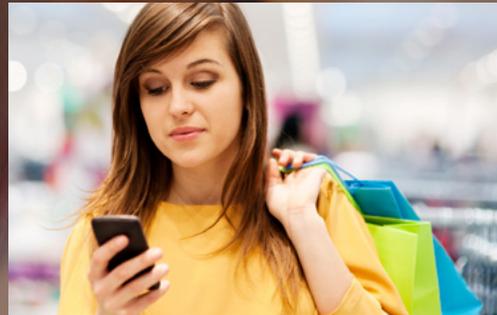


# VIRTUAL QUEUING **ACROSS INDUSTRIES**

A Primer to Reshape How Your Customers Wait for Service



## INTRODUCTION

### What is virtual queuing?

Virtual queuing is an approach to managing customer waiting lines that utilizes technology to virtually place customers into a queue for service, provides a means for calling the customer to that service, and offers a system to monitor and manage the customer wait and service process, and optimize its efficiency.

### Can virtual queuing help my business?

From the national bank branch using virtual queuing with pre-scheduled arrival times to minimize customer wait times, to the busy jeweler using virtual queuing with text messaging to allow customers to continue shopping while they wait, you might be surprised to discover the wide range of businesses and industry sectors that are turning to virtual queuing to reshape the way customers wait for service. While the

basic premise of replacing a physical waiting with a technology-enabled 'virtual' queue is the same, there are as many unique variations as there are unique industry service requirements.

This primer was created to help you see some of the many ways virtual queuing can improve the customer experience and improve your service efficiency.

#### Explore by industry:

|   |  |  |   |  |
|---|--|--|---|--|
|  <a href="#">RETAIL &gt;</a>     |  <a href="#">DMVS &gt;</a>    |  <a href="#">COLLEGES &amp; UNIVERSITIES &gt;</a> |  <a href="#">CASINOS &amp; GAME ROOMS &gt;</a> |  <a href="#">HOSPITALS &amp; DOCTORS OFFICES &gt;</a> |
|  <a href="#">PHARMACIES &gt;</a> |  <a href="#">BANKING &gt;</a> |  <a href="#">AIRPORTS &amp; AIRLINES &gt;</a>     |  <a href="#">RESTAURANTS &gt;</a>              |  |



## RETAIL

### Fitting rooms try virtual queuing on for size

Fitting rooms should be the apex of a customer's clothes shopping experience, but it can actually be the pits. And if lines are too long, impatience can cost you sales and hurt your brand. Smart retailers are giving customers the option to register for a fitting room while they shop. Shoppers are then notified via text or in-store digital signage when their fitting room is ready.

Eliminating the lines allows staff to focus on serving customers instead of managing unruly crowds, and frees customers to shop while they wait. This can also help remove a source of stress, reduce perceived wait times, and increase sales.

#### Sample Configuration





## RETAIL

### Benefits

#### For Customers

##### **Reduces perceived wait time**

As customers spend their waiting-time shopping, they perceive their wait to be much shorter than it actually is.

##### **Frees-up wait time**

As customers spend their waiting time in other areas of the store, they inevitably spend more.

##### **Provides a personal touchpoint**

Text messaging or mobile app integration allows you to reach customers in a more personal way, offering them specials or discounts they can use right away.

##### **Decreases frustration**

Virtual queuing systems can automatically publish wait times and wait lists to help customers feel more in control.

#### For Staff

##### **Eliminates crowd management**

Staff can focus on serving customers rather than managing crowds and lines.

##### **Enhances customer personalization**

Collected registration information is visible on the queue management screen, allowing staff instant access to guest information.

##### **Provides actionable, real-time information**

Have a sudden rush of customers? Wait times too long? A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions.

##### **Streamlines wait list management**

Virtual queuing technology keeps it simple yet provides powerful organization tools. Group and sort customers, prioritize VIPs, and much more.

#### For Management

##### **Improves efficiency**

With real-time updates and alerts, employees can head-off problems.

##### **Increases ROI**

Collected registration information is visible on the queue management screen, allowing staff instant access to guest information.

##### **Reduces costs**

An SaaS, cloud-based platform eliminates the need for a server-based infrastructure, and the costs associated with it.

##### **Enhances planning**

Historical reporting can help managers visualize trends such as guest traffic or average wait times over a date range such as month or season.



