

MOOD: MEDIA

PISCATAQUA SAVINGS BANK CASE STUDY

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- Joan Gile

Executive Vice President
Piscataqua Savings Bank

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ABOUT PISCATAQUA SAVINGS BANK

Piscataqua Savings Bank is a cornerstone of Portsmouth, NH, proudly serving the community since 1877. Their legacy of success is due to an unwavering commitment to their customers, to their team, and to ensuring an exceptional experience at their location.

THE CHALLENGE

In order to further enhance their customer experience, Piscataqua Savings Bank began a comprehensive, multi-year renovation project in 2017. One component of this renovation entailed a full upgrade of their sound system. They also planned on removing their satellite dish, which meant that they would need to upgrade to a new platform for their overhead music. Fortunately, their longtime music partner had a solution for both needs.

THE SOLUTION

For starters, Mood began by designing and installing a brand new **commercial-grade Bose Sound System** throughout the building. The Mood Account Executive also recommended Mood Mix Pro – the world’s leading music streaming solution designed for business.

This innovative solution provides the bank with full control over their music and access to the world’s largest library of fully-licensed music. Through a web-based control site, authorized users at Piscataqua can create their own mixes from hundreds of professionally-designed programs. They can schedule the programs for any day or time, and intuitive slider-based controls make it easy to fine-tune the mixes. Unlike many other business streaming products, Mood Mix Pro is backed by a robust media player, offering consistently reliable playback – even if the internet goes down.

Piscataqua’s Executive Vice President Joan Gile appreciates Mix Pro so much that she even has it set up for the employee office area. She can complement office events and holidays with different types of music, and on all other days she can play music that suits the preferences of her employees.



THE RESULTS

Mood continues to be a wise investment for Piscataqua Savings Bank, providing them with high quality solutions, responsive service and a better experience for both their customers and employees. Joan Gile expressed those sentiments in her own words, below.

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Piscataqua has been with Mood for several years, and I always appreciate how responsive and professional their service is. Additionally, their technicians who perform the speaker installations during our renovation keep the work space neat and they get the job done right. The bottom line - choosing Mood is a no-brainer. I highly recommend them.”

- Joan Gile

Executive Vice President
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