

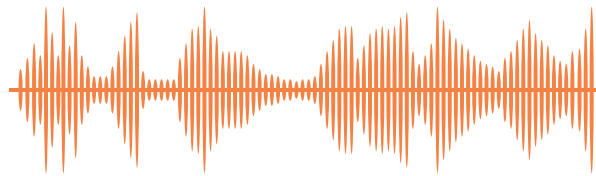
REOPENING?

5 Reasons

to Stop, Look & Listen

to your

Background Music NOW



Overview



Most of us have enjoyed our fill of take-out and delivery these past few months during quarantine, and are looking forward to dining at our favorite restaurants again. With restaurants finally being allowed to reopen for in-dining, the focus is rightfully on safe distancing and sanitizing. Yet once your guests are in the door and seated, have you thought about how you are going to make them feel happy and comfortable?

Decades of scientific research have proven that of all the experiential factors, music played in the background has the most outsized impact on how your guests feel and behave. And it cuts both ways: the right music will entice them to stay, order food, and return, while the wrong music will drive them out the doors and to a different restaurant.

As you reopen, here are five reasons why you should pay closer attention to the music you are playing in the background. The big idea? What worked well before Covid-19 lockdowns might not work as well now. Time for a rethink.



The Five Reasons to Rethink Your Music

The Right Music will make your guests feel comfortable

Using known principles of Neuroscience, you can program music to make your guests feel comfortable and calm. As consumers, we're under the influence of background music the moment we walk through the doors of a restaurant. Here's a way to picture what we mean: When a spa turns on the relaxing sounds of pan flutes and pebble fountains, it lulls us into a Zen-like state so we return to the spa to relive the experience again and again. By making your guests feel good, everything about their experience in your restaurant will feel better. That's science you can take to the bank.

Important Emotional "Cues" are Missing

With fewer people around and with masks covering your servers' facial expressions, more than ever, your background music is replacing the other "cues" that people rely upon to gauge their own happiness and contentedness. What your guests hear, mostly subconsciously, is what steers their thoughts and emotions. Take a listen to the music in your restaurant: what are your guests being "instructed" to think about and feel?

Bad Sounds Really Sound Bad

In a post-lockdown restaurant, “bad” sounds are really bad. Due to social distancing, there will be fewer distractions and people around, causing the subconscious mind to listen more closely to the sounds in your restaurant. Music mismatched to your brand stands out like a sore thumb. Discordant music raises stress levels. Lyrics on violent or depressing topics bring spirits down. Noticeably loud conversations or the clanking of flatware on plates from other tables grinds away at your guests’ contentedness. But the right music can fix this! Creating a unique musical identity through a neuroscience-based soundtrack is an effective way to distinguish yourself from your competitors, who right now are surely strategizing the most effective ways to get guests--theirs and yours-- back into their restaurants.



New = Clean = Safe

Freshening up the soundtrack is the most affordable remodel you can undertake right now. Budgets are undeniably tight due to the pandemic. Giving your restaurant a “fresh coat” of music will make your returning guests think you undertook a more thorough remodel. New = clean = safe, which is the mental equation everyone is seeking as we work to get folks out of their lockdown mentality and back into your restaurants.

There needs to be a Smile behind each Employee’s Mask

Employees will be happier when the music is right. While the restaurant music you play shouldn’t fall to the changing tastes and preferences of your staff, following Neuroscience principles can create a guest-focused soundtrack that also keeps staff energized and positive. As a result, you produce a smile behind every mask, which has to be your goal during reopening.



Get help from Ambiance iQ.

If your current music agreement is up, or if you are within 12 months of expiration or renewal, it is not too soon to start working with us on finding a better solution. In a post-lockdown, the time you wait could be costing you big time.

Ambiance iQ understands these difficult circumstances and is committed to helping restaurants rebound. [Reach out to us today](#) to discuss solutions for getting guests back at your tables!