

# The role of audio in an increasingly digital world

A research report by IRIS Audio Technologies

During COVID-19, four key areas of our lives went almost entirely digital: contact centres, remote office working, telehealth, and online learning. Each of these sectors showed mixed results in adapting to the new conditions.

## The drive to hybrid working

### How did the different sectors manage during COVID?

**90%**

of call centre agents globally were forced to work remotely during the pandemic

**75%**

of consumers said customer service worsened



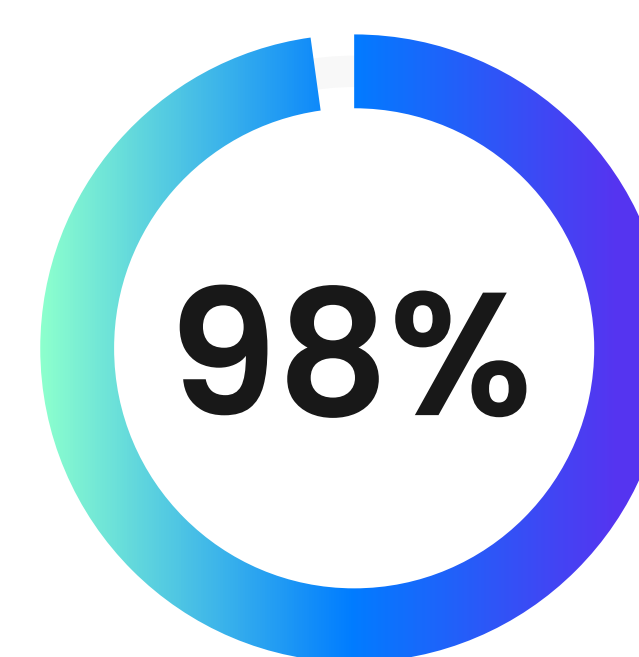
The telehealth sector rose to **38x** its pre-COVID levels



Online appointments required on average **100 minutes** less than an in-person appointment

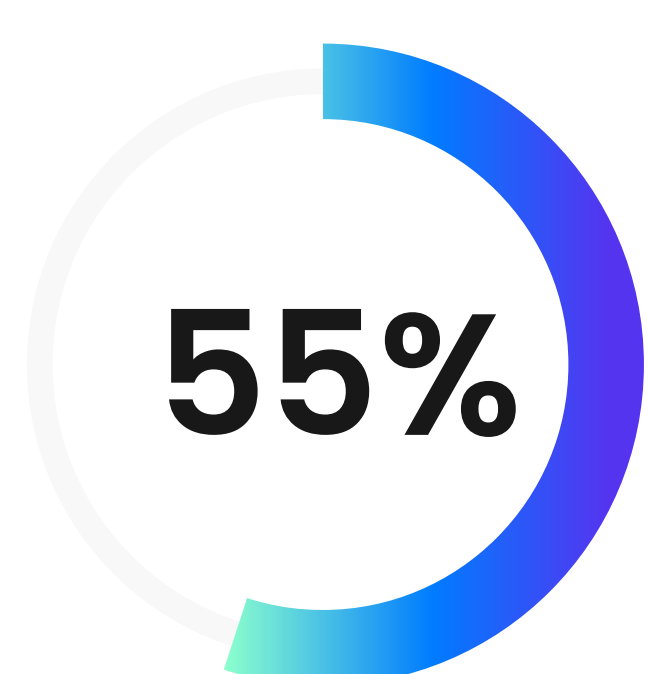


**Almost 1.3 billion** children became reliant on online learning worldwide

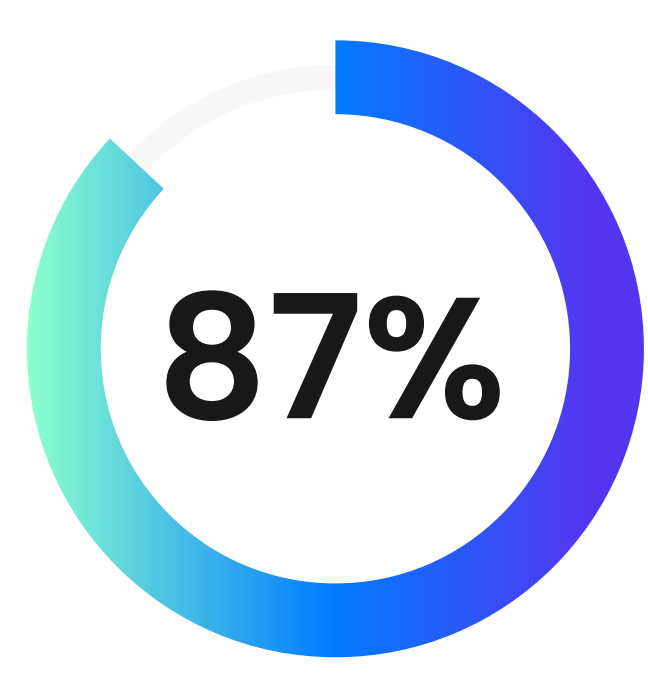


**98%** of teachers believed their students to be behind at the end of the school year

### Is digital here to stay?



**55%** of businesses globally now offer at least some capacity for remote work



**87%** of customer service agents who were able to work from home during the pandemic want to be able to continue to do so in some form going forward

“There’s been more change, arguably, in the last 18 months than there was in 18 years prior to the pandemic.”

