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EPOS Audio Investment Report Finds High-quality Audio is Crucial for Post-Pandemic Hybrid Working

86% of global decision makers say audio technology has become more important in the last year, according to a new investment report from EPOS

Copenhagen, Denmark – November 2, 2021 – Virtual communication tools that became indispensable during the pandemic have played an increasingly significant role as the world moves from a state of crisis to recovery, according to the latest report from global audio brand EPOS. ‘Investing in the age of listening: the importance of audio in a reimagined world’ finds that organizations recognize the crucial role that these tools play in now well-established hybrid working models.

Audio Importance Increases, Decision Makers Listen to Demand

Employees’ return to the office is a gradual process, and full-time attendance is unlikely to ever reach pre-pandemic levels. Individuals are keen to retain the changes to workflows that they perceive as positive from last year – and for many, hybrid working falls into this category. But the potential for digital burnout caused by strained virtual communication remains a possible pitfall.

Organizations are mindful of both of these factors, as evidenced by the increased emphasis being placed on audio quality. Audio contact is now considered essential or very important for three quarters of businesses. The report finds this to be the case across all markets, with the Asia Pacific region expressing particular conviction: 96% of those surveyed in China and 90% in Australia recognized the increase in importance.

Further, the findings do not simply consider the value of audio in isolation. Respondents to EPOS’ report rated audio equipment as more important than a laptop or PC across a range of scenarios, including conference calls, virtual meetings, communicating with clients/colleagues and working remotely.

Quality Matters, but Guidance is Needed

Recognition of the fundamental role that audio equipment plays in contemporary organizations has led to a corresponding increase in the willingness of businesses to invest in superior audio solutions. High quality audio equipment is essential for 54% of decision makers, and nearly three quarters (72%) say they spend more to get a higher quality product.

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But alongside investment in quality, consultation with employees is viewed as either essential or very important to help inform decisions about audio equipment by the majority (70%) of the survey respondents. 88% of businesses also believe there is a need for better policy and regulation for home working set ups. These findings hint that, over the coming year, we may see consultation with employees about the technology they need to support effective hybrid working (particularly around audio) influencing buying decisions.

Finance Sees Potential in Audio Investment

Breaking down EPOS' report findings by sector, Finance organizations are the most positive about future audio investment – 71% of respondents expect it to increase. Manufacturing and IT and Digital are closest behind, with 67% and 64% concurring respectively.

Financial companies are also most likely to invest regularly – 46% of decision makers from the Finance industry said they plan on investing every year, with 40% of those from the Media and Insurance industries also planning annual spend on audio.

This prioritization of audio spend by Finance in particular, but also other sectors where secure communications are paramount (IT and Digital) is fairly logical. But adaptation to hybrid working is visible across all industries – 50% of decision makers are planning to provide (or have provided) everyone with one set of audio equipment each (to use both at home and in the office).

“The shift from crisis to recovery will require business leaders to step back and listen carefully to their audiences to get closer to what it is they really want – comfort and reassurance,” says Jeppe Dalberg-Larsen, President at EPOS. “If they can get this right, the path to productivity will be easily unlocked. While different sectors have varied needs, the needs of consumers will continue to evolve to push for better quality products and an overall better work experience. Sectors that are less advanced in providing this experience to their staff and customers will need to play catch up at some point in the future.”

Get the 'Investing in the Age of Listening: The Importance of Audio in a Reimagined World' report [here](#).

About the research

The survey was conducted by SAPIO Research on behalf of EPOS. The interview data was collected online in August 2021 using an email invitation and an online survey. Company size among the sample ranged from 1 to 10,000+ employees and industry verticals included the following sectors:

- Finance
- Business Services
- Construction
- IT and Digital
- Media
- Local Authority; Public Sector; NGO

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- Manufacturing and Engineering
- Retail and Leisure
- Telecoms and Utilities
- Transport and Wholesale
- Hospitality
- Healthcare
- Insurance
- Education

The survey was conducted among 2004 business decision makers with responsibility over choosing audio equipment and technology for their organization.

The project covered 8 regional areas: US, UK, Germany, France, Belgium and Netherlands, Denmark, Australia, and China. At an overall level, results are accurate to $\pm 2.2\%$ at 95% confidence limits assuming a result of 50%.

About EPOS

Established upon the former successful joint venture between audio specialist Sennheiser and the world-leading hearing technology group Demant, EPOS designs, manufactures and sells pioneering high-end audio and video solutions for business professionals and serious gamers.

Crafted with advanced engineering and pioneering technologies, EPOS offers uncompromised audio and video connectivity that enable business professionals to better communicate and collaborate – anytime, anywhere and on any device. EPOS audio is reliable, easy-to-use and designed for ultimate comfort.

Owned by the Demant Group and with headquarters in Copenhagen, Denmark, EPOS builds on more than 115 years' audio expertise and operates in a global market with offices and partners in more than 60 countries.

Alongside own-branded premium audio and video solutions, EPOS sells co-branded EPOS | SENNHEISER products under a trade license agreement with Sennheiser.

Find more information at www.eposaudio.com

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