

MOOD:MEDIA

T-BONES GREAT AMERICAN EATERY CASE STUDY

"I highly recommend Mood Media for any restaurant. With Mood Mix Pro I get an incredible selection of songs and programs to choose from - more than I could ever ask for, and the interface is very user-friendly. They did an excellent job with our Bose sound system as well, and my local Account Executive is always quick to respond. If you want total peace of mind for your music and sound systems, then go with Mood."

- Jason McNicholas
Head Manager
T-Bones Great American Eatery

800 345.5000 | moodmedia.com

ABOUT T-BONES GREAT AMERICAN EATERY

For more than 40 years and counting, T-Bones Great American Eatery has been a beloved staple of the Bedford, New Hampshire community. Notorious for their scratch-made food and personable service, T-Bones prides themselves on their commitment to providing an exceptional experience for their guests and staff.

THE CHALLENGE

As part of a larger effort to revamp the dining experience in 2018, T-Bones of Bedford sought a new music provider. Prior to partnering with Mood, T-Bones wasn't happy with the selection and quality of music offered by their previous service, and they found that both guests and staff were often displeased with the programming.

Additionally, T-Bones' previous music platform didn't provide the level of control that they needed to satisfy their guests' musical preferences. Specific tracks couldn't be blocked or skipped, and changing programs was a tedious and timely task. Considering that T-Bones' primary clientele are adults aged 45+, management also needed the ability to instantly switch the programming when younger guests were present. As mentioned by T-Bones Head Manager Jason McNicholas, the goal was to create a "welcoming environment for all guests, while still appealing to the young crowd."

Fortunately for T-Bones, the functionality and selection they needed was available from a provider in their area – Mood Media.

THE SOLUTION

Mood Media's New Hampshire-area Account Executive learned about T-Bones' challenges and suggested they try Mood Mix Pro – the world's #1 streaming music solution designed for business.

Mix Pro features the world's largest library of fully-licensed music, including millions of tracks from artists across the globe. Additionally, all tracks are screened for content and lyrics to ensure that they're appropriate for business use.

Using the intuitive Mix Pro control site, Jason has multiple options to provide the perfect sound for his guests:

- + If he wants maximum control, Jason can create, manage and save as many mixes as he likes. Slider-based functionality allows him to fine-tune his mixes by specific sub-genres.
- + If Jason wants to keep it extra simple, he can choose from hundreds of professionally-designed programs.

All programs and mixes can be scheduled and managed instantly. Jason can also block or skip songs and switch programs with a few simple clicks, a feature that he really appreciates.

"During our peak times, I can't afford to be away from my team for even a full minute. So if a customer asks me to change the song or a program, I need to be able to get that done in a flash. With Mix Pro, I can head over to the computer and make the adjustment in seconds. It's as if I never left my team."

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

Finally, Mood also provides Bose sound systems and installation to T-Bones, enabling them to achieve pristine sound quality and superior coverage throughout the restaurant.



THE RESULTS

Thanks to Mood, the music at T-Bones is better than ever. According to Jason, guests and staff love the music selection, and making changes has never been simpler. Don't take our word for it though - read on and see what this proud Mood client had to say.

"I highly recommend Mood Media for any restaurant. With Mood Mix Pro I get an incredible selection of songs and programs to choose from - more than I could ever ask for, and the interface is very user-friendly. They did an excellent job with our Bose sound system as well, and my local Account Executive is always quick to respond. If you want total peace of mind for your music and sound systems, then go with Mood."

- Jason McNicholas
Head Manager
T-Bones Great American Eatery

