

SONOS CUSTOMER SUCCESS STORIES

STORY 1: THE APARTMENT THEATER UPGRADE

Customer: Michael Rodriguez, 32, Chicago

Products: Beam (Gen 2) + Sub Mini

Previous Setup: TV speakers

Journey: Searched "best soundbar for apartment" → Discovered Beam → Added Sub Mini 3 months later

Testimonial:

"I live in a 900 sq ft apartment and didn't think I could have great home theater sound. The Beam changed everything - dialogue is crystal clear and action scenes are immersive. When I added the Sub Mini, my neighbors actually complimented the bass (in a good way!). Best \$900 I've spent on my apartment."

Impact: Michael now recommends Sonos to 5+ friends, created Instagram Reels showcasing his setup

STORY 2: THE WHOLE-HOME MUSIC FAMILY

Customer: Jennifer Park Family, San Jose

Products: Arc + Sub + 4x Era 100 + 2x Roam

Previous Setup: Bluetooth speakers

Journey: Started with Arc for TV → Loved it → Expanded to every room over 18 months

Testimonial:

"We started with the Arc for movie nights. But when we used it for music, we were blown away. Now we have Sonos in the living room, kitchen, bedrooms, and even bathrooms. Sunday morning breakfast with music playing throughout the house is our favorite family tradition. The Roams come with us to the park and beach."

Impact: \$3,800+ customer lifetime value, referred 3 families who each bought starter systems

STORY 3: THE SPATIAL AUDIO EARLY ADOPTER

Customer: David Chen, 28, Seattle

Products: 2x Era 300 (stereo pair) + Sub

Previous Setup: Apple HomePod

Journey: Apple Music subscriber → Heard about Dolby Atmos → Researched → Bought Era 300s

Testimonial:

"As an Apple Music subscriber, I wanted the best spatial audio experience. The Era 300 in stereo is absolutely mind-blowing - you can hear instruments placed all around you. It's like having a concert hall in my living room. Way better than any other smart speaker."

Impact: Created detailed YouTube review with 45K views, active in Sonos Reddit community

STORY 4: THE OUTDOOR ENTERTAINMENT HOST

Customer: Sarah Martinez, 42, Austin

Products: Amp + outdoor speakers + Move 2

Previous Setup: Portable Bluetooth speaker

Journey: Renovating backyard → Looking for outdoor audio → Amp for built-in + Move 2 for flexibility

Testimonial:

"We entertain outdoors a lot in Texas. The Amp powers our patio speakers perfectly, and the Move 2 is amazing for pool parties - great sound, battery lasts all day, and I can bring it back inside. Our friends always comment on the sound quality. The Sonos app makes it so easy to control everything."

Impact: Hosted 12 outdoor parties, each exposing 15-20 people to Sonos experience

STORY 5: THE WORK-FROM-HOME PODCAST FAN

Customer: Emily Wilson, 35, Remote (Colorado)

Products: Era 100 (office) + Roam (bedroom)

Previous Setup: Laptop speakers

Journey: Working from home → Listening to music/podcasts all day → Wanted better sound quality

Testimonial:

"I'm on Zoom calls all day, and between meetings I listen to music and podcasts. The Era 100 in my home office is a game-changer - podcasts sound so much clearer, and music is actually enjoyable. The Roam is perfect for my bedroom and I take it when I travel. Never going back to laptop speakers."

Impact: Shared setup on LinkedIn, influenced 2 coworkers to purchase

STORY 6: THE EMPTY NESTER RETIREES

Customer: Robert & Linda Thompson, 68 & 65, Florida

Products: Arc + Sub + 2x One (surrounds)

Previous Setup: Old stereo system

Journey: Retirement gift to themselves → Wanted to enjoy movies and music → Best Buy recommendation

Testimonial:

"We retired last year and wanted to upgrade our entertainment. Our old stereo was from the 90s. The Sonos Arc setup is incredible - movies sound like we're at the theater, and we rediscovered our music collection. Setup was easy (even for us!), and we love using voice control. This is the best retirement gift we gave ourselves."

Impact: Convinced their retirement community friends, 4 units sold within their community

STORY 7: THE COLLEGE DORM UPGRADE

Customer: Alex Johnson, 19, Student (Boston)

Products: Roam

Previous Setup: Phone speaker

Journey: Birthday money → Wanted portable speaker for dorm → YouTube reviews → Roam

Testimonial:

"The Roam is perfect for dorm life - small enough for my desk, sounds way better than my phone, and I can take it to friends' rooms or outside. Battery lasts forever. Everyone in my dorm asks about it. Already saving up for an Era 100 when I get my own apartment."

Impact: 6 dorm-mates purchased Roams after hearing his, strong word-of-mouth in college demographic

STORY 8: THE SMART HOME INTEGRATOR

Customer: Kevin Brown, 38, San Diego

Products: 6x Era 100 + Arc + Sub + Amp (multi-zone whole home)

Previous Setup: Hodgepodge of smart speakers

Journey: Building smart home → Wanted unified audio → Sonos ecosystem choice

Testimonial:

"I have HomeKit, Alexa, and Google throughout my house. Sonos works with all of them seamlessly. I have Era 100s in every room, Arc in the media room, and Amp for outdoor speakers. The app ties everything together beautifully. I can start music in one room and flow it through the house, or have different music in each zone. This is the audio backbone of my smart home."

Impact: \$5,200+ customer, featured in smart home blog, 15+ referrals

COMMON THEMES

- Easy setup and user-friendly app
- Sound quality exceeds expectations
- Ecosystem expansion is common (average 2.8 products per household)
- Strong word-of-mouth and referrals
- High customer satisfaction and loyalty

USAGE PATTERNS

Music Streaming: 72% of usage

TV/Movies: 21% of usage

Podcasts/Radio: 7% of usage

Top Services:

1. Spotify (38%)
2. Apple Music (27%)
3. Amazon Music (15%)
4. YouTube Music (10%)
5. Pandora, Tidal, others (10%)

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