

MUSIC WHERE WE DON'T EXPECT IT

The Virtues of Music on the Customer Experience
Within More Traditionally "Serious" Sectors

Study and fieldwork carried out from March to June 2017 by LSA surveys for Mood Media and SACEM - Music was introduced into 5 stores and sectors in France (optical, bank, pharmacy, sport and petrol station) that had previously remained silent.



71% OF STORES PLAY MUSIC,
29% ARE STILL RELUCTANT

BUT



9 OUT OF 10 CONSUMERS LISTEN
TO MUSIC ON A DAILY BASIS

WHAT HAPPENS
WHEN WE INTRODUCE
MUSIC IN THESE
SILENT STORES?

1 MUSIC IMPROVES THE CUSTOMER EXPERIENCE



8 OUT OF 10 CUSTOMERS
PREFER LISTENING TO MUSIC

+30%



ON THE NET PROMOTER SCORE

2 MUSIC IMPROVES BRAND PERCEPTION



70%

OF CUSTOMERS FIND
THAT **MUSIC IMPROVES**
THE STORE'S IMAGE



+56%

OF SHOPPERS **PERCEIVE**
THE EXPERIENCE TO BE
MORE 'PREMIUM'



65%

OF CUSTOMERS THINK THAT IT
DIFFERENTIATES THE SHOP
FROM COMPETITORS



3 MUSIC IMPROVES THE SENSE OF LOYALTY



+32%

OF CUSTOMERS WANT TO
RECOMMEND THE STORE

+41%



OF FIRST-TIME VISITORS
WANT TO REVISIT

4 MUSIC IMPROVES THE RELATIONSHIP WITH CUSTOMERS AND THE DAILY LIVES OF EMPLOYEES



FOR **76%** OF CUSTOMERS
WAITING IN LINE DOESN'T
FEEL AS LONG



CUSTOMERS ARE IN A BETTER MOOD
ACCORDING TO **67%** OF EMPLOYEES
AND THE **STAFF-CUSTOMER**
RELATIONSHIP IS FACILITATED!



73% OF CUSTOMERS FEEL
MORE ENERGETIC THANKS TO
IN-STORE MUSIC

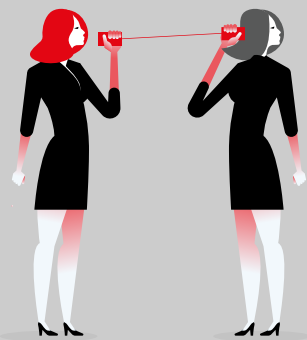


MOTIVATION: 93% OF EMPLOYEES
PREFER TO WORK WITH MUSIC

5 SENSE OF SERIOUSNESS AND CONFIDENTIALITY INCREASE WITH MUSIC



76% OF CUSTOMERS CLAIM THAT **PLAYING**
MUSIC IS COMPATIBLE WITH THE
SERIOUSNESS OF THE STORE



FOR **56%** OF CUSTOMERS,
MUSIC GUARANTEES
CONFIDENTIAL CONVERSATIONS

RETAILERS SHOULD AVOID SILENCE IN STORE. EACH
LOCATION WELCOMING AN AUDIENCE SHOULD
INTEND TO PLAY MUSIC, BECAUSE **MUSIC IS A**
FUNDAMENTAL PART OF THE CUSTOMER EXPERIENCE!