SOUND.
THAT WORKS.™
IN CALL CENTERS

Call centers are typically a company's main point of contact with both potential and current clients. Therefore, the experience a caller has on the phone can strongly impact customer satisfaction and loyalty —not to mention a company's reputation.

These facilities are also one of the most complex and stressful environments in which to work. The demands of serving clients in real-time and attempting to meet performance targets lay the foundation. Add a problem such as poor acoustics and the stress levels climb even higher.

Representatives must work while coping with co-workers constantly talking around them, as well as noises from people walking by, office equipment, building mechanicals, and more. In some facilities, these issues are amplified by densely-occupied, open-concept working environments featuring low furniture panels and generally poor acoustical design.

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

Stressed employees are less able to manage negative emotions, convey empathy and solve problems. Noise can also create an unpleasant experience for the caller when they too can hear it over the phone.

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

Help agents provide customers with efficient, courteous and professional attention.

LogiSon®
ACOUSTIC NETWORK ©

Addressing Turnover & Improving Productivity

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

Keeping representatives comfortable, healthy and productive is key for call centers. On any given day, 10 percent of employees 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 increasing 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 varies for each location, one independent expert indicates that the average is between 6,000 and 9,000 percent (Kingsland).

The LogiSon® Solution

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

This technology distributes a soothing background sound throughout a facility. Although most often compared to softly blowing air, the sound is professionally tuned to an independently-proven masking spectrum that's designed to cover speech, increasing privacy. It also masks incidental noises, aiding concentration and providing a more pleasant calling experience for customers.

The timer utility allows you to schedule changes in the masking volume to match expected occupancy levels within each area, throughout each day of the week. You can also program unique schedules

for individual dates, such as holidays. Changes are made at a gradual, user-defined rate so as not to attract occupants' attention.

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
• 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.
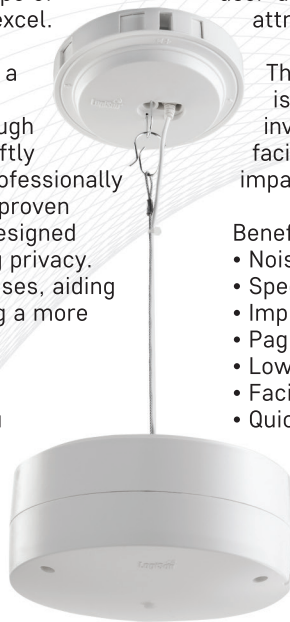
A Few of Our Call Center Clients

ACCENTURE • AMERICAN AIRLINES • AMERICAN AUTOMOBILE ASSOCIATION (AAA)
COGNIZANT • CONCENTRIX • EBAY • ENCORE CAPITAL GROUP • EQUIFAX • EXPERIAN
HAWAIIAN AIRLINES • INTUIT • NRT TECHNOLOGY • OPORTUN • QVC • REDBRICK FINANCIAL GROUP
ROYAL AUTOMOTIVE CLUB OF QUEENSLAND (RACQ) • ROYAL BANK OF CANADA • SCOTIABANK
SERVUS CREDIT UNION • SYKES • TELUS COMMUNICATIONS • TIVITY HEALTH • TRANSPERFECT
UNITED FEDERAL CREDIT UNION • VERIZON INFORMATION SYSTEMS

Case Study

Wells Fargo Home Mortgage
San Bernadino, California • USA

Wells Fargo & Company is a diversified, community-based financial services company providing banking, investment, and mortgage products and services, as well as consumer and commercial finance, through 7,400 locations and other channels. This location is the customer service call center for the Home Mortgage division. The facility is 130,000 ft² (12,077 m²) 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 (8,361 m²) first floor, with an additional 40,000 ft² (3,716 m²) mezzanine on top. The majority of the facility has a 15-foot (4.6 m) suspended ceiling, with a distance of 20 ft (6 m) from the ceiling grid to the deck. The mezzanine and the first floor below it feature a conventional 4 to 5-foot (1.2 to 1.5 m) 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
The LogiSon Acoustic Network was installed throughout the open areas. A two-week ramp-up period was used to allow occupants to gradually acclimatize to the new acoustical conditions. 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're no longer as disturbed by surrounding conversations.

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