



Sound Strategies for the Evolving Workplace

How EPOS IMPACT Headsets Can
Elevate Communication in the New Era
of Business Interaction

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The Situation: Modern Workspaces Are Simply Noisier

The COVID-19 pandemic forced many organizations to shift to remote work, sparking an intense discussion about the best ways to work and interact in a professional setting. Post-pandemic companies find themselves experimenting with different office arrangements to adapt to the new normal. Companies face a combination of an in-office, remote, and hybrid workforce. This new normal has led to companies reevaluating the concept of an open work environment. While the open concept is not a new idea, it is experiencing a resurgence as part of the ongoing discussion about the future of work. Open work environments are characterized by the absence of physical barriers such as walls or cubicles. The thought behind this design is that it will cultivate a more collaborative, communicative, and innovative work culture.

While open work environments are recognized for facilitating collaboration and communication, they also introduce increased noise levels. According to a comprehensive study published in the Harvard Business Review in 2023, workers in open-plan offices reported a 15% decline in productivity due to noise distractions.¹ This finding is not a surprise as the noise level rises when many conversations, phone calls, and meetings occur at the same time in a barrier-less space.

With open spaces and hybrid work becoming the norm, the acoustics of today's offices are a far cry from the cubicles of the past. While fostering collaboration, these modern workspaces also introduce a significant amount of background noise and auditory distractions. Thus, companies need to prioritize the need for effective communication in hybrid work settings. Professionals in various demanding environments face the daily challenge of maintaining clear communication, which is essential for operational efficiency and success.

From offices to call centers to manufacturing floors, the ability to communicate clearly is not just a convenience; it is a business imperative. In short, as the way we work evolves, the demand for high-quality audio performance is becoming increasingly critical for businesses.

Complication: The Ripple Effect of Inadequate Audio Equipment on Business Productivity

Employees face daily complications in communication due to subpar audio equipment that fails to filter out background noise or capture voice accurately. IDC, a global market research firm, interviewed more than 600 people across the US, China, Japan, the UK, France, and Germany to investigate the barriers to creating a successful hybrid working environment.² Respondents cited poor communication and collaboration abilities, distracted employees, and technology shortfalls that impact collaboration as the main challenges of hybrid working. According to the report, audio quality has an impact on individual and group productivity.

This finding is not a surprise, as traditional audio equipment often falls short in meeting the complex requirements of contemporary workspaces. Issues such as poor voice pickup, inadequate noise cancellation, and discomfort from prolonged use can hinder productivity and collaboration.

In addition to open office designs, the integration of unified communication platforms such as Microsoft Teams present new hurdles for audio clarity and cognitive load management. The adoption of unified communications platforms, such as Microsoft Teams, has raised the stakes for audio quality and reliability in professional settings. Inadequate audio solutions can lead to decreased productivity, increased cognitive load, and potential breaches in information security, particularly in sensitive environments such as healthcare.

¹ Bernstein, Ethan, and Stephen Turban. "The Impact of the 'Open' Workspace on Human Collaboration." Art. 239. Philosophical Transactions of the Royal Society B, Biological Sciences 373, no. 1753 (August 19, 2018).

² <https://www.prnewswire.com/news-releases/the-invisible-influencer-in-hybrid-meetings-new-research-uncovers-the-secret-to-productive-employee-communication--collaboration-301931271.html>

Recommendations: Harmonize the Sounds of Work with EPOS IMPACT Solutions

EPOS's IMPACT range of headsets, comprising models 700, 800, 1000, and 5000, stands as an innovative solution to these problems. These headsets offer industry-leading voice pickup, exceptional noise cancellation, and comfort for all-day use, which are backed by advanced EPOS BrainAdapt™ technology.

EPOS IMPACT headsets are certified by leading UC providers and offer both wired and wireless options. They are tailored to meet the diverse needs of professionals, from the high-volume one-on-one calling of a contact center professional to the highly interactive style of collaborating with a coworker over videoconferencing. EPOS's latest IMPACT series headsets are a sophisticated answer to the contemporary challenges of workplace communication, addressing accurately the cross-section of use cases and work styles.



Wired: The EPOS IMPACT 700 and 800 headsets are designed for contact centers or offices with dedicated workstations where employees do not move around frequently. They ensure high-quality communication without worrying about battery life or digital interference.

DECT Technology: The EPOS IMPACT 5000 headsets are designed for contact centers or offices where users need enhanced security features to keep conversations confidential, advanced call-handling with multi-connectivity, and longer-range connections. All delivered through technologies such as DECT and super wideband audio.