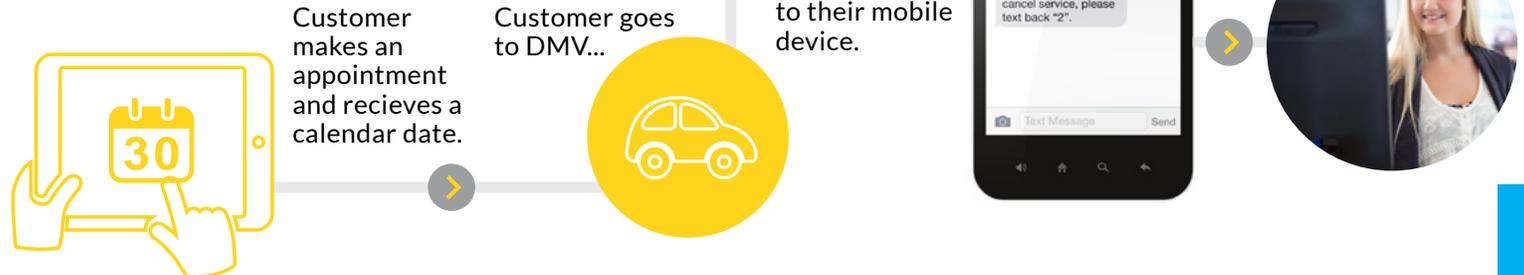
## DMVs

### Reducing traffic and congestion

Department of Motor Vehicles offices (DMVs) have long been known for frustratingly-long waits. But times are changing and many DMVs have taken big steps to achieve their goal of 'just in time service.' They want to cut wait times and eliminate crowds on premises.

Virtual queuing combined with scheduling and appointments lets customers pre-schedule their arrival times by essentially "holding their place" in line before they arrive at the DMV location. Customers can also set appointment dates and times to ensure even more expedient service.

#### Sample Configuration



What's more, as these pre-scheduled arrivals are set, the virtual queue system can deliver accurate estimated wait times by taking into account customers currently in the queue and those arriving with appointments. Finally, once the customer's turn is near, the system can send a text alert to the customer's mobile phone to ensure they arrive on time. All of this leads to an overall better service experience for customers and a more efficient process for DMV staff.



## DMVs

### Benefits

#### For Customers

##### **Frees-up wait time**

Customers start by pre-scheduling appointments so they don't have to arrive at the DMV until it's their turn for service.

##### **Provides a personal touchpoint**

Text messaging or mobile app integration allows DMVs to reach customers in a more personal way, offering them additional services or helpful information.

##### **Reduces perceived wait time**

Unknown waits can feel longer than known waits. Virtual queuing systems can automatically publish wait times to help customers feel more in control.

#### For Staff

##### **Eliminates crowd management**

Agents can focus on serving customers rather than managing crowds and lines.

##### **Access to customer information**

Collected registration information is visible on the agent's queue management screen so they do not have to ask customers to repeat their needs and can offer improved service.

##### **Provides actionable, real-time data**

A sudden rush of customers can result in unacceptable wait times. A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions.

##### **Streamlines wait list management**

Group, sort, transfer, and prioritize customers automatically based on pre-set rules or manually as needed.

#### For Management

##### **Improves efficiency**

With information at their fingertips employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

##### **Increases ROI**

Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### **Reduces costs**

A SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### **Enhances planning**

Historical reporting can help managers visualize trends such as customer traffic or average wait times over a date range such as month or season.



## COLLEGES & UNIVERSITIES

### A smarter queuing option

Colleges and universities aren't necessarily known for their long lines. Until it comes to registration. When thousands of students descend upon the Administration all at once, chaos ensues. Colleges and universities across the country are implementing virtual queuing systems with mobile messaging to help restore order and a sense of calm to the registration process. And students are finding the transformation both liberating and stress reducing.

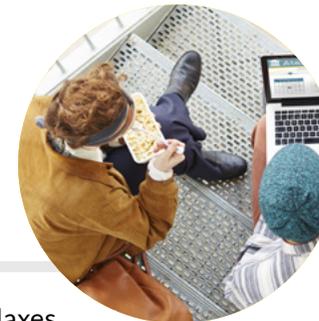
Using their mobile devices, students register for a service queue and are given an approximate wait time and a link to check on their position in the queue. There's no need to come anywhere near the administration building. Students wait in their dorm room, the student union, the library, virtually anywhere. When it's their turn, a text notification reminds them to make their way to the service area. A simple reply allows students to delay service for a short time if they aren't quite ready to arrive.

