

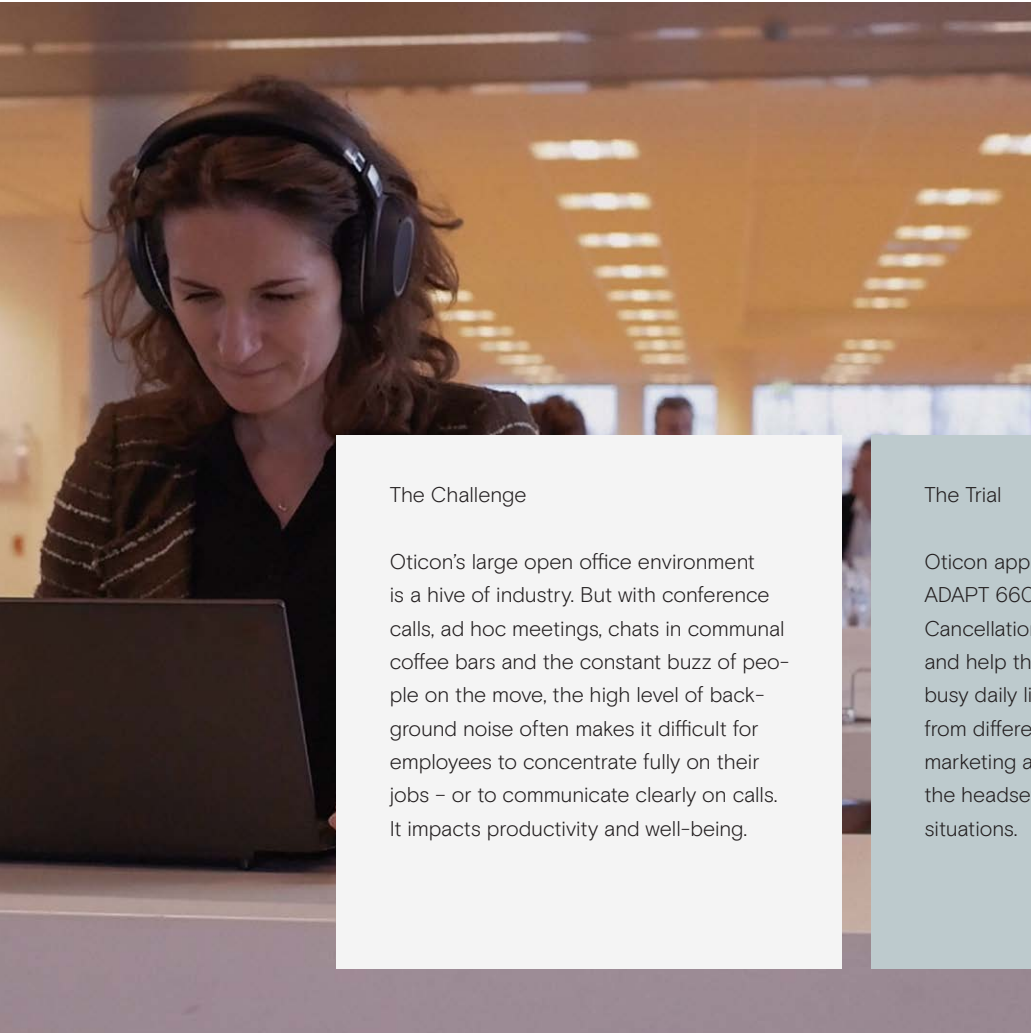
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# Case Study

**oticon**  
PEOPLE FIRST

Smørum, Denmark

# Reclaim your office



”When I really want to get some work done, I prefer to do it at home, simply because it’s more quiet”

**Rene Damgaard Paulsen**  
Core Asset Project Leader - Oticon

## The Challenge

Oticon’s large open office environment is a hive of industry. But with conference calls, ad hoc meetings, chats in communal coffee bars and the constant buzz of people on the move, the high level of background noise often makes it difficult for employees to concentrate fully on their jobs – or to communicate clearly on calls. It impacts productivity and well-being.

## The Trial

Oticon approached us to see if the ADAPT 660, with Adaptive Active Noise Cancellation, could solve their challenges and help them be more productive in their busy daily lives. A test group of 8 people from different key business areas – IT, R&D, marketing and HR – were selected to test the headsets in a variety of daily work situations.

## The Solution

Following a 40-day trial period, participants experienced a significant improvement in their concentration and focus at work. Their ability to communicate and collaborate efficiently was also enhanced – some even experienced a feeling of saved energy. This is because headsets from our ADAPT 600 Series creates a disruption free workspace that makes it possible for users to perform more effectively in noisy office environments.

