

SERVING UP SUCCESS

**FIVE WAYS THE RIGHT BACKGROUND
MUSIC CAN TAME THE BIGGEST THREATS
TO THE GUEST EXPERIENCE**




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INTRODUCTION

Repeat customers are the bread and butter of any restaurant's success, accounting for one-third of its revenue. But just one bad experience with your establishment can ensure they never step through your doors again—and even worse, head to the web to share their frustration with other prospective diners.

If your restaurant is struggling with “experience” issues that are threatening your relationships with customers, you can help get them under control by switching your current background music to a Neuroscience-based Soundtrack from Ambiance Radio®.



By tapping into what makes your customers and staff tick and matching your music to subconscious factors that motivate them, our experts will help you improve their interactions, make wait times feel shorter, and even enhance the taste of the food you serve!

WAITING TIMES AREN'T WORTH STICKING AROUND FOR

At most restaurants, hungry customers will wait 30 minutes on average for a seat before getting frustrated enough to leave. And the problem's only getting worse—30 percent of restaurants say their wait times are growing longer.¹ Add to customers' irritation the time it takes to receive their food or be handed their check, and guest satisfaction and net promoter scores can quickly sink.

THE FIX

BACKGROUND MUSIC CAN REDUCE THE PERCEPTION OF WAITING TIMES.

Our perception of time depends on our preoccupation with it.² Customers who are focused on their fellow diners being seated, served and handed their check ahead of them fixate on the passing minutes until their own needs are satisfied, and those minutes seem “looong.” Yet, when the right background music is played, it subconsciously diverts customers from the cognizant task of checking their watches every few minutes and actually makes the minutes appear to spin by more quickly.

Studies show that the tone, pitch and density of a song makes time seem to pass slower or faster,³ but knowing which selections to build into a playlist to achieve a desired effect demands expert knowledge of Neuroscience and an understanding of how your specific customers will react with the music they hear in your restaurant.

A rectangular sign with a white border and a black background. The text "PLEASE WAIT TO BE SEATED" is written in white, serif, all-caps font. The sign is mounted on a silver-colored metal pole. The background of the entire page is a blurred image of a restaurant interior with people seated at tables.

PLEASE
WAIT TO BE
SEATED

YOU'RE HOLDING ONTO ONE DEMOGRAPHIC, BUT LOSING ANOTHER

While a restaurant may be favored by a certain age demographic, it most likely doesn't want to cater solely to it. A gastropub, for instance, which draws in Millennials for the "See-and-be Seen Friday Night Happy Hour" scene may want to welcome their Boomer parents for laid-back brunches on weekends. By shifting the genres of their background music to appeal to different customer segments, the "obvious" solution, restaurants end up confusing guests or even alienating one profitable segment all together.⁴

THE FIX

BUILD BRIDGES INSTEAD OF ERECTING WALLS

Yes, you can play both Beach Boys and Cold War Kids without creating conflict between customer segments. It's actually the "DNA" traits of each musical selection—dimensions like tempo, density, pitch, harmony, and rhythm—as opposed to the genre and artist—which activate the pleasure sensors in our brains and make the music effective at influencing how your guests feel and act.

Researchers have demonstrated that bouncing around different musical formats often leads to a negative reaction from one listening group or another at any one time. However, using music DNA to program the Soundtrack allows use of music that appeals to different customers' preferences simultaneously without alienating anyone while maintaining a totally consistent "brand sound" in all dayparts.⁵ Working this out successfully is almost impossible without expert knowledge of specific algorithms rooted in Neuroscience and the music genome.



THREAT #3


YOUR TABLES AREN'T TURNING AT THE PACE YOU NEED FOR PROFIT

On a busy weekend night, most casual dining establishments want to turn tables at least once an hour to maximize income. When the crowds slow down to a trickle, or if the establishment specializes in fine dining, restaurateurs want their guests to linger longer so they order more high-profit margin items like cocktails, wine during dinner, coffee, dessert, and after-dinner drinks. But making your establishment run like clockwork is far easier said than done, and more often than not, the opposite effect from the one you intended is achieved.

