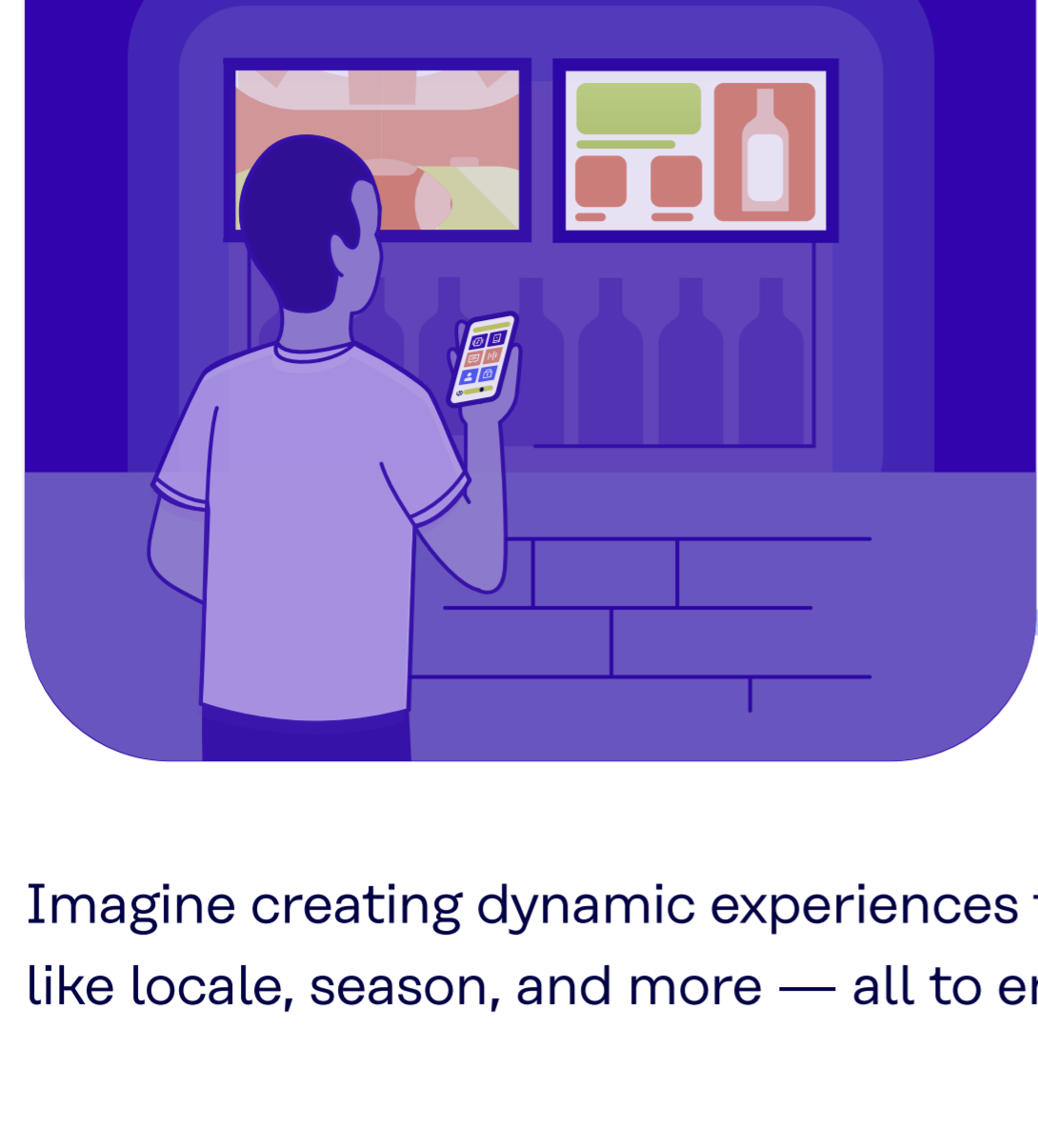


Elevate your diners' experience

for bottom line impact



The quality of the dining experience will have a direct impact on your customers' spend. However, most restaurant owners and operators don't have the time to focus on critical considerations that can elevate their customer experience (CX).

