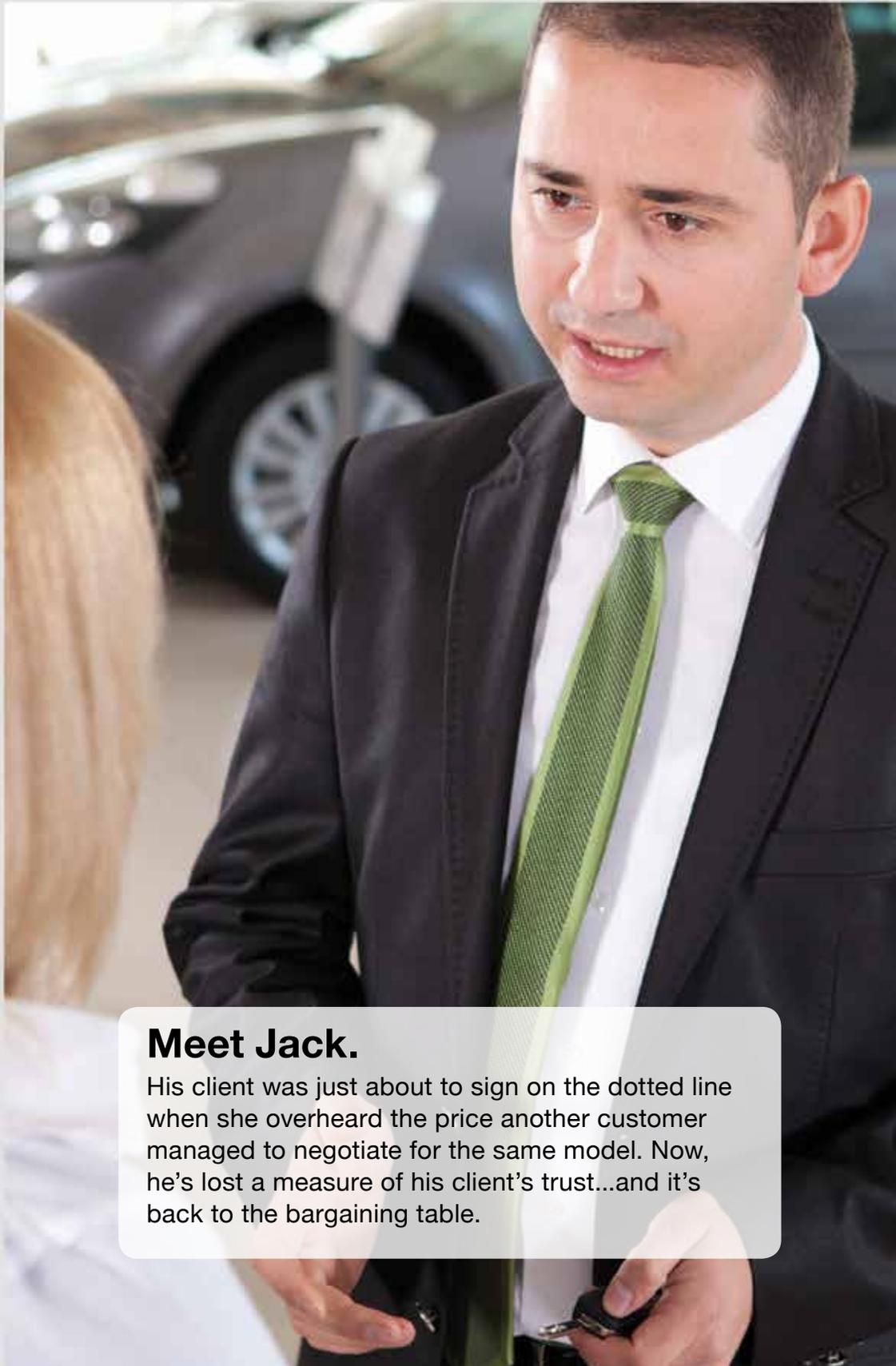
Customers want to have control over their personal information. They expect conversations concerning insurance, financing and leasing to remain private.

