

CASE STUDY:

Reducing Distractions and Protecting Speech Privacy at a Busy Tech Company



Wiser Solutions

Challenge

New Open Office Space Caused Noise Distraction Issues

Wiser Solutions is a software company that provides a retail analytics platform that helps clients make more informed decisions regarding their products' in-store merchandising. When their Boston office recently moved to a converted warehouse space in the city's downtown area, employees immediately noticed that speech distraction and speech privacy concerns were an issue in the new space. Employees work closely together in an open, collaborative environment, and impromptu huddles are not uncommon. Additionally, conference room space is at a premium and many conference rooms are positioned close to the open office areas. "When we signed this lease, we noticed immediately that the space was right for us but the sound was overwhelming for the people sitting in or around or near the different conference rooms," says Chris Angell, VP Marketing for Wiser.

Angell and CFO Mathieu Gagne had heard sound masking, the process of adding a low level, unobtrusive background sound to an environment to cover up excess speech noise might help mitigate the office's sound issues. Sound masking is similar to the sound of airflow, but specifically engineered to cover up human speech, making affected environments more comfortable, private, and free of excess noise distractions.

Wiser called their local telecom services provider and asked them for a free consultation and a quote. Satisfied with the demo, Wiser moved forward with installing sound masking in the new space.

“Other companies I've worked in, we'd consider sound masking because we had open environments and never quite pulled the trigger. Now having worked in this environment, I would recommend it to anybody – it really makes a difference!”

Mathieu Gagne
CFO
Wiser Solutions

Solution

QtPro® Sound Masking System

Wiser had their vendor install QtPro sound masking from Cambridge Sound Management, the world's leading provider of sound masking solutions, throughout the open office, private office, and conference room space. Small, barely visible Qt® Emitters (loudspeakers) were mounted in the office's open ceiling. The emitters were connected by cables to a Qt 300 control module residing in the server room. The system allowed for different masking volume levels across different zones, allowing Wiser to address noise distractions more aggressively in the open office areas. Automatic ramping was also programmed into the system, allowing the masking noise to be slightly louder at times when the office is at its busiest.

Result

A More Pleasant Work Environment

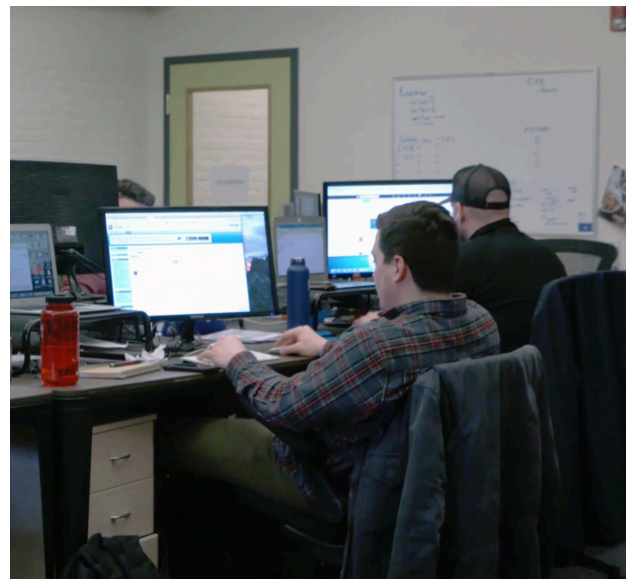
The new Wiser Office is now more functional, productive, and acoustically comfortable, and employees are pleased with the office's transformation. "When we decided to implement sound masking... the office changed, and it changed in the sense that people could concentrate on their work," says Gagne. "Other companies I've worked in, we'd consider sound masking because we had open environments and never quite pulled the trigger. Now having worked in this environment, I would recommend it to anybody – it really makes a difference!"

About Wiser Solutions

Wiser is the leading provider of actionable data for better decisions. Wiser collects and analyzes online and in-store data with unmatched speed, scale and accuracy. The Wiser platform then blends these insights with advanced workflow software to drive business value for brands and retailers. Using a unique combination of data science and human validation, Wiser offers integrated solutions for every aspect of retail, all in one place.

About Cambridge Sound Management, Inc.

The world leader in commercial sound masking, Cambridge Sound Management, Inc. manufactures QtPro and DynasoundPro sound masking systems to help organizations protect speech privacy, reduce noise distractions, and fuel workplace productivity in their offices. Its next-generation sound masking systems work by emitting a uniform, barely perceptible background sound at the frequencies of human speech. The systems also include office paging and background music capabilities to help facilities meet all of their masking and audio needs with one affordable system. Cost effective and easy to install, Cambridge Sound Management's systems are deployed in over 20,000 organizations' spaces throughout the world including commercial businesses, healthcare facilities, financial services, government agencies, and educational institutions. For more information about Cambridge Sound Management, visit www.cambridgesound.com.



Case Study Overview

SPACE

Approximately 15,000 square feet of open office, conference room, and private office space

CHALLENGE

Reducing distractions and protecting speech privacy in a busy tech-office atmosphere

SOLUTION

Qt® 300 Sound Masking System



RESULT

A more comfortable and private workplace