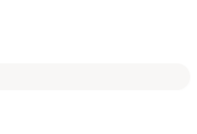


Advanced media platforms now give restaurateurs the ability to craft the perfect atmosphere—one that matches the menu, best serves the clientele, and aligns with the mood and time of day.

Imagine creating dynamic experiences for your customers, based on parameters like locale, season, and more — all to enhance their dining ambience.

Customer experience roadblocks

20%



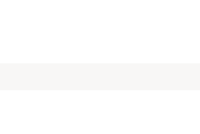
of owners cited access to ongoing brand-appropriate TV content, up-to-date signage, and licensed music, as a continued challenge within their brand experience.

30%



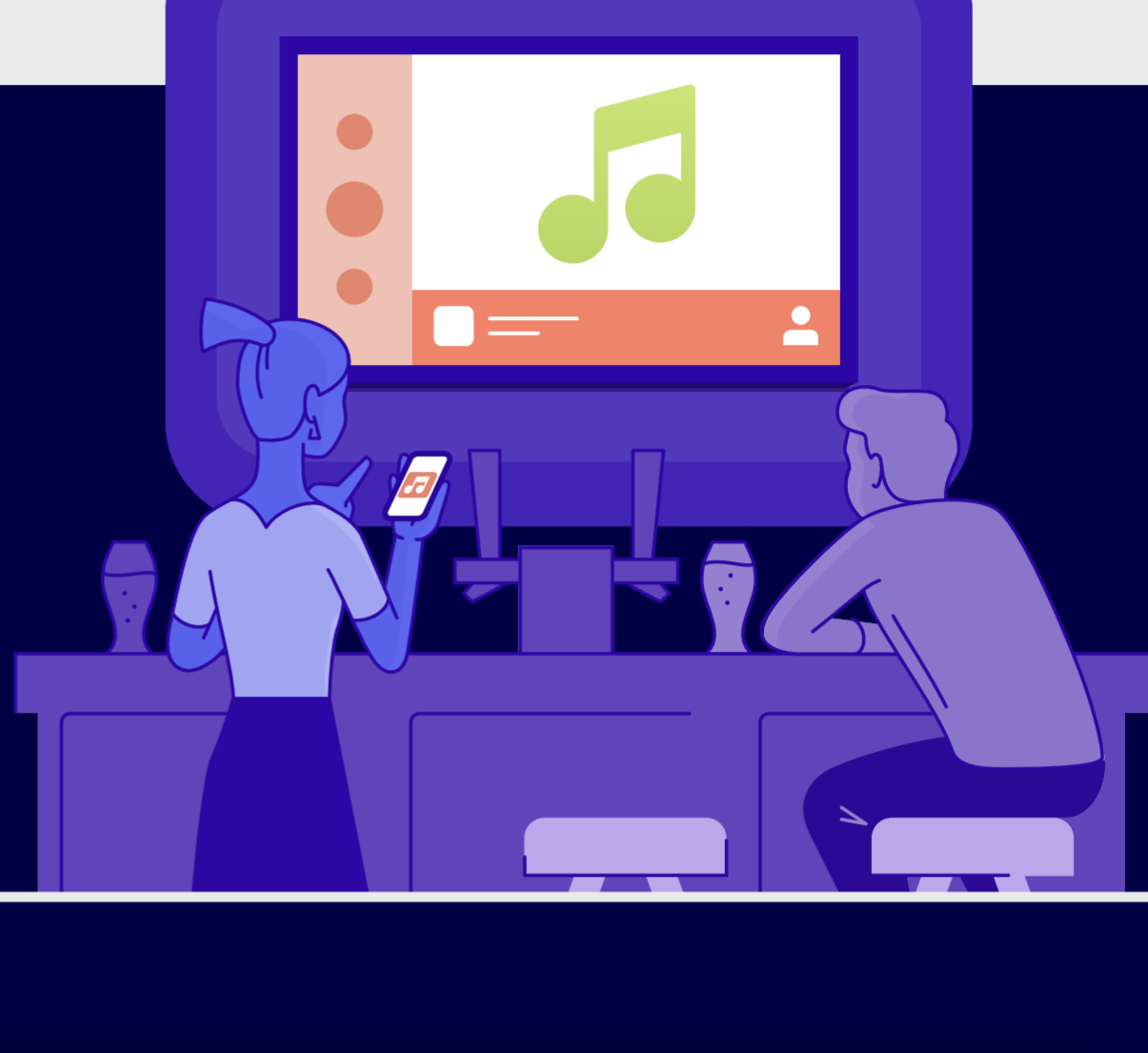
of restaurant owners said the number one day-to-day struggle they face with media is striking the right volume level for music and TVs in their establishment.