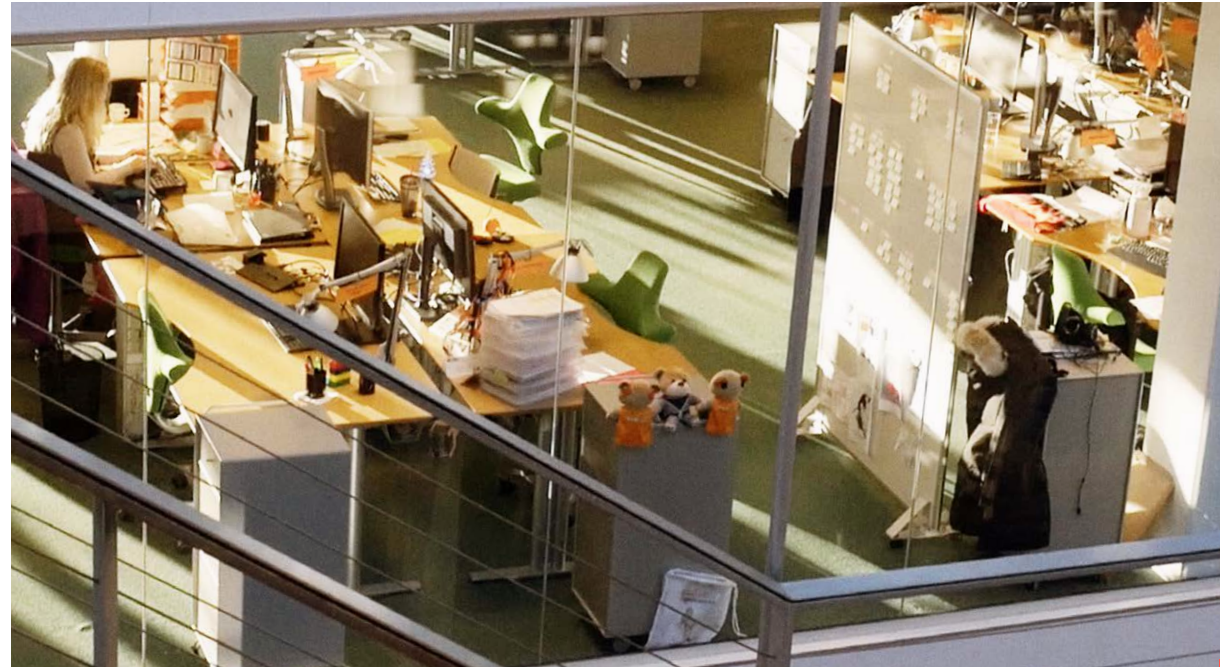
# Reclaim your office

## Open offices have their challenges

"Oticon has very open office environments." explains Leon Castro Lagunas, Business Relationship Manager IT, "They are important to us because they create a dynamic environment that breeds innovation. We wouldn't want to live without them. But our open offices also present some challenges."

"I can go into my private room and get into my creative flow without getting disturbed – and without leaving my desk"

**Susanne Stech** Art Director



## Coping strategies

To create the space to work effectively, many employees develop strategies to carve out thinking space in noisy disruptive office environments: From working late, at home to isolating themselves in meeting rooms or with loud music in headphones, these strategies are not the ideal way to work effectively.

## Disruption free workspace

After 40 days of hard testing in a variety of work situations, including long distance flights and daily commutes, participants in the test were asked if the ADAPT 660 headsets had made a difference to the way they worked – in terms of creating a disruption free workspace and their ability to communicate and collaborate. They were also asked if the sound quality improved their overall experience.

## Communication and collaboration

Oticon is a global organization and Skype for Business has been adopted as the communication platform. The ability to hear and communicate clearly is essential in all meetings, but it is particularly important in situations where many participants are not speaking their native language. Heavy Skype for Business users found the ability to communicate clearly helped them maximize the value of their calls.

# Reclaim your office

”I like to hear music and the sound quality I’m getting out of this headset is extremely good – it’s very well balanced”

**Peter Zahgraff** IT Project Manager

Interestingly, ADAPT 660 actually encouraged people to make the move to Skype for Business, by making it easy to connect to the system and make calls. The fact that ADAPT 660 is wireless also affected the way that people interacted with their colleagues, increasing mobility and flexibility.

#### Premium sound

The ADAPT 660 features a choice of sound effect modes to enhance speech, music and entertainment. Many of the test participants use their headset for listening to music and podcasts and found that the combination of noise cancellation and high quality sound made the experience richer.

The ADAPT 660 was also used out of the office: From noisy train commutes to long-haul transatlantic flights, users appreciated the

headset’s ability to create an oasis of calm during their journey, allowing them to arrive fresher and more relaxed.

#### The results after 40 days trial

After the trial, participants confirmed that using ADAPT 660 headset significantly improved their ability to concentrate and focus at work. Their ability to communicate and collaborate efficiently was also enhanced due to the unique combination of advanced adaptive Active Noise Cancellation and high quality sound.

From an HR perspective, using the headsets made users more aware of the effect of noise in the environment on general performance and wellbeing.

”It’s the only headset I need. It solves the problems I had with Skype meetings and noise in the environment – and I can also listen to music while working”

**Peter Møgeltoft** Software Developer

**Customer**  
Oticon

**Products Installed**  
ADAPT 660

**Website**  
[www.oticon.com](http://www.oticon.com)

**Country**  
Denmark

**Industry**  
Health care equipment & services

**Profile**  
Oticon A/S, part of William Demant Holding Group, is a leading manufacturer of hearing solutions.

# Reclaim your office



## ADAPT 660

ADAPT 660 is the ultimate wireless Bluetooth® audio tool for both crystal clear business calls and superior stereo sound for music. Regain your concentration with adaptive ANC, perfect in noisy work spaces or on-the-go.

By constantly monitoring your background environment for noise, **ANC technology** seamlessly adjusts the level of noise reduction in your headset. This unique technology enables you to take control of your sound environment, so you can have a productive, disruption-free workspace.

Maximize focus and productivity anytime, anywhere with a UC optimized communication experience, superior stereo sound and sleek, modern design.

