



Executive Summary

Catch every word

The new standard of professionalism starts with good audio.

Understanding Sound Experiences, 2021 report



Audio technology is the foundation for a new world of business, where what we say takes centre stage.

In the last 12 months, the lives of working professionals have transformed. Hybrid working is now a reality and it's a way of working many have dreamt of for years. The flexible approach, in theory, promises individuals better control of their time and money, and freedom to fit work around life. While, for businesses, the potential efficiencies of reduced travel and a more flexible workforce look attractive.



60%

of decision makers believe better sound will help them retain clients

71%

believe that better audio will help prevent lost pitches in the future

19%

experience moments of stress at work due to bad audio

26%

of employees report misunderstandings due to poor audio quality

21%

of employees miss out on critical information due to poor audio

But in practice, navigating the technological changes needed to optimize hybrid working is a challenge and audio technology is a primary concern. The average audio solution end user loses 31 minutes per week due to poor sound quality on voice calls. This has a serious cost to business. Every missed communication has significant repercussions. 15% of employees report losing a key piece of work - resulting in financial loss to the company - due to poor sound quality.

Businesses may feel like they've already had to move quickly to help teams adopt new technology to enable hybrid working. Video conferencing tools like Zoom and Microsoft Teams have increased their user base significantly, with 51% and 43% of Enterprise professionals using them in 2021 compared to just 10% and 27% in 2020.



But the virtual meeting experience still isn't quite working. The struggles of video conferencing prevalent before the pandemic still exist, and as more employees are now working from home it's arguably a bigger problem than ever. The significant business impacts of bad audio persist, and so as we accept our transition to a permanent hybrid model, it is urgent that organizations take action.

One thing is clear: there's no going back to business as usual. So, as we adapt, we should recognize there is a new and better way forward. One that benefits employers and employees alike, and where the substance of what we say is the deciding factor between success and failure.

Audio technology is at the heart of this revolution. By acknowledging the powerful role of audio, we can ensure a total focus on the substance of what we say – and make that the professional standard we all aspire to.

Stay professional as always

Find out more about the audio solution to ensure you catch every word.

Visit eposaudio.com and learn more about eliminating bad audio from your business.

[Read the full report here](#)



About EPOS

EPOS delivers high-end audio and video solutions for business professionals and the gaming community.

The establishment of EPOS follows the demerge of Sennheiser Communications – the joint venture between Sennheiser electronic GmbH & CO.KG and Demant A/S. Alongside the introduction of an own-branded portfolio, EPOS continues to sell the Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

Headquartered in Copenhagen, EPOS is part of Demant – a world-leading audio and hearing technology group.