40%



of IT or administrators want to simplify devices, applications, and hardware infrastructure to streamline music and media in their restaurant.

Music affects how diners purchase



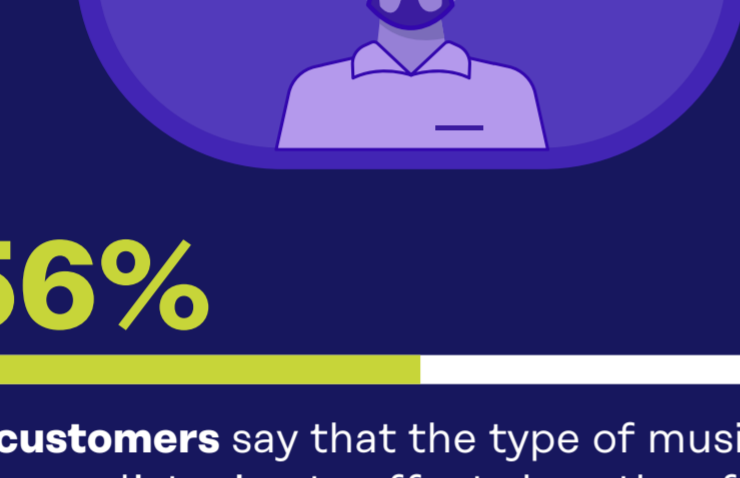
6 out of 10



diners buy more food and drinks to continue listening to music they enjoy.

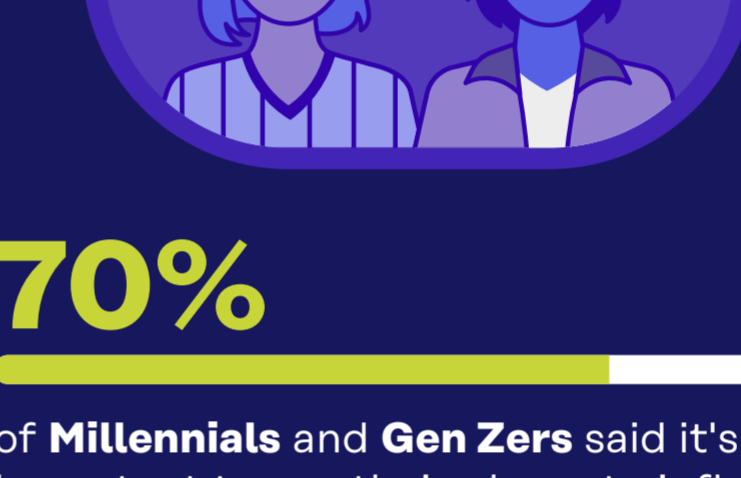
Music can influence buying decisions

One study found that ambience and service affected consumers' willingness to pay more than food quality did.



56%

of customers say that the type of music they are listening to affects how they feel about an experience.



70%

of Millennials and Gen Zers said it's important to use their phone to influence the restaurant's music.

