

case studies

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Halifax Building Society

The current trend for open plan layout 'retail banking' in the high street creates new privacy problems for customers wishing to discuss their personal finances.

Halifax Building Society have overcome this problem using i-ceilings-based 'music masking' systems. By installing evenly dispersed low level music and marketing messaging, private conversations between customer and advisor are 'masked' restoring 'virtual' confidentiality using non-imposing, pre-recorded audio.



Halifax Building Society
- UK-wide

Business:
High Street Bank

Product:
i-ceilings CS-1000, Dune Microlook

www.iceilings.uk.com