



Upgrade in voice communication systems at International Currency Exchange Ltd counters

International Currency Exchange (ICE) is a leading global foreign currency exchange company with headquarters in central London, operating in excess of 350 bureau de change stores worldwide with over 1500 employees. ICE has key branch locations within airports, railway stations and a significant presence throughout London and the South East of England.

Due to the nature of the business ICE stores have enhanced security features including ballistic glass windows through which they serve customers. Clear communication is therefore vital to ensuring transactions are not only accurate but the sales consultant being able to provide the customer with the best product advice. Store locations in airport terminals and busy train stations mean that surroundings can be extremely noisy, making it difficult for customers and sales consultants to communicate effectively.

Contacta were consulted and made a recommendation based on survey findings for the ideal speech transfer systems for ICE's circumstances. STS-K001 Bridge Bar Systems and STS-K058 (bespoke) models were recommended, with the latter custom system providing a minimalist design and an anti-vandal directional microphone.

These systems provide clear communication despite challenging background noise. Hearing loops are included to promote inclusivity and accessibility for customers with hearing loss, transferring speech directly to hearing aids with Telecoils enabled.

One of these systems was initially trialled at the busy International Currency Exchange branch in Waterloo

Station, London. This trial lasted several weeks and was received positively:

“Based on this favourable experience, an agreed specification has been issued for a permanent speech transfer system solution in any new ICE branch or refurbishment. Site surveys are regularly performed to ensure the capability of branch counters and to assess site conditions.

“Effective communication between the sales consultant and customer is vitally important not only in ensuring a high level of accuracy but also to provide the customer with the best possible advice on what product suits their travel needs. Physical constraints at branch counters and high levels of ambient noise in certain locations can often make communication very difficult. ICE agreed to trial an STS-K058 System at our Waterloo Station store as this is one such location we have previously had these issues. The feedback from the team and customers has been very positive and ICE has now agreed to roll-out the systems across the network and at any new stores in the future.”

Shaun Leck – Facilities Manager UK & Ireland, International Currency Exchange