



SOUND MASKING

For Retail Banks

While many clients are now using ATMs, telephone and online services to handle their routine financial transactions, advice provided at the branch is becoming more important.

Staff consult on mortgages, loans, investments, retirement planning, business activities and more. These in-person meetings present the opportunity to cement existing client relationships and make new ones. They also involve highly confidential information, making speech privacy a priority.

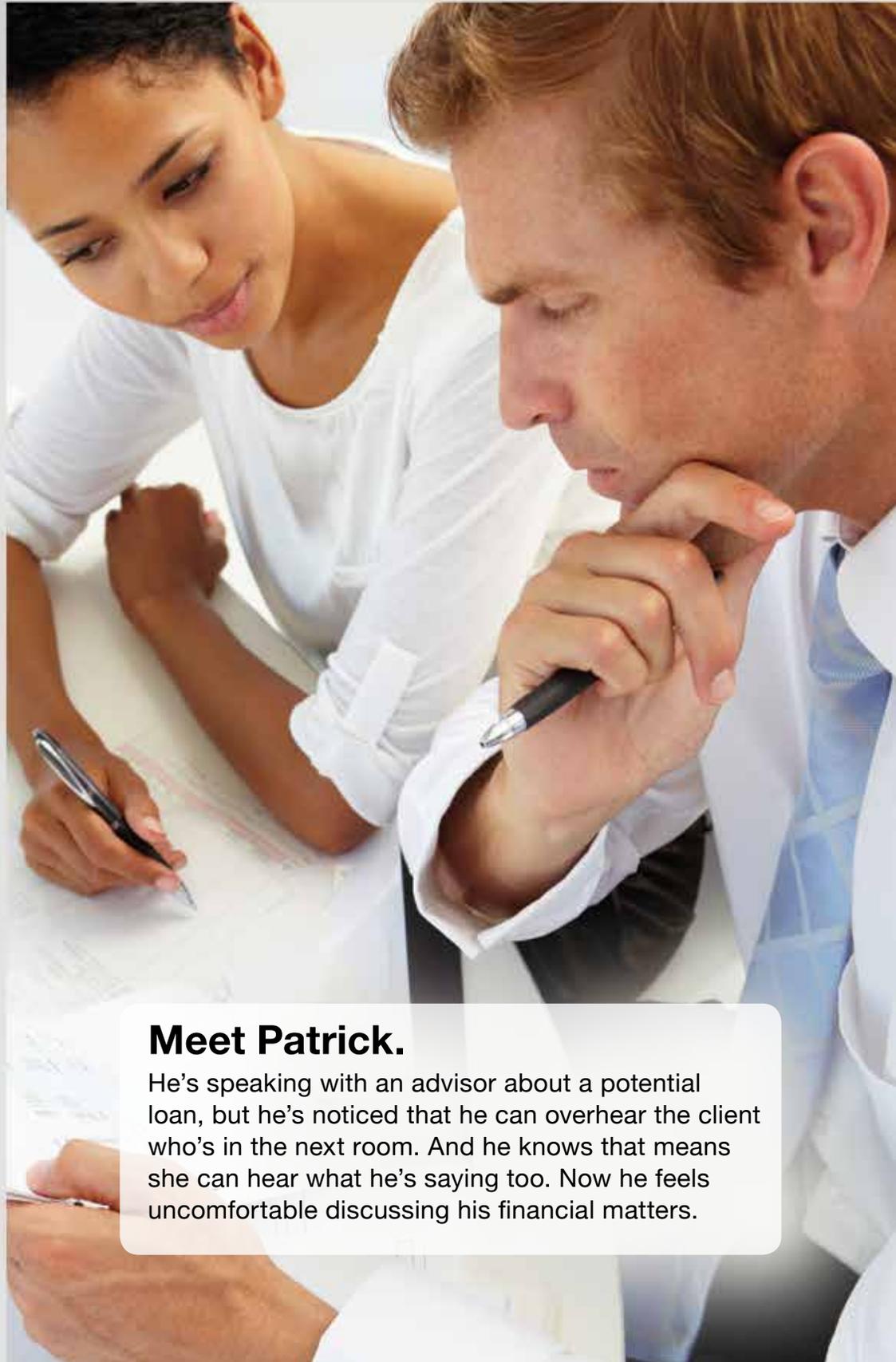
Clients want to have control over personal information, especially when it's connected to their financial transactions. This level of protection is also indispensable for staff to negotiate effectively.

Though conversations are often brought from the open branch environment into an office, closed doors and even deck-to-deck walls are usually not enough to provide speech privacy.

Furthermore, studies show that the ability to overhear conversations and other noises reduces productivity and increases errors. These issues are especially relevant in the banking sector, where accuracy forms the basis of client confidence.

Because noise is disruptive, it can also make people feel anxious, irritable and tired. Staff needs to be welcoming and energetic if they're to offer the level of attentiveness and quality of service clients expect.

Taking steps to protect speech privacy and create a positive acoustic ambience is a sign of control and professionalism that helps to reinforce clients' confidence in the bank.