#### Sample Configuration



Student registers using any web-enabled device...

...then relaxes while they wait virtually anywhere on campus.



Student is hailed via text...



...and arrives at the assigned registrar.





## COLLEGES & UNIVERSITIES

### Benefits

#### For Customers

##### Reduces perceived wait time

Students spend their waiting-time at the dorm, student union, library or coffee shop, allowing their wait time to feel much shorter than it actually is.

##### Frees-up wait time

Students don't have to wait in line or in a specific area. And as they spend their waiting time in other areas they avoid large crowds and wasted time.

##### Decreases frustration

Virtual queuing systems can automatically alert students to their estimated wait times.

##### Provides control

Alerts and flexible scheduling put a feeling of control into the hands of the students.

#### For Staff

##### Eliminates crowd management

Staff can focus on serving students rather than managing crowds and lines.

##### Enhances student personalization

Collected registration information is visible on the queue management screen, allowing staff instant access to student information.

##### Streamlines wait list management

Virtual queuing technology keeps it simple yet provides powerful organizational tools. Group, sort, transfer, and prioritize students.

##### Facilitates day-to-day tasks

Staff can automatically notify students when it's their turn for service, add notes to students files that is readily available to other service providers in the process flow, and seamlessly transfer students to other queues.

#### For Management

##### Improves efficiency

Tracking relevant information and specific students through the process flow is automatic. Employees work more efficiently with this information at their fingertips allowing them to provide better service.

##### Reduces costs

A SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Improves productivity

Real-time reporting uses alerts to help administration take action before any serious problems develop within the queue, while allowing staff to continue serving students.

##### Increases ROI

Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.



## CASINOS & GAME ROOMS

### Don't leave the customer experience to chance

Casino-goers love the thrill and unpredictability of a table game, yet aren't so fond of playing the waiting game for the most popular tables. Using virtual queuing, gaming rooms and casinos are leveling up the customer experience. They understand the importance of being flexible – every guest is unique and wants to be treated as such – so they take advantage of virtual queuing's flexible registration process, providing the typical self-service table

registration using online, mobile, and onsite kiosks, as well as a more personalized onsite hostess-assisted approach.

Virtual queuing's powerful service interface keeps track of vital guest information – waiting times, priority seating, special requests, assigned table, VIP status – so that employees are better equipped to provide personal service to guests.

#### Sample Configuration



Player registers for table with Host...



...and continues engaging in casino activities.

Player is hailed via text...



...and arrives at the table.



## CASINOS & GAME ROOMS

### Benefits

#### For Customers

##### Reduces perceived wait time

Occupied time feels shorter than unoccupied time. So as players spend their waiting-time at the restaurant, a slot machine or in the luxury of their room, they perceive their wait to be much shorter than it actually is.

##### Provides a personal touchpoint

When you include text messaging or integrate virtual queuing with your mobile app, you can reach players in a more personal way, offering them specials or discounts they can use right away.

##### Reduces walk-aways

Unknown waits seem longer than known waits and can easily lead players to walk away all together. Virtual queuing systems can provide accurate estimated wait times to help players feel more in control.

#### For Staff

##### Enhances customer personalization

Collected registration information is visible on the queue management screen, allowing staff instant access to player information. Access to this information allows staff to best serve each player's unique needs.

##### Eliminates crowd management

Staff can focus on each player's experience rather than managing crowds and lines.

##### Improves efficiency

With information at their fingertips employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

#### For Managers

##### Provides actionable, real-time information

Have a sudden rush of players? A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions. Take action before problems, and crowds of players, get out of hand.

##### Increases ROI

Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### Reduces costs

A SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Enhances planning

Historical reporting can help managers visualize trends such as guest traffic or average wait times over a date range such as month or season.



