

## Sound Masking Solutions for Financial Firms

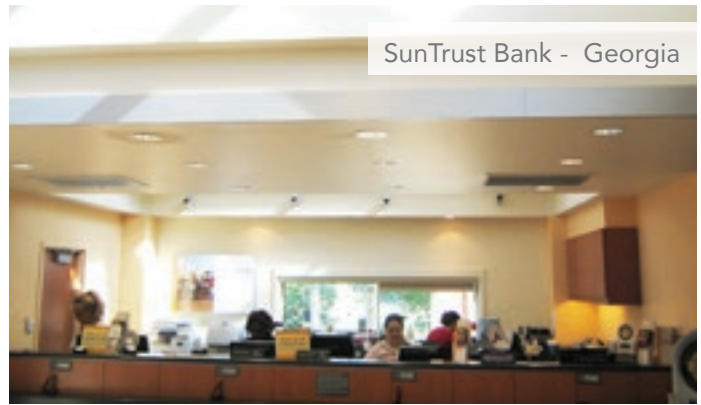
# Safeguarding clients against pretexting & identity theft

Financial firms have a responsibility to safeguard personal financial information. The Safeguards Rule under the Gramm Leach Bliley Act requires financial firms to protect their client's non-public personal financial information, including how the information is collected, stored and used. Many institutions have established effective security measures to protect the data stored on their servers, but neglect to fully safeguard client information during its collection and use.

If a client's personal financial information is overheard, this can lead to a breakdown of the firm's pretexting prevention program. Pretexting is the practice of getting another individual's personal information under false pretenses. Pretexters sell this information or may use it to get credit in the victim's name or steal assets.

An estimated 17.6 million Americans—about 7% of U.S. residents age 16 or older—were victims of identity theft in 2014. Most victims (86%) experienced the misuse of an existing credit card or bank account.<sup>1</sup>

Sound masking, the addition of background sound to reduce speech intelligibility, can reduce the firm's risk of negligent disclosure of client information in retail and office environments.



## What is sound masking & how does it work?

Sound masking is the addition of an unobtrusive background sound, similar to airflow, to reduce the intelligibility of human speech and reduce distractions. The resulting environment leads to greater productivity and increased privacy and comfort.

Imagine flicking a flashlight on and off in a dark room. The change is noticeable. In a well lit room, if the flashlight is flicked on and off, the change is not as noticeable. This applies to sound as well; conversations in a quiet room are more noticeable than in a room with background noise.

## Financial Service Offices & Call Center Solutions

Many contemporary financial offices and call centers have open floor plans with several advisors in close proximity speaking with their clients. While open plans foster collaboration, they can lead to an increase in distractions and possible worker error. Researchers in a recent survey found that on average, 5% of a worker's time is wasted by noise distractions<sup>2</sup>. These distractions can contribute to slow turnaround time and numerical mistakes.

Miscalculated paperwork can lead to financial or legal problems for clients and the firm. With each claim, a firm's Error and Omission Insurance rate can increase.

Even private offices aren't immune to privacy and productivity issues. Modern construction techniques have led to demountable walls being built to the ceiling tile and not to the ceiling deck, leading to spill over of conversations into adjoining offices or hallways.

### Financial Service offices using QtPro™ from Cambridge Sound Management

Cambridge Sound Management has installed Qt® sound masking systems in hundreds of millions of square feet of space, including offices for:

- Bank of America
- Capital One
- Mastercard
- UBS Financial
- Wells Fargo
- Scottrade
- TD Bank
- Manulife Financial
- JP Morgan Chase
- Merrill Lynch
- Morgan Stanley
- Hundreds more...

### Why choose QtPro from Cambridge Sound Management?

QtPro sound masking systems from Cambridge Sound Management offer multiple zones for varying volume levels in different areas such as private offices, open office areas, lobbies and teller windows. QtPro can also integrate with your firm's existing music and paging system, allowing for sound masking and music in some areas with only sound masking in others.

## Retail Banking Solutions

There is a critical need for sound masking in retail banking environments. Clients expect to have a private and comfortable experience when visiting their local bank branch. When retail banks feature open office layouts with high open ceilings and few sound dampening materials, clients' privacy is impaired as they share sensitive data while applying for new accounts, mortgages and other financial products. These environments also feature teller windows with no blockades between each teller window or between the teller counter and the lobby. With a sound masking system from Cambridge Sound Management, retail banks can offer their clients the environment they need and expect.

### Retail Banks using Quiet Technology

CSM has installed sound masking systems in hundreds of millions of square feet of space, including retail banks for:

- Commercial Savings Bank
- Navy Federal Credit Union
- Wells Fargo
- Sun Trust
- US Bank

#### References:

1. "1. Victims of Identity Theft, 2014, NCJ 248991," Erika Harrell, Ph.D., Bureau of Justice Statistics, U.S. Department of Justice, September 2015
2. "Effect of Speech Intelligibility on Task Performance- An Experimental Laboratory Study," A. Haapakangas, M. Haka, E. Keskinen, V. Hongisto. Performance: 9th International Congress on Noise as a Public Health Problem (ICBEN) 2008 Foxwoods, CT

Most importantly, QtPro, unlike other sound masking systems, is flexible and simple to install. The system installation process has little impact on the space, leading to little to no downtime for installation. QtPro is installed along a simple grid pattern with spacing determined by ceiling height. Qt® Emitters can be mounted to virtually any surface with little impact to the space including standard acoustical tiles, drywall ceilings and metal or wood beams.

# Cambridge Sound Management Line of Products

QtPro is a direct-field sound masking solution that is ideal for any office environment. All QtPro systems are GreenSpec listed, consume less than 27-watts of power and can contribute to LEED Certification. These versatile systems are available with a variety of control module options suitable for small spaces to multi-site facilities.

Office or Facility Size	Product	Zones	Max Coverage	Paging and/or Music Inputs	System Control
Small	Qt® 100	1 Zone 1-120 Emitters	12,000 ft <sup>2</sup> / 1,100 m <sup>2</sup>	1 Input for Paging or Music	- LCD Front Panel Control
Medium	Qt® 300	3 Zones 1-360 Emitters	36,000 ft <sup>2</sup> / 3,500 m <sup>2</sup>	2 Inputs for Paging and/or Music	- Pre-installed software via LAN direct PC connect - LCD front panel control
Large	Qt® 600	6 Zones 1-720 Emitters	72,000 ft <sup>2</sup> / 7,000 m <sup>2</sup>	2 Inputs for Paging and/or Music	- Pre-installed software via LAN direct PC connect - LCD front panel control



## About Cambridge Sound Management

Cambridge Sound Management, Inc. the global leader in sound masking, manufactures QtPro sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and fuel workplace productivity. Powered by direct-field Quiet Technology, QtPro works by emitting a uniform, barely perceptible background sound at the frequencies of human speech. Cost effective and easy to install, QtPro is deployed in hundreds of millions of square feet of space throughout the world including commercial organizations, healthcare facilities, financial services, government agencies, and educational institutions.



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