

MOOD:MEDIA

VELOCITY CREDIT UNION CASE STUDY

ABOUT VELOCITY CREDIT UNION

Velocity Credit Union provides the Austin metro community unique value through a highly personalized alternative to local banking. Focused on the ideals of cooperation, self-help, independence, and non-profit operation, Velocity has proudly become one of the largest and strongest financial institutions in Texas, with more than \$600 million in assets and 70,000 members across five counties.

THE CHALLENGE

For Velocity, the customer experience is critical to creating and maintaining a positive relationship with members. It presents a unique opportunity to create a consistent expression of the brand and differentiate Velocity from the competition. Velocity challenged Mood to design a multi-sensory experience - using music, digital signage and scent - that would create an inviting, welcoming environment. The goal was to emphasize Velocity's passion for the local community and their commitment to provide better service and a better banking experience for every member.

THE APPROACH

From the outset, it was clear that every aspect of the experience needed to reflect the local community. For music, the Mood Music Design team selected a diverse and authentic program that pays tribute to Austin's deep appreciation for music and reflects the roots of the heartland through blues, country, Americana, folk, bluegrass and adult contemporary. To engage and entertain members while they wait, the Mood Visuals team designed a digital signage system featuring beautiful imagery mixed with crisp, professional brand messaging. The careful content mix allows Velocity to reinforce their dedication to the local community while reducing perceived wait times and educating customers on the brand and the credit union's other services.

As a final unique touch, Mood guided the Velocity team through the process of identifying a signature scent that would evoke a pleasant and fresh sensation and underscore the friendly and familiar ambience of every branch. By featuring one of the hottest and most effective onsite marketing strategies as a key part of the customer experience, Velocity could make a quiet statement about their commitment to offering a higher level of service and quality.

THE RESULTS

Velocity now welcomes customers with their distinctive customer experience in all of its Austin-area locations.

"We're proud and pleased with the results of our partnership with Mood. Every time members walk into a Velocity branch, every one of their senses is telling them 'Here I am at Velocity and it feels good and it feels familiar,'" observes Carol Cain, Senior Vice President of Marketing at Velocity. **"By taking the time to create a consistent, engaging and rich experience, we ensure that when new members walk into the branch they'll have a pleasant experience. If we accomplish that, they will come back."**

- Carol Cain
Senior Vice President of Marketing
Velocity Credit Union