Bluetooth: The EPOS IMPACT 1000 headsets are designed for professionals who need connect to upwards of three devices at the same time - such as a computer and two mobile devices. They need the flexibility and convenience that these headsets provide.

The EPOS Advantage: BrainAdapt™ Technology to Boost Cognitive Function

In my opinion, what really makes these new EPOS IMPACT headsets stand out is their integration of the latest EPOS BrainAdapt™ technology, which is designed to improve cognitive function by reducing listening effort and enhancing audio clarity. EPOS offers pioneering technologies such as EPOS hybrid adaptive active noise cancellation and EPOS machine learning (ML) algorithms that are designed and tuned to provide the brain with the best conditions to perform. By enhancing the right sounds and reducing disturbances, the brain is able to orient more easily and focus with less brain effort spent. Furthermore, EPOS has data to support this claim. Respondents showed 48% better recognition of speech-in-noise, 67% reduction of listening effort, and 40% increased in demonstrated efficiency.³

These headsets feature industry-leading voice pickup powered by a deep learning algorithm, ensuring that the speaker's voice is clearly distinguished from background noise. With EPOS BrainAdapt™ technology, the headsets are engineered to enhance audio clarity and reduce listening effort, adapting to the needs of various professional roles.

One exceptional example is the Aston Martin Formula One team, where audio quality is an essential tool. Clear and immersive audio plays a critical role in ensuring crucial race information is transmitted accurately and reduces fatigue. The EPOS headset solutions built on EPOS BrainAdapt™ deliver high-quality audio and protect the brain in challenging sound environments.

In short, EPOS offers state-of-the-art headsets that deliver crystal-clear sound, comfortable wear, and superior noise-cancellation, allowing for uninterrupted communication and productivity.



Source: EPOS

³Bianchi, F., & Christiansen, T. (2023). [EPOS BrainAdapt™: A Dual Task Study](#). Centre for Applied Audiology Research, Oticon A/S, EPOS.

Conclusion: Make Informed Investments in Your Team's Communication Needs

The Futurum Group firmly believes that excellent communication is pivotal for business success. Choosing EPOS IMPACT headsets is not just about selecting a line of audio devices; it is about strategically investing in a cornerstone of workplace collaboration that can decisively influence the cognitive well-being of teams and the overall communicative effectiveness of an organization.

Enterprises committing to EPOS IMPACT headsets can expect a tangible improvement in their team's communication efficacy, cognitive well-being, and overall productivity, thereby fostering a professional environment that prioritizes efficiency and privacy. The EPOS IMPACT series offers a portfolio of options, including the 700, 800, 1000 and 5000 series, each with unique features such as industry-leading voice pickup, noise cancellation, and comfort, ensuring that every voice is heard, every instruction is clear, and every conversation contributes to success. Enterprises looking for greater productivity and collaboration can position themselves at the forefront of audio communication technology by adopting EPOS IMPACT headsets.

EPOS applies world-leading research on how the brain perceives sound and designs its algorithms and acoustics with the specific aim of reducing the cognitive load on the brain, leading to better performance and improved communication. EPOS aims to empower businesses around the world to better communicate and collaborate anytime, anywhere, and on any device. The goal is to provide the perfect balance of excellent audio, comfort, and craftsmanship.

Important Information About this Report

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EPOS

ABOUT EPOS

[EPOS](#) designs, manufactures, and sells high-end audio and video solutions for business professionals around the world. Building on decades of psychoacoustic research on how the brain perceives sound, EPOS designs audio and video solutions that provide the best conditions for the brain so you and the people you communicate with can achieve more with less brain energy spent.

Owned by the world-leading hearing healthcare and audio technology group, Demant, 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.



ABOUT THE FUTURUM GROUP

[The Futurum Group](#) is an independent research, analysis, and advisory firm, focused on digital innovation and market-disrupting technologies and trends. Every day our analysts, researchers, and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets.

ABOUT THE RESEARCHER

Craig Durr is a Practice Lead for The Futurum Group and leads the Workplace Collaboration practice, focusing on the services, technologies, and devices that empower seamless connections between businesses, employees, and customers.

His expertise encompasses comprehensive market analysis, sizing projections, product evaluations, emerging trends, and end-user and buyer expectations. In addition to following the technology, Craig also studies the human elements of work—organizing his findings into the workforce, the workplace, and the workflows—and charting how these variables influence technologies and business strategies.

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