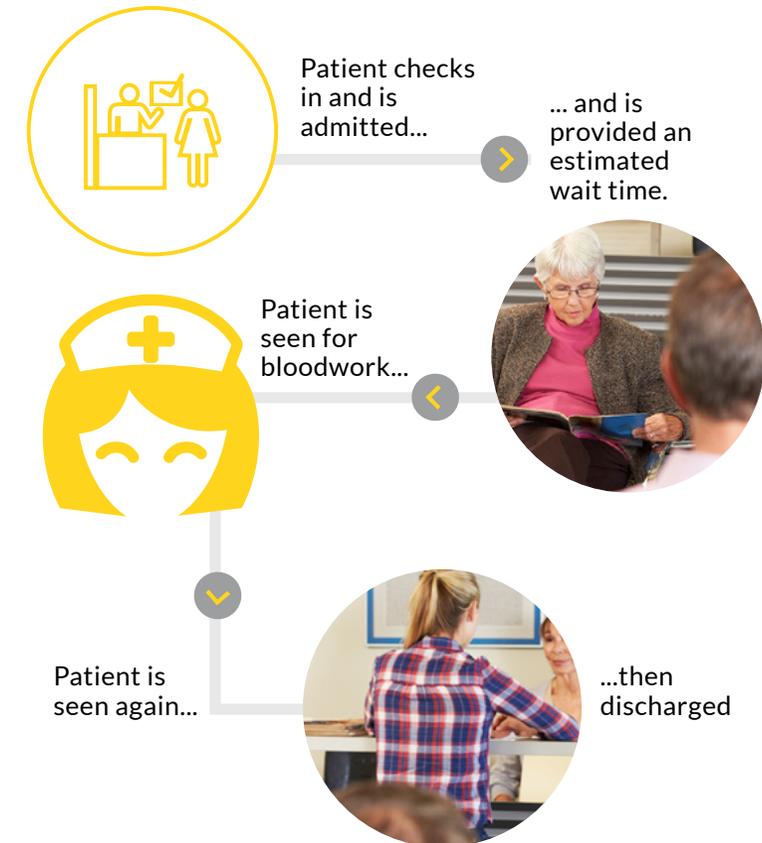
## HOSPITALS & DOCTORS OFFICES

### Automate the flow of patient care

Healthcare organizations are built to serve the needs of a large number of patients, day in and day out. But it seems that no matter how well-equipped the organization is, long wait times are the norm. As these patients experience long wait times, often in multiple queues, their patience can run thin. Virtual queuing has come to the aid of healthcare organizations as they strive to better manage the logistics involved in transferring patients from one treatment area to another.

The virtual queuing system can check patients in as they enter the facility and then staff can use the system to easily and automatically transfer the patient to the next step in the care process. For example, the queue can start with patient admittance, move the patient to bloodwork, then to imaging, and finally to discharge. Along the way, the patient is seamlessly transferred to the right queue, provided an estimated wait time, and served in the appropriate order.

#### Sample Configuration





## HOSPITALS & DOCTORS OFFICES

### Benefits

#### For Customers

##### **A seamless queuing experience**

Patients are seamlessly transferred from one service to another, without having to check in or re-register at each station.

##### **Maintain a sense of fairness**

Patients are placed into the next queue automatically so they are served in order of priority or arrival. You determine the service order that is best for your patient treatments.

##### **Decrease perceived wait time**

Unknown waits seem longer than known waits. Virtual queuing systems can automatically publish wait times to keep patients from over-estimating the amount of time they've been waiting.

#### For Staff

##### **Streamlines wait list management**

Staff can use the virtual queuing system to easily transfer patients from one service to the next.

##### **Provides readily available information**

Collected registration information and transfer history is visible on the queue management screen, allowing staff instant access to important patient information.