This level of protection is also indispensable for sales professionals to negotiate effectively and close the sale when other visitors are present.

Though these discussions can take place in closed offices, doors and even slab-to-slab walls are usually not enough to ensure speech privacy as even minor penetrations in a wall's structure can substantially reduce its effectiveness. In any case, sales professionals spend the majority of their time in the showroom. Individual offices are a rarity or not built to high performance standards.

Noise can also be a problem. Because it's disruptive, it can affect mood, making people feel anxious, irritable and tired. Sales staff need to be welcoming and energetic if they're to offer the quality of service customers expect.

Taking steps to create a positive acoustic environment can benefit staff, customers and the dealership.



Meet Jack.

His client was just about to sign on the dotted line when she overheard the price another customer managed to negotiate for the same model. Now, he's lost a measure of his client's trust...and it's back to the bargaining table.



Lighting



Temperature



Humidity



Sound

The Acoustic Comfort® Zone

Just as with other ergonomic factors, such as lighting, temperature and humidity, there's a **comfort zone** for the volume of sound and it isn't zero.

This comfort zone can be achieved by controlling the *noise floor*, which is the level of continuous sound that characterizes the space at any given time. If this floor is too low, speech and intermittent noises are easily heard and disruptive, even if they're relatively low in volume. In fact voices may carry intelligibly over a distance of 9-15 meters (30-50 feet) or more.

Some dealerships try using music to improve their acoustics. However, music alone doesn't provide the frequency spectrum required to consistently mask conversations and noises. Its volume also varies, meaning that it's not reliable and may not be present at the moment you need it most. Because it contains variations and patterns – and is a matter of personal preference – music can also be distracting.

Sound masking is the only acoustic treatment that can be used to attain a proper *noise floor*, which is typically between 42 and 48 dBA. Once established, it covers up any noises that are lower in volume and reduces the disruptive impact of those that are higher. Sound masking is also unique in terms of its ability to minimize acoustic variations across a space. However, in order to achieve consistency, the masking system itself must be flexible enough to adjust frequency and volume output for small areas.

The LogiSon® Solution

The LogiSon Acoustic Network distributes a soothing background sound throughout the facility. Though most compare this sound to softly blowing air, it's actually designed to mask the frequencies in speech, increasing privacy. It also covers up incidental noises that would otherwise impact comfort and concentration.

The LogiSon Acoustic Network allows dealerships to reconcile their need for speech privacy and noise control with the open environment required for their showrooms.

The loudspeakers are typically installed above a suspended ceiling; however, they easily blend in with other exposed components in open applications. 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 the entire space. And because control is networked, this level of performance is easy to maintain.

The system can also distribute paging and music. Its high level of component integration dramatically reduces the costs, energy and space requirements typically needed for audio equipment.

Benefits include:

- Improved noise control
- Increased speech privacy
- Improved productivity
- Paging and music functions
- Lower project costs
- Facility flexibility
- Quick ROI

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

Case Study

RENAULT CENTRAL SHOWROOM • Brussels • Belgium

Renault S.A. is a multinational vehicle manufacturer established in 1899 and headquartered in Boulogne-Billancourt.

As part of the Renault-Nissan Alliance, the company is the fourth-largest automotive group. Together, they are undertaking significant electric car development. Renault's core market is Europe. The company is known for its role in motorsport and its success over the years in rallying and Formula 1 racing.



Problem

The Renault Central Showroom serves Belgium and Luxembourg. It features a 750 m² (8073 ft²) showroom and a 150 m² (1615 ft²) mezzanine restaurant. Though the restaurant is frequently used for meetings and as a workspace, there are no partitions or windows separating it from the showroom.

Solution

In order to provide speech privacy, these areas, and 4,000 m² (43,055 ft²) of offices open to the showroom, were treated with sound masking. Visitors are not able to understand the conversations taking place at a distance of 4 m (13 ft), allowing sales professionals to discuss discounts on car models with full privacy, even when other visitors are present. The system also provides paging and music distribution.