

# SOUND. THAT WORKS.™ IN DEALERSHIPS



Sales professionals are a dealership's first line of contact with customers. They demonstrate a vehicle's features, negotiate the price and 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-concept environments provide a welcoming atmosphere well-suited to showcasing new vehicles. However, these environments can have a negative impact on speech privacy and acoustic comfort®—two features that customers also value.

Customers want to maintain the confidentiality of their personal information. They expect conversations regarding insurance, financing, leasing, and payment options to remain private. Privacy is also indispensable for sales professionals to negotiate effectively and close a sale when other visitors are present.

Although these discussions can take place in closed offices, doors and even deck-to-deck walls aren't always enough

to ensure speech privacy. Gaps under doors and even minor penetrations in a wall's structure can substantially reduce their effectiveness. In any case, sales professionals spend the majority of their time in the showroom. Individual offices are a rarity and seldom built to high acoustical performance standards.

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

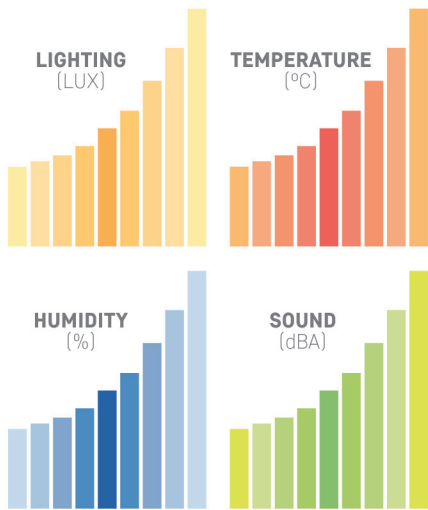
Noise can also affect a customer's ability to consider their options while in the dealership, making it more likely that they'll want return home and think things over in a quieter environment before committing to a purchase.

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

Offer an environment that welcomes customers, protects privacy and benefits staff.

  
**LogiSon**®  
ACOUSTIC NETWORK

## The Acoustic Comfort® Zone



Just as with other ergonomic factors such as lighting, temperature and humidity, there's a *comfort zone* for background sound. If the level is too

low, speech and intermittent noises are easily heard and disruptive; in fact, voices may carry intelligibly over a distance of 30-50 feet (9-15 meters) 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.

Sound masking is the only acoustical treatment that can be used to attain an effective background sound level, which is typically between 42 and 48 dBA. Once established, it completely covers up lower-level noises and reduces the disruptive impact of those that are higher.

## The LogiSon® Solution

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

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 that would otherwise affect comfort and concentration.

If paging and music are needed, the LogiSon Acoustic Network can provide those functions concurrently with the masking sound.



Networked architecture provides the flexibility to adjust settings as needs change, without incurring significant cost or disruption to operations.

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.

## A Few of Our Automotive & Related Clients

BMW • CHRYSLER • FORD MOTOR COMPANY • GROUPE RENAULT • HARLEY-DAVIDSON • HONDA  
HYUNDAI • MERCEDES-BENZ • THE VOLVO GROUP • TOYOTA MOTOR CORPORATION

## Case Study



### Renault Central Showroom Brussels • Belgium

Groupe Renault was established in 1898 and headquartered in Boulogne-Billancourt.

Today, it's an international multi-brand group with 40 manufacturing sites and 12,800 points of sale and after-sale. The company employs more than 180,000 people and sold approximately 3.8 million vehicles in 2019. It's also known for its involvement in motorsport, such as Formula 1.

#### Problem

The Renault Central Showroom serves Belgium and Luxembourg. It features a 8,073 ft<sup>2</sup> (750 m<sup>2</sup>) showroom and a 1,615 ft<sup>2</sup> (150 m<sup>2</sup>) mezzanine restaurant. Although 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 43,055 ft<sup>2</sup> (4,000 m<sup>2</sup>) of offices open to the showroom, were treated with sound masking. Visitors aren't able to understand the conversations taking place at a distance of 13 ft (4 m), 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.



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