



MOOD: MEDIA

HFS FEDERAL CREDIT UNION CASE STUDY

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- Ashley Yamamoto
HFS Federal Credit Union

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ABOUT HFS FEDERAL CREDIT UNION

With six branches serving more than 50,000 members, HFS Federal Credit Union is Hawaii's largest credit union. For more than 80 years HFS has operated by the values of 'Ohana (family), Kūpono (honesty), and Kuleana (responsibility), and they're especially committed to ensuring the success and growth of the communities they serve.

HFS strives to provide the best possible experience for their members, whether they're visiting a branch or calling in. To help enhance that welcoming experience, for more than a decade HFS has relied on Mood for Overhead Music and On-Hold Music & Messaging.

THE SOLUTION - ON-HOLD MUSIC & MESSAGING

For HFS, On-Hold Music & Messaging is designed to do more than simply keep their callers on the line. A friendly and knowledgeable voice engages callers with valuable information regarding online banking, debit card usage and locating ATMs. HFS also uses On-Hold Messaging to drive awareness of their social media pages, highlight community involvement and promote financial services. All messaging is backed by an upbeat acoustic guitar track, and both music and messaging are professionally recorded, mixed and mastered by Mood.

HFS works with a dedicated Mood Brand Messaging Specialist, who handles all of their day-to-day messaging needs. This individual is responsible for coordinating between the client and Mood's team of professional copywriters and voice talents. The consultant assists in scheduling messages, processes new production orders and sends update reminders to HFS.

Using Mood's Voice Design online portal, HFS can build and approve scripts, request changes, switch the music, submit production orders, track order status and access past productions – all with a few simple clicks.

THE SOLUTION - MOOD MIX PRO

For overhead music, HFS uses Mood Mix Pro, the world's most reliable music streaming platform designed for business. Mix Pro features the world's largest library of fully-licensed music, including millions of tracks and hundreds of professionally-designed programs. Additionally, all tracks are screened for content and lyrics to ensure that they're appropriate for business use.

Mix Pro is supported and controlled by an intuitive web-based portal, providing HFS with centralized control of the music at all of their branches. Authorized users can select and schedule specific programs to play at any location, at any time. With Mix Pro's "slider-based" interface, users can also take a more hands-on approach and create, manage and save their own custom mixes.

In order to ensure maximum reliability and seamless playback, Mood Mix Pro is backed by a small, yet powerful device that downloads and stores content as it streams. As a result, music will continue to play from the device in the event of an internet disruption.



THE RESULTS

Thanks to Mood Music and Messaging, HFS can create a more branded, yet highly welcoming member experience. As mentioned by HFS Marketing Coordinator Ashley Yamamoto, Mood makes her job much easier, too.

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