



GROCERY

# Case Study

Electronic queuing technology creates a safe, streamlined checkout process for Smart & Final customers and employees.

Lavi Industries' **Qtrac CF** queue management system completes a holistic solution that **improves safety** and **increases efficiency**.

## Challenges

- With the coronavirus (COVID-19) pandemic disrupting conventional in-store checkout processes, Smart & Final was looking for a quicker and even safer checkout process for its customers.
- Many customers could not determine where to wait in line or which registers were open/available because the line-of-sight was obscured due to social distancing.
- Social distancing protocols created a long expanse between registers and the head of the queue, making easy communication between cashiers and the designated queue director a challenge.

## Highlights

★  
Smart & Final implements Qtrac CF electronic queuing at checkout.

★  
Digital signage improves efficiency and the customer experience.

★  
Plug & Play — Stand-alone system is quick and easy to install.

★  
Safely distances employees and customers waiting in line.

# Solution

After testing a single-line queue at checkout, Smart & Final realized its potential for managing customer flow by providing safe social distancing. They turned to Lavi Industries for their expertise in queue management and their ability to design and develop a holistic checkout solution that would safeguard health while still providing a fast, efficient checkout experience.

## Social media comments from Smart & Final customers:

*“This was, by far, the best set-up for customer and staff protection I have seen. Thank you. ”*

*“I found that, with this new “line,” they work faster, and get you out quicker, than they normally would. ”*

At the heart of the solution is the Qtrac CF Electronic Queuing System. Using Z-wave wireless technology, the Qtrac CF hardware sends a signal to both a TV Display at the head of the waiting line and the checkout register station light when a cashier pushes a button on her remote. This causes both to alert the next customer in line with audio and visual messaging, directing the customer to the open register. The Qtrac CF system eliminated the need for an employee to stand at the head of the queue directing customers, preventing a potential health risk. Additionally, the system’s clear messaging and alerts helped to decrease customer confusion, increasing customer flow and service rate, and reducing both real and perceived wait times. Finally, Smart & Final used Qtrac CF’s digital signage capabilities to inform and educate waiting customers on safe social distancing practices.

**“Hearing nothing but great things with regard to the system and your team’s partnership. Very refreshing! A+.”**

- Sean Mahony, Senior Vice President of Store Operations, Smart & Final

To complete the checkout experience, Smart & Final added floor stickers throughout the waiting line to provide a visual reference for social distancing, and displayed large, highly visible static signage at the head of the queue to mark the start of the line. A swing gate provides a physical barrier to prevent “line creep,” a phenomenon where, over time, customers slowly move into an area designed to be free from traffic. This helped provide a “safe zone” where customers could easily and safely travel to an open cash register.



[Browse Grocery Solutions](#)



[Watch the video](#)

