



Why Do You Need Sound Masking?

Noise Distractions Reduce Employee Efficiency

Employees are interrupted once every 11 minutes according to research from UC Irvine, and it takes them up to 23 minutes to get back into the flow of what they were doing before they were interrupted.

These Distractions Cost You Money

In a 2008 study presented to the International Congress of Noise as a Public Health Problem, researchers found that, on average, employees wasted 21.5 minutes per day due to conversational distractions, making speech the number one cause of reduced productivity. An additional 2014 Steelcase/Ipsos study found that employees lost as much as 86 minutes per day due to noise distractions.

Even using conservative estimates, this loss of productivity adds up to big monetary losses for companies. 21.5 minutes per day is roughly 4% of an average employee's work day (based on an 8 hour day). Some quick math shows that a company with 100 employees and an average employee salary of \$50,000 is losing \$200,000 a year in lost productivity.

Sound Masking Helps Your Employees Concentrate and Work More Efficiently

Researchers examined the effect of speech privacy on task performance in an open office environment without sound masking and with sound masking. Participants with sound masking had better short term memory recall than those without sound masking.

Increase of word and number recollection with sound masking

+ 7.8%
Word
Recollection

+ 8.7%
Number
Recollection



THE COST OF NOISE DISTRACTIONS

4%
LOST
PRODUCTIVITY

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100 EMPLOYEES

\$50k
AVG ANNUAL
SALARY

\$\$\$\$\$
\$\$\$\$\$

100 × \$50K × 4% =

TOTAL COST TO YOU PER YEAR

\$200K

Why Do You Need Sound Masking?



Sound Masking Protects Confidentiality and Reduces Liability

- Closing the door to an office no longer guarantees speech privacy. In fact, it's probably worse because the closed door gives the illusion of privacy.
- Many private conversations could be HR nightmares if overheard by the wrong people.
- Providing speech privacy is often encouraged, or outright mandated, by the legal and regulatory environment.



HIPAA - Mandates that all employers (not just hospitals) "take reasonable safeguards to protect the privacy of protected health information."



GLBA - In many ways, the Gramm - Leach - Bliley Act (GLBA) is the HIPAA equivalent for the financial industry. GLBA requires financial institutions to protect their client's non-public financial information.



LEED - Ensuring proper speech privacy and sound isolation is a component of LEED certification. LEED, Leadership in Energy and Environmental Design, is a set of rating systems for the design, construction, operation, and maintenance of green buildings, homes and neighborhoods. Many U.S. federal agencies and state and local governments require buildings to attain LEED certification.



HCAHPS - In the healthcare industry, the Hospital Consumer Assessment of Healthcare Providers and Systems Survey (HCAHPS) provides scores to hospitals based on a variety of criteria, including "quietness of patient environment". Hospitals with low HCAHPS scores risk loss of government funding and damaged reputation.



FERPA
Family Educational Rights and
Privacy Act

FERPA - In the education industry, the Family Educational Rights and Privacy Act (FERPA) mandates that colleges and universities take all reasonable efforts to safeguard student information including how the information is collected and disseminated.