Meet Patrick.

He's speaking with an advisor about a potential loan, but he's noticed that he can overhear the client who's in the next room. And he knows that means she can hear what he's saying too. Now he feels uncomfortable discussing his financial matters.

The LogiSon® Solution

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

The LogiSon Acoustic Network has been installed in bank branches, headquarters, regional offices and customer care centers around the world. Because it isn't a physical barrier, this technology allows branches to reconcile the need for acoustic control with the welcoming atmosphere created by an open environment. It also helps to provide the expected level of speech privacy in closed offices. The solution is easy to retrofit and can also distribute paging and music where needed.



Benefits include:

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

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

The Speech Privacy Equation

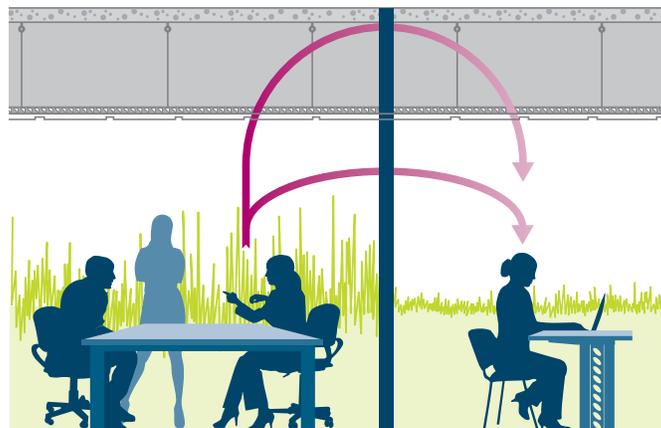
Most branches are partly open concept and sound masking is an essential acoustic solution for these types of spaces. However, it's also needed in closed offices because, whether built from deck-to-deck or floor-to-ceiling, walls only address part of the speech privacy equation.

A person's ability to clearly understand a conversation is actually dependent on two factors: the volume of the speaker's voice and the volume of background sound. The relationship between the two is called the *signal-to-noise ratio*.

Traditional room construction attempts to provide privacy by simply reducing the *signal*. If the background sound level in the adjoining space is lower than speech passing through the wall, conversations will still be heard and potentially intelligible. With today's building standards, this is often the case. Even minor penetrations in the wall's structure can substantially reduce acoustic performance.

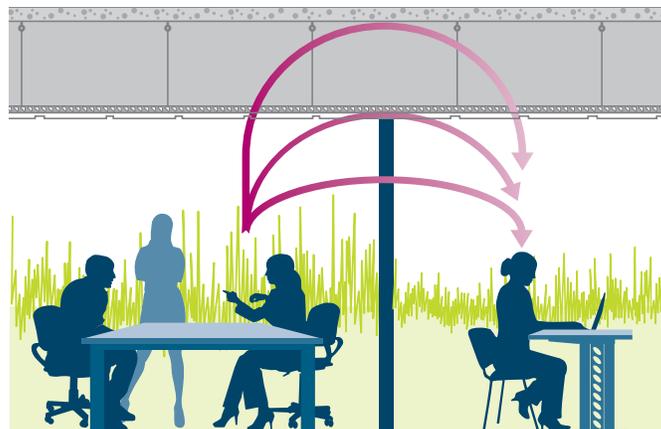
The LogiSon Acoustic Network establishes an effective background sound level throughout the space. It can be used in combination with walls built to the suspended ceiling in order to provide a cost-effective and more flexible alternative to deck-to-deck construction or in conjunction with deck-to-deck construction in order to provide confidential levels of speech privacy where needed. See the illustrations to the right.

Deck-to-Deck



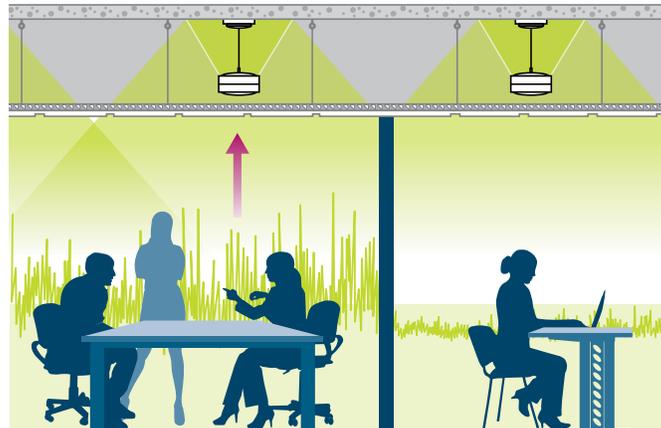
Deck-to-deck construction improves confidentiality but reduces flexibility and increases costs. Also, minor penetrations impact performance.

Floor-to-Ceiling



Floor-to-ceiling partitions provide good flexibility but poor confidentiality.

Floor-to-Ceiling with Sound Masking



Installation of sound masking manages the ambient noise level in a partitioned office, increasing speech privacy while maintaining the flexibility of floor-to-ceiling partitions.