

# Create the perfect playlist for your business

Auracle Sound supplies UK businesses with commercially licensed background music. Getting the music right is a crucial part of creating the congruent environment that attracts customers. Architecture, interior design, lighting, heating, scent and music; all these elements come together in a continuous flow that create your brand's atmosphere. The latest psychological and anthropological studies show that these influences can affect sales dramatically. Music, the most immediate of these elements, is also the quickest and easiest to change with far reaching and long lasting effects.

Where inappropriate music causes an, 'avoid' reaction in visitors, music aligned with the rest of your environment influences an, 'approach' reaction; increasing traffic, dwell time and as a result, turnover.

Background music is an essential ingredient in creating an atmosphere for retail and leisure venues. Music can make the difference between 'Stop for one' or 'Stay for the night'. The atmosphere you present when a customer enters your establishment can make the difference between a quick visit

or a long stay. Attract more traffic with customers focused music channels or bespoke on-brand playlists designed for your business. Subscribers can even schedule their favourite music channels throughout the day to reflect quiet or busy periods.

Restaurants look to keep their guests comfortable during dinner by sticking to a genre and tempo then picking up the pace to encourage diners to stay on for one more drink. From cutting edge cocktail bars, sophisticated hotel bars, to traditional country pubs, just like the drinks, getting the mix right is what counts.

We have carefully designed music channels from Light Classical to Piano Jazz, Jukebox Classics, Mellow Pop, Top 40, Bar House and current lounge to match all sorts of bar requirements. The live channels are curated from hundreds of thousands of classics, new releases, re-releases, edits, and remixes. Dynamic playlists are then shuffled to create a spontaneous selection every day.

## Top tips for bars and restaurants:

1 – Play slower songs during downtime to boost sales in drinks and desserts while increasing client satisfaction!

Studies show that slower tempo music actually encourages clients to stay for longer, spending up to 40% more money on drinks and desserts, especially during downtime!

By setting a relaxing mood with slower quieter music, you will be able to increase client satisfaction. Another recent study showed that bright and noisy environments may actually be encouraging the customer to overeat.

By slowing down the tempo and turning the volume down, you get people to stay for longer, eat less, and be more satisfied!

2 – Maximize busy times by turning up the volume and playing higher tempo songs

By turning up the volume and keeping the tempo high, you will be able to turn tables much more quickly, allowing you to free up tables more easily and serve more customers.

Multiple studies in recent years have established that the tempo of music has an impact on our perception of time. Basically, our perception of time is affected proportionally by the tempo of the songs we listen to. If you're listening to high tempo electronica, it may seem like time is going much faster than it actually is. On the other hand, if you're listening to slow tempo music, it may seem like time is passing much more slowly than it actually is.

This characteristic of human nature allows you to adjust the perception of time of your customers, depending on what behaviour you want from them. The best part about this tip is that it allows you to "rush" patrons out of their table without ever making them feel unwelcome. You won't need to tell them that you need the table if their internal clock is telling them that they have spent too much time dining and drinking!

3 – Turn up the volume for a boost in drink sales

After you closed the kitchen and you want to maximize profits while everything is being prepared for the next day, the bar is probably your best bet. To make the most of this, turn up the volume!

Multiple studies, with some dating back to 2008, have established a relation between alcohol consumption and the volume of music being played. Putting it simply, loud music meant that alcohol orders became more frequent.

The researchers behind the study offered very interesting hypotheses on why this happens. "One, in agreement with previous research on music, food, and drink, high sound levels may have caused higher arousal, which led the subjects to drink faster and to order more drinks," said Guéguen.

4 – Pair the menu with an appropriate music selection

Pair the menu with the music, backed by multiple studies, regardless of how developed you think your palate is!

While high-pitched sounds emphasize the sweetness in foods and drinks, low-pitched sounds emphasize the bitterness in them. Obviously, the difference is slim and only processed subconsciously. But still, if your business is known for its desserts and sweet cocktails, playing bass heavy music will deter from the customer experience.

## Background Music For Hotels

Attract guests to your hotel and present a unified audio branding across all your sites with the perfect playlist. Customised a schedule of suitable music in each audio zone to add personality and consistency. Soothing classical or the latest mellow pop in reception, sophisticated light jazz in the dining room, current chart dance in the gym or relaxing spa music in the treatment rooms. Appropriate music in each respective zone sets the scene complementing your interior design, lighting, decor and overall 'environment'.

Schedule the music throughout the day to pick up in the bar as the day progresses, turn instrumental as the dinner service begins and guests want to talk or throughout the year with changing of the seasons. Now you can even schedule timed Covid-19 compliant health and safety announcements to reassure your guests or remind your staff.

## Top tips for Hotels

Background music for hotels can make all the difference in how your

guests feel when they stay at your hotel. It is something that you need to consider, if you want to ensure that your hotel is getting as many repeat customers as possible. What kind of background music should you play? The answer is simple: whatever makes people happy! Background music doesn't have to be anything specific, it just has to be enjoyable and pleasant for the customer's ears.

A great benefit of having background music in your hotel is that it gives your guests a feeling of being transported to their own private sanctuary. Background music can help people relax and unwind after they have had an exciting day in the city, or when they are travelling with work.

The best way for you to find out what kind of background music is suited for your hotel is by getting to know your customers, understanding their demographic and surveying them directly! From this, we can create your perfect playlist or schedule for your guests.

[www.auraclesound.co.uk/background-music/hotels/](http://www.auraclesound.co.uk/background-music/hotels/)  
[www.auraclesound.co.uk](http://www.auraclesound.co.uk)

- A range of licensed music channels** - A broad array of genre specific channels each featuring a vast library of classic, current and future releases together with regular updates.
- Instant access via the Auracle APP** - Get instant access to our live streaming channels now by signing up for a free one week trial.
- Schedule the music to your audience** - Day part and schedule your chosen channels across the week to tailor the music to your audience.
- Manage your account online** - Manage your user profile online with easy access remote monitoring, scheduling and automatic billing.



## Background Music For Business

Auracle Sound supplies the retail and leisure industries with a commercially licensed music streaming service via our App, Web Player or hardware options.



Auracle Sound



Bars & Pubs



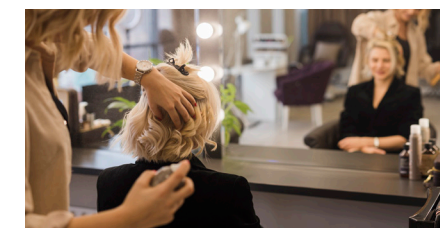
Cafe & Coffee Shops



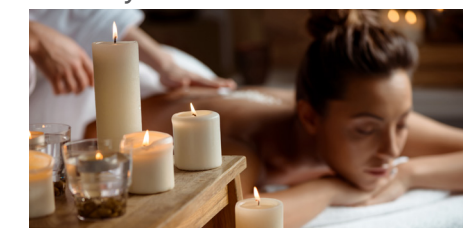
Hair & Beauty Salons



Hotels & B&B's



Gyms & Leisure Centers



Spas & Relaxation