#### For Management

##### **Increases ROI**

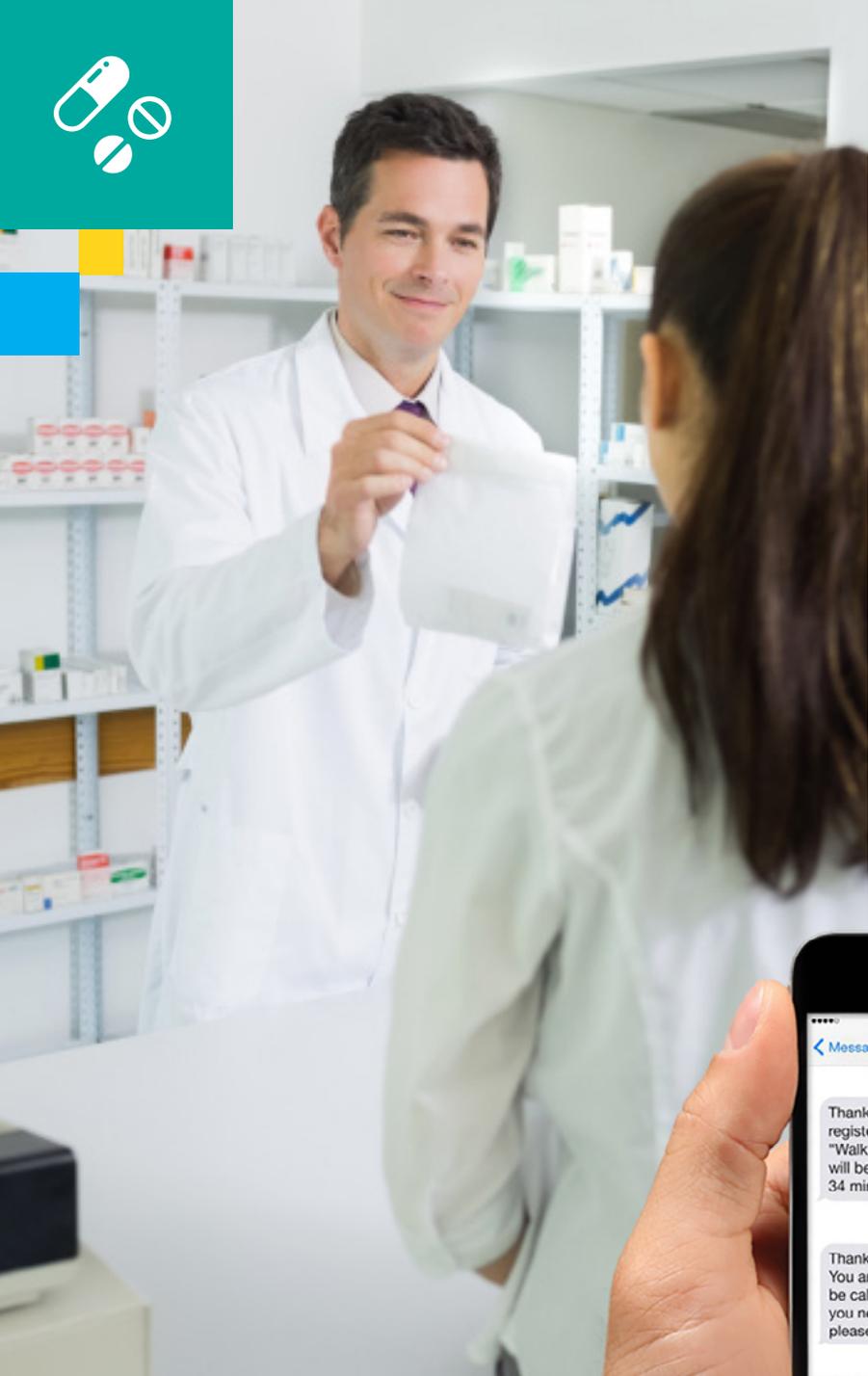
Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### **Reduces costs**

An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### **Enhances planning**

Historical reporting can help managers visualize trends such as patient traffic or average wait times over a date range such as month or season.



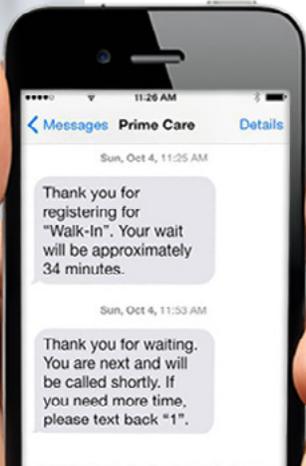
# PHARMACIES

## Caring for patients and respecting their time

Pharmacies serve a large number of patients within a retail environment. Many of these customers are coming from physician offices or hospitals where they are uncomfortable from illness or injury, or they need to pick up a routine prescription in the midst of their busy day. The last thing these customers want is another stressful waiting line. And if lines are too long, impatience can cost you sales as patients turn to another pharmacy who can better accommodate their time.

Smart pharmacies are giving customers the option to register for their service while on their way to the location. Patients are then notified via text or in-store digital signage when it is their time for service. Additionally, eliminating the lines allow staff to focus on serving patients instead of managing waiting lines, and frees customers to shop in the retail portion of the store while they wait. This can serve to remove a source of stress, reduce perceived wait times and increase sales.

### Sample Configuration



A patient registers ahead via text or web-based registration to save their place in line...

and is provided an estimated wait time.



The patient can shop, go home to rest, or head to the pharmacy for service.



The queuing system alerts patient of their time for service.



Patient proceeds to the service area.