Music can increase sales per patron

For restaurants, finding the perfect playlist has a substantial or significant impact on the bottom line. Restaurants must consider how a playlist aligns with their brand identity to ensure consistency across different touchpoints. These considerations can be time-consuming, but they don't have to be with the latest technology.

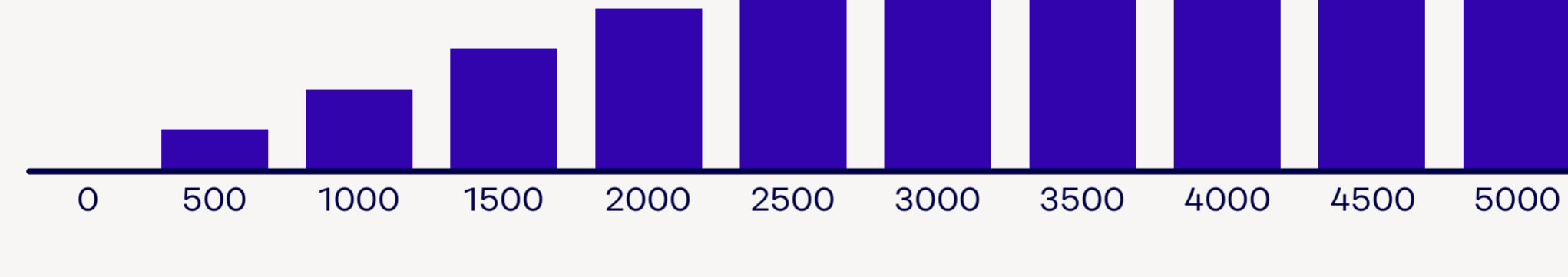


Restaurateurs are focusing where it matters, serving their diners with a one-stop shop for curated music

Most restaurant owners and operators lack the time to factor in critical music considerations and countless others — music licensing, how music reflects a restaurant's brand, playlist curation, and the transition from day to night.

\$500 – \$5,000

The range of annual music licensing costs restaurateurs must factor in.



While music licensing can be costly, the right partner will handle all aspects of licensing making it easy for your restaurant to play the music that represents your brand and stay compliant with the legal requirements.

Rockbot is the smartest media-for-business platform, making it easier to realize your restaurant's ideal in-location dining experience. Designed with the unique needs of your business in mind, Rockbot's unified solution offers customized music, TV, digital signage, and advertising. 50,000 businesses worldwide trust Rockbot to power their CX. Rockbot Music covers all music licensing for commercial use with major performing rights organizations (PROs).



“
I love the product. We're getting great feedback from our customers. They love the change in music, the different genres, and the artists they know.
”

Ryan Thomas
Team Lead



Restaurateurs are engaging their diners holistically

with a unified media platform of curated music, TV, and digital signage.



5

Shake Shack playlists leveraged annually, include Black History, Women's History, AANHPI Heritage, LGBTQ Pride, and Hispanic Heritage Months



8,000

custom playlists streamed each month powered by the Rockbot platform



5

Velvet Taco custom day-parted playlists leveraged to cater to specific diner personas throughout the day/week

“

We are in the business of delivering a great guest experience. Rockbot helps us deliver that with their innovative approach to music.

Jared Dougherty
Director of Marketing



“

Rockbot is what I dreamed a restaurant/bar music system could be and more. I am excited to engage my staff and guests with higher quality music.

Rich Fegley
Owner



“

Rockbot is unparalleled in music selection and playlist creation services. Also, the Rockbot Request app has vastly improved our customer experience by enabling our guests to pick their favorite songs.

Marc Mahoney
Information Technologist



“

Rockbot is complimenting our product line campaigns by pairing them with curated music, creating a more engaging CX.

Rachel Marckovich
Shops Experience Director



Jeni's Splendid Ice Creams used Rockbot to power their new campaign last summer in partnership with artist **Brandi Cyrus**, who curated a custom playlist to advertise Jeni's Road Trip Snacks Collection.

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