THE FIX

USE BACKGROUND MUSIC TO POSITIVELY IMPACT YOUR CUSTOMERS' BEHAVIOR.

The subconscious mind determines the pace that we eat and drink, and background music is among the most powerful influencers over our visceral reactions. It's not as obvious as playing fast music to speed people up or slow music to slow them down; mastery of the subconscious influences requires expert application of Neuroscientific principals that align the soundtrack to your guest demographics and psychographics as well as your restaurant's desired traffic patterns.



Without the science to guide your playlist, you are stabbing in the dark; don't be surprised if your customers' reactions aren't what you had in mind.

YOUR SALES ARE STARTING TO STAGNATE

We're living in an age when many long-established restaurant brands are finding the need to reimagine themselves to gain relevancy with new generations of consumers. Many are seeking to create an "in-the-moment" experience so enjoyable for customers that it stays with them long after they leave, drives them to talk it up on social media, and compels them to return frequently. However, as one expert told Forbes magazine, "Brands are failing to create the positive, emotional experiences that drive customer loyalty." In one study, 51 percent of diners said they would not return to a restaurant if their experience doesn't live up to expectations.⁶

THE FIX

CHANGE YOUR DYNAMIC WITH BACKGROUND MUSIC

When a restaurant's music harmonizes with and enhances its brand, cuisine and décor, it deeply intensifies customers' sensory experience and raises what Neuroscientists call their "arousal level". Anyone can "match" a musical genre to a theme, say zydeco music for a Cajun joint, but only the experts in the workings of the subconscious mind can consistently bridge the desired "ambiance objectives" of the establishment to the brain effects that elevate the way patrons experience the restaurant and taste the food.⁷

Research has shown that playing "The Right Music" encourages customers to spend up to 23 percent more,⁸ and it creates a positive "take-away" dining memory.⁹ Also, changing from ordinary background music to The Right Music powered by Neuroscience creates for frequent guests a sense of "newness" which otherwise would require an expensive, full remodel to achieve.

THREAT #5

YOUR STAFF'S INTERACTIONS WITH CUSTOMERS ARE BECOMING INDIFFERENT

The stress of the mealtime rush can put anyone on edge—even the most experienced of waitstaff and the most gracious of guests. When that frustration spills into their interactions and people become surly, it can sour your guests' opinion of your restaurant--permanently. With businesses losing \$75 billion a year to poor customer service alone,¹⁰ any preventable loss of affinity could be disastrous to your bottom line, especially if your guests use social media to share their experience with other potential customers.

THE FIX

THE RIGHT SOUNDTRACK CAN SATISFY BOTH CUSTOMERS AND EMPLOYEES

While the music you play in your restaurant needs to be targeted to influence your guests, not your staff, you need to remain cognizant that the playlist motivates your staff as well. Expertly programmed using Neuroscience, your Soundtrack can help keep staff unruffled, engaged and fully guest-centric, even if the music is not ever going to be on their Spotify feed.

Here the “secret sauce” is how the Soundtrack is organized as much as what is in it. Avoiding poorly prepared, overly repetitive Soundtracks that take no regard of the staff listening to it will reduce stress, alleviate tension and abate petty irritations which, as you well know, impact staff interactions with your guests.

THE MISSING INGREDIENT TO GREATER CUSTOMER SATISFACTION IS ONE CALL AWAY

Don't put up with an impaired guest experience for one more day. Let the experts at Ambiance iQ take the wheel. We will uncover the biggest threats to your business and apply powerful Neuroscience to build a customized Soundtrack for your brand, using hard data about your guests to fine tune it to each and every location, every hour of every day. Get The Right Music, which delights and excites your customers and keeps your staff engaged. And most important, get Soundtracks that drive your guests to enjoy their experience, want to return again and again and promote the establishment to their friends and family.

To learn more, contact the experts at Ambiance iQ today at 805-512-9825 x 1 or send an email to info@ambianceiq.com.

HELP IS ON THE WAY!





AMBIANCE iQ™

Backed by Neuroscience. Powered by Service.

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