## PHARMACIES

### Benefits

#### For Customers

##### Reduces perceived wait time

Occupied time feels shorter than unoccupied time. So as patients spend their waiting-time browsing and even shopping, they perceive their wait to be much shorter than it actually is.

##### Provides a personal touchpoint

When you include text messaging or integrate virtual queuing with your mobile app, you can reach customers in a more personal way, offering them helpful information alongside specials or discounts they can use right away in the rest of the store.

##### Decreases frustration

Unknown waits seem longer than known waits. Virtual queuing systems can automatically publish wait times to help patients feel calm and in control.

#### For Staff

##### Streamlines wait list management

Virtual queuing technology keeps it simple yet provides powerful organizational tools. Group, sort and prioritize patients, and much more.

##### Eliminates crowd management

Staff can focus on serving patients rather than managing crowds and lines.

##### Enhances customer service

Collected registration information is visible on the queue management screen, allowing staff instant access to patient information.

#### For Management

##### Improves efficiency

With information at their fingertips employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

##### Increases ROI

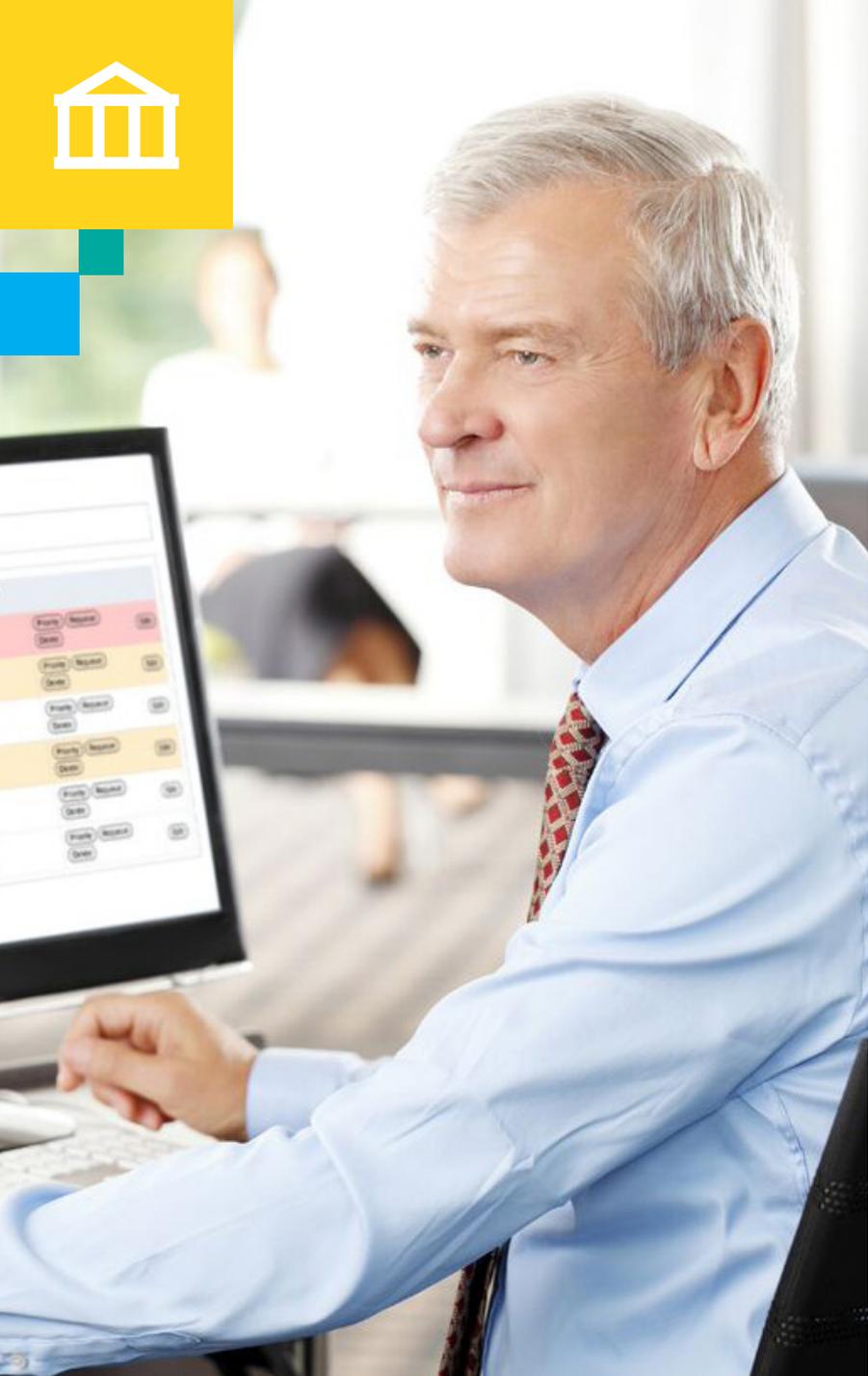
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An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Enhances planning

