



SOUND MASKING IN CORPORATE ENVIRONMENTS

CASE STUDY — ifm Efector



ifm Efector Headquarters, Exton, PA

Space: 10,000 sq. ft. of office space featuring customer service and technical support call centers, engineering, manufacturing and administrative departments.

Challenge: Workers in the open office areas are distracted by the abutting call center and engineering departments.

Solution: A Qt Quiet Technology™ sound masking system covering the open office area as well as the surrounding corridors.

Result: An environment free from distractions and a higher customer satisfaction rating.

Challenge

Many departments sharing a large open office area

ifm, headquartered in Essen Germany, is one of the world's leading manufacturers in the automation industry. ifm's US operations are located in Exton PA at a 10,000 square foot facility that houses over 150 people.

Workers in the open office areas were often distracted by the conversations being held in the neighboring customer service and technical support call centers. "The noise from the phone calls and video chats were very distracting" says John Isabell, Sales Manager for ifm. Additionally, some workers in the space complained about acoustic distractions from the engineering, design and technical support call center areas. To adequately help their customers, call center workers need to conduct video chats with customers that include some product assembly and demonstrations. This leads to loud conversations becoming a distraction to nearby workers. The overheard noises were not only distracting to the workers, but customers calling for service or support often complained about the

level of noise in the office. The team at ifm needed a solution that could provide a uniform level of sound masking over several large open areas to increase productivity and comfort.

Solution

A Qt Quiet Technology system calms the noise

A Qt 600 sound masking system was recommended to ifm to solve their acoustic challenges. Each area was separated into their own unique zone to ensure a proper sound masking level for the space. Qt Emitters were installed in the acoustic ceiling tile over each open office areas as well as the corresponding hallways. Qt Emitters offer ifm an unobtrusive and uniform sound masking solution that was easily added to the space with little impact on the worker's productivity during installation. "The installation had a very low impact on working conditions. The implementation was very easy, we're very pleased" says John Isabell.



ifm Efactor

Results

A comfortable and productive work environment with improved customer satisfaction

Since the system was installed, the workers in the space as well as the customers surveyed have commented on the noticeable improvement in the acoustic environment. Mr. Isabell explains, "Employees and customers have noted a change in that the space is quieter with fewer distractions. There is an increased focus as conversations do not carry through the space. This has not only improved employee productivity, but has also enhanced the customer experience.

“At first, a few of the employees were a little skeptical about what effect, if any, the system would have on the work environment. But ultimately, the system has exceeded expectations.”

John Isabell
Sales Manager, ifm USA



Both the ifm Call Centers and the engineering support area (above) were the source of conversational distractions to the open office area (below).