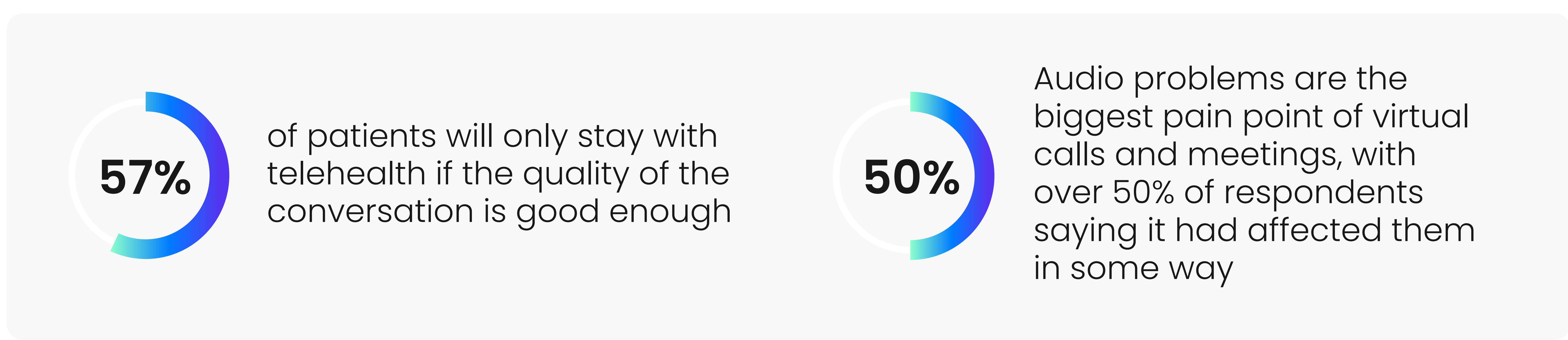
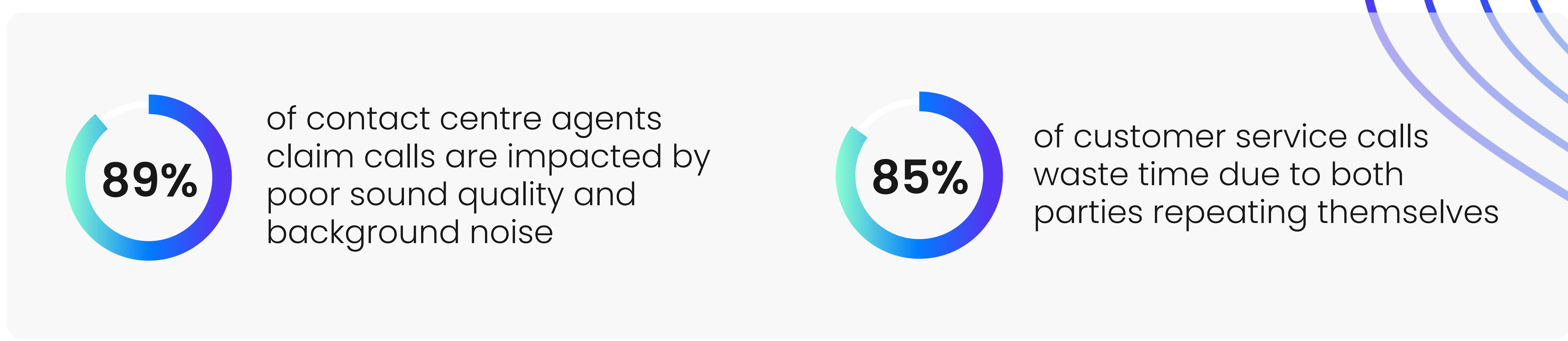
Stephen Yap,  
Research Director



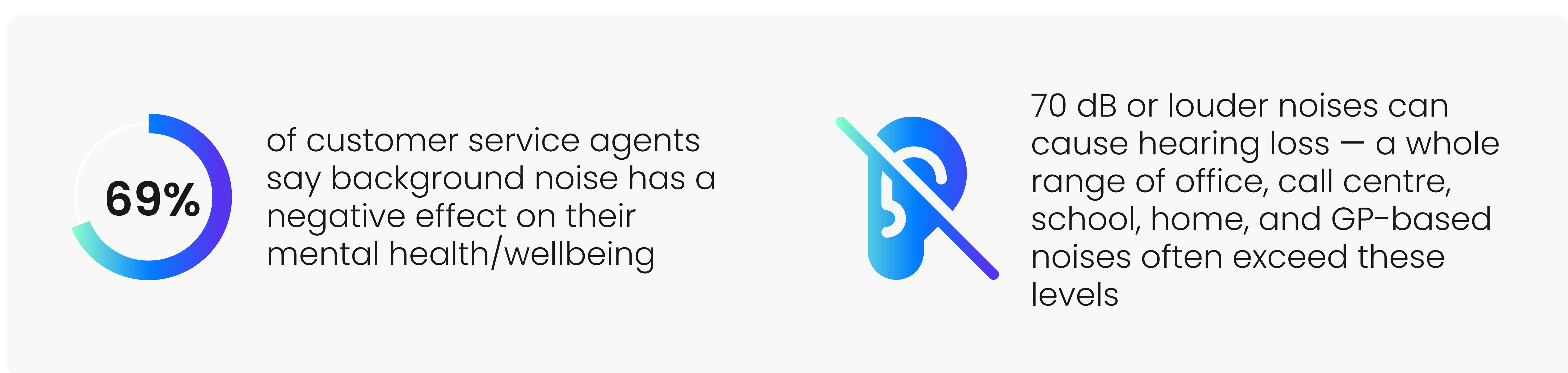
## New normal, old audio

### How much of an obstacle is background noise?

#### Productivity



#### Wellbeing



## Audio: the key to unlocking the digital revolution

Download the full report today to explore how background noise is impacting your business as it adopts hybrid working, and discover the tools you can get to fix it.

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