Historical reporting can help managers visualize trends such as patient traffic or average wait times over a date range such as month or season.



## BANKING

### Helping customers feel valued

Banking customers want to feel valued by their bank. The better a bank knows its customers, the better it is able to serve them and help them feel that their business is valued.

With a virtual queuing system, customers can register for service and in the process, specify why they have come into the bank. As soon as the virtual queuing system captures the registration information, it can follow pre-established rules to route the customer to the service agent who is best-trained to assist them. Virtual queuing's ability to match service personnel to service needs helps optimize the bank's service efficiency, which improves service levels and the customer experience.

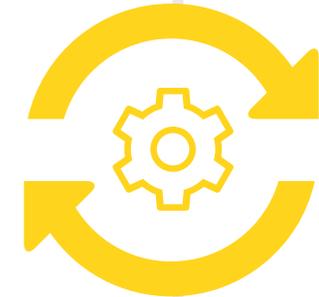
#### Sample Configuration



Customer registers using kiosk, entering specific reasons for visit.



System captures registration information.



Customer is routed to the appropriate service rep.





## BANKING

### Benefits

#### For Customers

##### Reduces perceived wait time

As customers spend their waiting-time at the coffee or retail shop next door, they perceive their wait to be much shorter than it is.

##### Frees-up wait time

Customers don't have to wait in line or in a specific area. They are free to arrive at the bank at their time of service.

##### Provides a personal touchpoint

When you include text messaging or integrate virtual queuing with your mobile app, you can reach customers in a more personal way, offering them information on other beneficial services unique to their needs.

##### Decreases frustration

Unknown waits seem longer than known waits. Virtual queuing systems can automatically alert customers to estimated wait times to help them feel more in control.

#### For Staff

##### Enhances customer personalization

Collected registration information is visible on the queue management screen, allowing staff instant access to customer information and directing customers to the agent best suited to serve the customer's specific needs.

##### Provides actionable, real-time information

Have a sudden rush of customers that affects wait times? A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions.

##### Streamlines wait list management

Virtual queuing technology keeps it simple yet provides powerful organizational tools. Group and sort customers, match customers with the best service providers, and much more.

#### For Management

##### Improves efficiency

With information at their fingertips, employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

##### Increases ROI

Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### Reduces costs

An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Enhances planning

Historical reporting can help managers visualize trends such as customer traffic or average wait times over specific days, month or year.



## AIRPORTS AND AIRLINES

### Reducing the stress of flight delays

We've all experienced the madness caused by flight "issues." Virtual queuing in the customer service area can help manage the hundreds and sometimes thousands of passengers who feel the sting of a flight delay or cancellation. By eliminating the physical line entirely using virtual queuing technology, airlines can avoid the task of having to ask tense and sometimes aggressive passengers to patiently wait in a snaking line for their turn and their new flight options.

Passengers enter the virtual waiting area where they scan their current boarding pass. This registers them in the virtual queue and simultaneously ports their information to dedicated airline personnel. Registration officially places the passenger in the queue and frees them from having to stand in any sort of line. The passenger is also given an estimated wait time so they know when to return to the waiting area and keeps expectations in check. Virtual queuing's powerful service interface gives airline personnel the ability to group and prioritize passengers based on flight or destination information that is always visible on the screen. The result is greater optimization of service efficiency and increased productivity.

#### Sample Configuration





### Benefits

#### For Customers

##### Reduces perceived wait time

As passengers spend their waiting-time at the coffee counter or gift shop, they perceive their wait to be much shorter than it actually is.

##### Frees-up wait time

Passengers don't have to wait in line or in a specific area. They are free to arrive at the service area at their assigned time of service.

##### Decreases frustration

Unknown waits seem longer than known waits. Virtual queuing systems can automatically alert customers to their estimated wait times to help them feel more in control.

