



Guide to Effective Queuing

What is Qtrac CF?

Qtrac CF is a state-of-the-art electronic queuing system that utilizes wireless technology to call waiting customers from a queue to a servicing station or cashier. It is easy to use and yet extremely powerful in managing and streamlining customer flow.



Qtrac CF keeps customers engaged while they wait in line by playing media such as video and still-images. When a cashier is ready for the next customer, a simple push of a button displays the available register number and a directional arrow on a monitor near the front of the queue. An audible tone and a voice message also direct the customer to the appropriate register.

How to use Qtrac CF

Using Qtrac CF is simple! Each station has a unique numbered remote control that will call waiting customers to that specific register. Simply press the button to call the next customer to your register. When the button is pressed, a signal is sent to the LCD Monitor to display an arrow that directs customers to your register. An audible alert tone and a voice message will also play to alert the waiting customer. Additionally, some systems are programmed to flash the station light overhead when a customer is called.

Qtrac CF automatically queues multiple button presses into the system and displays the appropriate messages one after another. For instance, if 5 cashiers press their respective station buttons at about the same time, Qtrac CF will queue up all of them and play them in order (Qtrac always assigns a signal as being first, second, etc. based on milliseconds). The first one will play immediately in a sequence (arrows, tone and voice) that usually takes about 3 seconds. The others will automatically follow in order. As such, the message for the 5th agent would be displayed about 12 seconds after the push of that button. Please try to avoid pushing the button more than once for each customer as this may result in more than one customer arriving at your station.



Press the button only once.

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Helping Your Customers Adjust to Qtrac CF

Customers are usually open to change, especially if it will make their checkout experience faster and more pleasurable. However, some customers may need help in adjusting to a new routine at the checkout queue. The following tips will help provide a smooth transition between old and new queuing routines.

Initially, some customers may not respond to the Qtrac LCD monitor at the head of the queue. In fact, you may be tempted to hail a customer by waving your hand and calling out with your voice. Do so only as a last resort. When the customer arrives at your station explain that a new queuing system is in use. Point out that, for their convenience, an LCD monitor has been installed to direct them to an available cashier. Point to the monitor and say, "It will even play media to keep you entertained while you wait!" Most customers will appreciate this and will immediately understand the system.

Other customers, used to their old routine, may simply bypass the single line and wait in front of a register of their choice. The customer behind them will see them do this, get confused, and do the same. Simply inform these customers that a new queuing system is in place that requires them to wait in a single line and watch the LCD monitor for an open register. As soon as it is pointed out, most customers will immediately understand the system.

Typically, after about a week, the majority of customers understand the new queuing system. We're confident that you and your customers will find Qtrac CF streamlines your operation and enhances the overall shopping experience.



Key Concepts

- Push the button once. Remember, each time you push the button a message plays on the LCD Display.
- Explain and show off the system to customers. Initial slow-adopters will "get it" the very next time.
- Refrain from waving; use the system consistently. This helps reduce the adoption time.
- Be patient. Some customers learn quicker than others. After about a week, most customers will know what to do.

