



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.¹

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 sound is typically emitted into the environment through speakers installed in or above the ceiling. The resulting environment leads to greater productivity and increased privacy and comfort.

Here's an example of sound masking in everyday life. Have you ever had a conversation with someone while you are washing dishes and they are on the other side of the kitchen? When the water isn't running, you can hear the other person's words perfectly. When you turn the water on it becomes much harder to hear them and understand what they are saying. The person isn't speaking more softly, but they sound as if they are. This is because the noise of the running water is "masking" the sound of the person speaking to you.

Sound masking mimics this phenomenon on a much more sophisticated and effective scale. By adding ambient sound to an environment, (such as professionally engineered sounds that sound similar to water flowing or airflow) you help mask the other noises in the environment, making them less distracting. Sound masking doesn't eliminate all noises in an environment; it simply reduces the area where human speech is intelligible and distracting.



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 distractions². 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 CAMBRIDGE SOUND MANAGEMENT SYSTEMS

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

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

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:

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| Commercial Savings Bank | First Tennessee Bank |
| Navy Federal Credit Union | First National Bank |
| Wells Fargo | MB Financial Bank |
| Sun Trust | People's United Bank |
| US Bank | Safe Credit Union |
| Citibank | Hundreds more... |

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



ADVANTAGES OF CAMBRIDGE SOUND MANAGEMENT'S SOUND MASKING SYSTEMS

- The most advanced and widest portfolio of sound masking products and solutions
- The largest network of professional and certified installers and field engineers
- The most effective sound masking systems available
- The lowest impact installation and the best solution for both new construction and retrofits
- Completely scalable solutions suitable for any size space
- Office paging, background music, and sound masking capabilities all from a single loudspeaker
- Network capabilities for easy control, customization, and system integration
- An affordable alternative to expensive construction projects or sound blocking materials
- GreenSpec listed and the most energy efficient sound masking systems available
- Helps contribute to LEED Certifications



ABOUT CAMBRIDGE SOUND MANAGEMENT

Cambridge Sound Management, Inc., the world's largest provider of sound masking solutions, manufactures QtPro and DynasoundPro sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and increase workplace productivity. Cambridge Sound Management's proprietary sound masking technology works by emitting a uniform, barely perceptible background sound at the frequencies of human speech. Cost effective and easy to install, their sound masking, office paging, and background music systems are 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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