

BANKING/FINANCIAL

The world of banking has seen significant change over the past couple of years. Looking to the future, we expect to see a continued focus on building consumer trust.

As a service provider, your goal must be to provide exceptional customer experiences. Everything from in-branch banking to using your corporate branded ATMs should remind your clients why they bank with you.

Below are results of studies showing how music and sound can enhance the overall banking experience. Engaging in these activities will help you maintain your existing clients and grow profitability.

STUDY:

Musical Tempo and Waiting Perceptions

Researchers concluded that slow tempo music reduces wait time perception by 2 minutes. So, if you had to wait 8 minutes you would actually feel like you waited 6 minutes.

STUDY:

The Effects of Music on Atmosphere in a Bank and a Bar

The results of the study found that when no music was played, people viewed the bank as less dynamic/upbeat. The researchers also found there was a positive correlation for ratings of the music and ratings of the banking hall, i.e., if the music sounded fun a person's perception of the bank was more fun.

 **97%**

of brand managers believe that music can strengthen their brand.



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