



Reclaim your office

Oticon case study
with Sennheiser MB 660

Oticon case study



CUSTOMER

Oticon

PRODUCT TESTED

Sennheiser MB 660 UC

WEBSITE

www.oticon.com

TEST GROUP

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Marketing Director

INDUSTRY

Health care equipment & services

PROFILE

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

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 Sennheiser to see if the MB 660 headset, 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 MB 660 creates a disruption free workspace that makes it possible for users to perform more effectively in noisy office environments.



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.”

“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

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 MB 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.

"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

"People around me are often on calls. That made it hard for me to concentrate on my own call. With this new headset, I'm much more efficient."

Peter Zahgraff
IT Project Manager

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.

Interestingly, MB 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 MB 660 is wireless also affected the way that people interacted with their colleagues, increasing mobility and flexibility.

"It used to be difficult to hear what people were saying. Now, when I don't need to focus on eliminating all the sounds around me, I can concentrate on what we're actually talking about. The people I talk to also say they hear me very clearly now."

Henrik Koefoed Hansen
HR Consultant

"I used to use my phone rather than Skype because it was easier. Skype was too complicated. Now, with the PC dongle and MB 660 it's way easier to use Skype for Business."

Katrine Østergaard
PR & Communications Director

Sennheiser sound

The MB 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.

"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



The MB 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.

"Listening to talk radio on my commute, the volume doesn't have to be high to eliminate all the noise around me. And I think that's better for my hearing."

Katrine Østergaard
PR & Communications Director

The results after 40 days

After the trial, participants confirmed that using MB 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 Sennheiser sound.

"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

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

"I think we underestimate how fatiguing it is to try and ignore competing noises while focusing on your job. Now I can use my efforts on the task in hand and don't have to spend energy filtering out disturbances. I think that's what made the biggest impression on me."

Leon Castro Lagunas
Business Relationship Manager IT



Oticon case study

This case is based on a 40-day trial of MB 660 UC. Oticon is part of the William Demant Holding Group (WDH). WDH partly owns Sennheiser Communications A/S, which is specialized in professional wireless and wired headsets and speakerphones as well as headsets for gaming and mobile devices.

Sennheiser is one of the world's leading manufacturers of headphones, microphones, wireless transmission systems and high-quality headsets for both business and entertainment.

Drawing on the electro acoustics expertise of Sennheiser and the leading hearing healthcare specialist William Demant, Sennheiser Communications' wireless and wired headsets and speakerphones for contact centers, offices and Unified Communications professionals are the result of Sennheiser's and William Demant's joint leadership in sound quality, design, wearing comfort and hearing protection.

www.sennheiser.com

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