



MOOD: MEDIA

CABELA'S CASE STUDY

"If you want Voice Messaging that truly drives results and has great service to back it up, go with Mood. You won't be disappointed."

Michelle Coalson
Retail Marketing Planner II
Cabela's

800 345.5000 | moodmedia.com

ABOUT CABELA'S

As the world's largest retailer of outdoor supplies and accessories, Cabela's prides itself on engaging customers by bringing the fun and awe-inspiring adventure of the outdoors to their in-store experience. With stuffed wildlife throughout the store and displays depicting mountainous scenery, every visit to Cabela's is designed to be as educational and interactive as it is captivating and exciting. To help enhance the experience, Cabela's relies on the expertise of Mood for On-Hold and On-Site Messaging.

THE SUPPORT

Cabela's Voice Messaging solutions are fully managed and fulfilled by a single dedicated Voice Consultant, who is equipped with a deep understanding of the client's customer experience goals and account needs. This individual provides Cabela's with a high level of service consistency and reliability, responsible for coordinating between the client and Mood's team of professional copywriters and voice talents. Additionally, the consultant also assists in scheduling messages, processes new production orders and sends reminders when it's time to update messages.

THE SOLUTION

Franciscan's On-Hold Messaging solution includes a variety of informative and educational content, such as health tips, information on new doctors and upcoming events. Messaging is updated regularly and is designed to be relevant for different times of the year as well. For example, Fall messaging features flu shot information, while Summer messaging provides tips on proper hydration and fireworks safety.

Instrumental music is integrated with On-Hold Messaging as well, ranging from soothing styles such as Piano, Soft Jazz and Classical Guitar. Franciscan was also able to leverage Mood's diverse pool of voice talent and handpick two professionals - one male and one female - who truly express a sound that appeals to their primarily middle-aged and senior clientele.

Additionally, thanks to Mood's Voice Design online portal, Franciscan Health can build and approve scripts, request changes, submit production orders, track order status and access past productions - all with a few simple clicks.

THE RESULTS

Cabela's is thrilled with the effectiveness of their messaging and its ability to enhance the customer experience for both in-store shoppers and callers. This comprehensive solution helps increase sales on special items, raises awareness for in-store events and gives a rustic and knowledgeable voice to their brand. On-hold messaging delivers the same great benefits as On-Site content while minimizing hang-ups and efficiently directing call traffic.

Additionally, Cabela's point-of-contact loves the high level of service that Mood provides and the peace of mind that her Voice Consultant brings.

"The service at Mood is fantastic. My Voice Consultant takes great care of us and is always quick to address our needs. Creating and approving messages is always a breeze, and the voice talent they provide is absolutely perfect for our customers and our brand. The On-Site messages do a great job of getting our customers' attention and enhancing the experience at our stores. And with On-Hold Messaging, we're able to prevent hang-ups and direct call traffic to the right departments. If you want Voice Messaging that truly drives results and has great service to back it up, go with Mood. You won't be disappointed."

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