

# Sound Masking ROI

Sound Masking is designed to create speech privacy - making occupied workstations less disruptive and distracting, as well as providing a more comfortable work environment. The value sound masking provides is greater productivity.

Studies show that for every workplace distraction it can take an average of 25 minutes to return to normal production levels. That means one distraction per day consumes 5.2% of an 8-hour work day. Acoustical condition studies show productivity improvements range anywhere from 3% to 51% with the introduction of sound masking. To be conservative, assuming at least a 3% increase in productivity, the following chart details the dollar return in the form of performance you can expect out of your sound masking investment.

## Employee Cost

Average Employee Annual Salary	\$50,000
Overhead or additional expenses as a percentage of salary (20%)	\$10,000
No. of employees	10
Total Employee cost	\$600,000

## Facility Cost

Workspace size in square footage	2500
Average cost of sound masking per square foot <i>*Installed</i>	\$1.50
Total Investment for workspace	\$3,750

## Return on Investment

Annual Productivity Return Employee Cost x 3%	\$18,000
Investment	\$3,750
<b>Return</b>	<b>= \$18,000/12 months = \$1,500/month</b> <b>= 2.5 months for payback</b> <b>= \$14,250 in year 1</b> <b>= \$18,000 each additional year after year 1</b>

So, why does productivity improve? Because having speech privacy means people can focus on their work! Contact Lencore or your local representative today to find out more.