

COMMERCIAL INSIGHT DATA POINTS

PERILS OF OPEN PLAN OFFICES

REFRAME: FIRST REFRAME OF UNRECOGNIZED PROBLEM, NEED, OR ASSUMPTION

58% of IT managers report that their companies have moved to open plan office spaces for some or all of their employees
(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

53% of IT managers report that moving to an open plan office space led to a shift in the types of endpoints they invested in
(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

RATIONAL DROWNING: GRADUAL INTENSIFICATION OF THE PROBLEM, BOTH IN DEGREE AND CLOSENESS TO THE CUSTOMER

99% of workers are distracted and over 1/3 are ALWAYS or very often distracted
("All Your Employees Are Distracted" April 24, 2019, Future Workplace)

Let's do math: Based on data (it takes a person on average 23 minutes to recover from being distracted and get back on task): In a company with 500 employees (with average \$50 per hour salary) facing 10 distractions per day, the total cost is \$250k per week and nearly \$12m per year! **ROI Calculator for cost of noise**

EMOTIONAL IMPACT: PSYCHOLOGICAL FEATURES OF THE PROBLEM, OR PRESENCE IN THE INDIVIDUAL'S WORKFLOW, HUMANIZING THE PROBLEM

An online retail company moved to an open office to save on real estate costs. Great idea but the largest employee complaint, and customer complaint, was the background noise. Customer complaints increased dramatically affecting the quality of calls thus decreasing their customer service statistics – costing the company money. Employees were constantly trying to book huddle rooms, which were always full, so they were isolating themselves to avoid the noise. Quickly employees got fed up and turnover started to increase, again, costing the company more money to now replace people.

A NEW WAY FORWARD: A NEW FRAMEWORK FOR ADDRESSING THE PROBLEM—IMPLICITLY TIED TO THE SUPPLIER VALUE PROPOSITION

Younger workers are much less likely to say they find a noisy working environment energizing (9% vs. 30% of older workers) and are less satisfied with their office layout (38% vs. 48%). They also are more likely to believe their organization should address these issues via specific strategies and programs (89% vs. 75%).

(Oxford Economics 2017, "When the Walls Come Down—The Evolution of the Workplace.")

45% of enterprise IT rated noise cancellation as a top feature of a headset
(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)