#### For Staff

##### Eliminates crowd management

Agents can focus on serving passengers rather than managing crowds and lines.

##### Enhances customer personalization

Collected registration information is visible on the queue management screen, allowing staff instant access to passenger information.

##### Provides actionable, real-time information

Have a sudden rush of passengers? A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions to help manage long wait times.

##### Streamlines wait list management

Virtual queuing technology keeps it simple yet provides powerful organizational tools. Group and sort passengers, prioritize VIPs, and much more.

#### For Management

##### Improves efficiency

With information at their fingertips agents work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

##### Increases ROI

Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### Reduces costs

An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Enhances planning

Historical reporting can help managers visualize trends such as customer traffic or average wait times over a date range such as month or season.



# RESTAURANTS

## Catering to customer convenience

Restaurants are designed to serve a high turnover of customers, but popular lunch and dinner hours often result in long wait times for hungry customers – hungry customers who can lose patience in record time.

Virtual queuing has come to the aid of restaurants as they can better serve customers who are looking for convenience and comfort at meal time. A powerful service interface keeps track

of vital guest information – number in their party, waiting times, designated seating areas and special requests – so that employees are better equipped to provide personal service to guests.

Additionally, implementing virtual queuing systems with mobile messaging helps cut wait times and eliminate crowds in the restaurant’s waiting area and restore order and a sense of calm to customers and staff.

### Sample Configuration

Guests register their party for a table, either at the restaurant or ahead of time using text messaging, web-based registration, or a mobile app.



The queuing system provides an estimated wait time.



Guests are free to wait inside, outside, or wander around neighboring bars and shops...

or plan to arrive at the restaurant right on time.



Guests arrive in a happier mood, ready to enjoy their dining experience.

The system texts to let them know their table is just about ready.





## RESTAURANTS

### Benefits

#### For Customers

##### Reduces perceived wait time

As customers spend their waiting-time at the bar or at the retail shop next door, they perceive their wait to be shorter than it is.

##### Frees-up wait time

Customers don't have to wait in line or in a specific area. They are free to arrive at the waiting area when it is their time to be seated.

##### Provides a personal touchpoint

When you include text messaging or integrate virtual queuing with your mobile app, you can reach customers in a more personal way, offering them specials or discounts they can use right away.

##### Decreases frustration

Virtual queuing systems can automatically alert customers to their estimated wait times to help them feel more in control.

#### For Staff

##### Eliminates crowd management

Staff can focus on serving customers rather than managing crowds and lines.

##### Provides actionable, real-time information

Did tonight's dinner rush take you by surprise? A virtual queuing system can provide real-time, actionable alerts based on pre-set conditions.

##### Streamlines wait list management

Virtual queuing technology keeps it simple yet provides powerful organizational tools. Group and sort customers, seat them in the right sections, and much more.

##### Enhances customer personalization

Collected registration information is visible on the queue management screen, allowing staff instant access to customer information. Cater to if your customers have kids, are celebrating a birthday or have requested a specific wine.

#### For Management

##### Improves efficiency

With information at their fingertips employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

##### Increases ROI

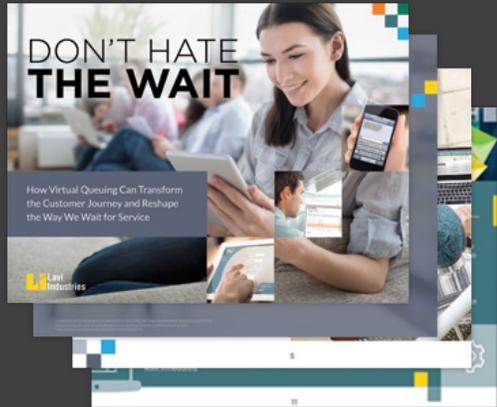
Virtual queuing systems can be extremely flexible which keeps hardware costs down and ROI up. It runs on almost any existing internet-enabled hardware—from PCs to mobile.

##### Reduces costs

An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

##### Enhances planning

Historical reporting can help managers visualize trends such as customer traffic or average wait times over a date range. Plan for the busiest days of any given week, month or season.



## E-BOOK

### Don't Hate the Wait: How Virtual Queuing Can Transform the Customer Journey and Reshape the Way We Wait for Service

Across industries, businesses are choosing to address the tension around waiting lines by getting rid of them altogether. The result is a better customer experience.

[Get your copy >](#)

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