

## How we turned a 75% walkout rate into additional sales

---

### Finding your sound

As **one of the first** companies in Europe set up to negotiate music, we can honestly say, licensing has been at the heart of our business for more than 30 years. In that time we have earned the respect of both Rights Owners and Music Users. **We know licensing** costs and market rates enabling us to secure music clearances with all the necessary permissions fast. Our processes are considered the **industry benchmarks** and with full PI, we are often referred to as 'the safest pair of hands' in the business.

A couple of years ago, we undertook a programme of activity that would completely change the way a high street fashion retailer viewed music. The Head of Customer experience was concerned the music played in his 200+ stores was not having the desired effect on customers. We undertook a research project to find out if his hunch was true.

#### **Our Approach**

- We surveyed customers to understand their feelings about the current playlist and identified the behaviour that it inspired
- We identified and removed any unfavourable tracks from the current playlist and analysed for common elements that might be off-putting or distracting
- We analysed favourable tracks to find the common elements that would enable the discovery of additional tracks that would perform well
- We developed track profiles for music that resonated
- We created a new playlist and tested it in a small sample of stores (60)
- We undertook exit interviews to understand the effect the new playlist was having on customers
- We refined the playlist further by removing underperforming tracks and including more music that was similar to the tracks that performed the best

#### **The Impact**

The results from the initial research were far from favourable:

- The online survey revealed that the existing playlist was causing 3 out of 4 shoppers to leave a store almost immediately after entry
- It also suggested that the negative impact the music was having was not just on the customer. It was affecting the staff poorly too

#### **Following the implementation of the new playlist, the results were much more encouraging:**

- The exit interviews revealed that dwell rates in stores playing the new playlist increased from 11 minutes to 17 minutes
- When financial performance was analysed we found that stores with the new playlist enjoyed a boost in sales

Using these results as a foundation, we created a style guide for music that anyone could use to create and update high performing in-store playlists.