

THE RETAIL GUIDE to Intelligent Queue Management

3 Key Steps to Optimize Efficiency
and Improve Customer Service



A well managed queue is a satisfying queue.

Good for customers.

Good for staff.

Good for business.

Consider the 3 key components of most waiting lines:



customers



waiting area



service area

Without smart management, these three elements can collide to create a negative service experience and detrimental business impacts.

In this brief guide, we present three key steps to intelligent queue management. We'll show you how today's queue management technology stacks up and how you'll benefit from a queue that is measured, monitored, and managed in real time.

3 Steps to Intelligent Queue Management



1. MEASURE



2. MONITOR

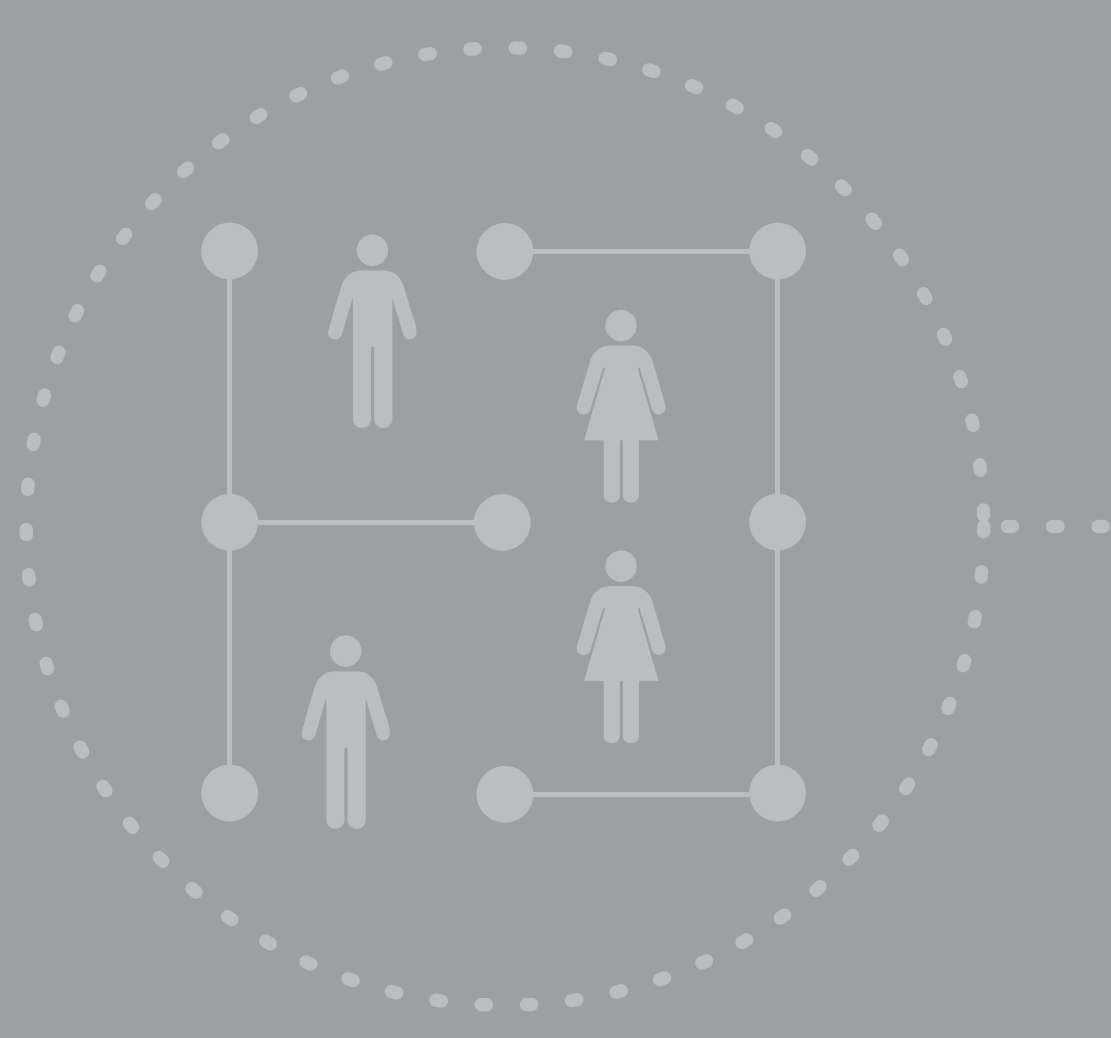


3. MANAGE



Use queuing technology to count people as they enter, move through, and exit the queue.

1. MEASURE



Queue Length

4 people

Wait Times

4-5 min

Service Rate

1 person / **1** min

- ✓ Queue length
- ✓ Wait time
- ✓ Customer count
- ✓ Arrival rate
- ✓ Service rate
- ✓ Service point utilization
- ✓ Empty queues



Assess customer flow in real time.

2. MONITOR



Transform data into a real time view of your queues.



Map activity in the queue and service areas.



Predict backups before lines get too long.



Gauge overall speed of service.



3. MANAGE

Turn guessing into planning.

Optimize service allocation and customer flow by using reports and dashboards to provide actionable data and forecasts.

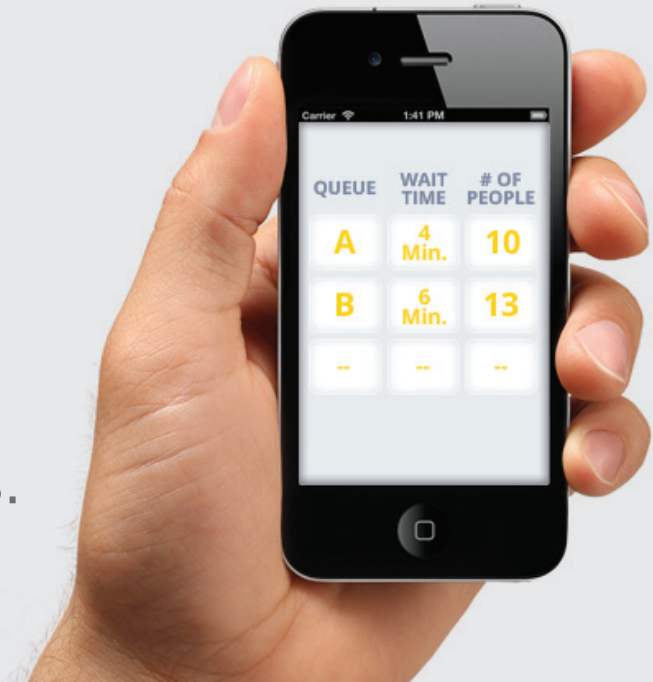


Publish wait times to create more satisfied customers.

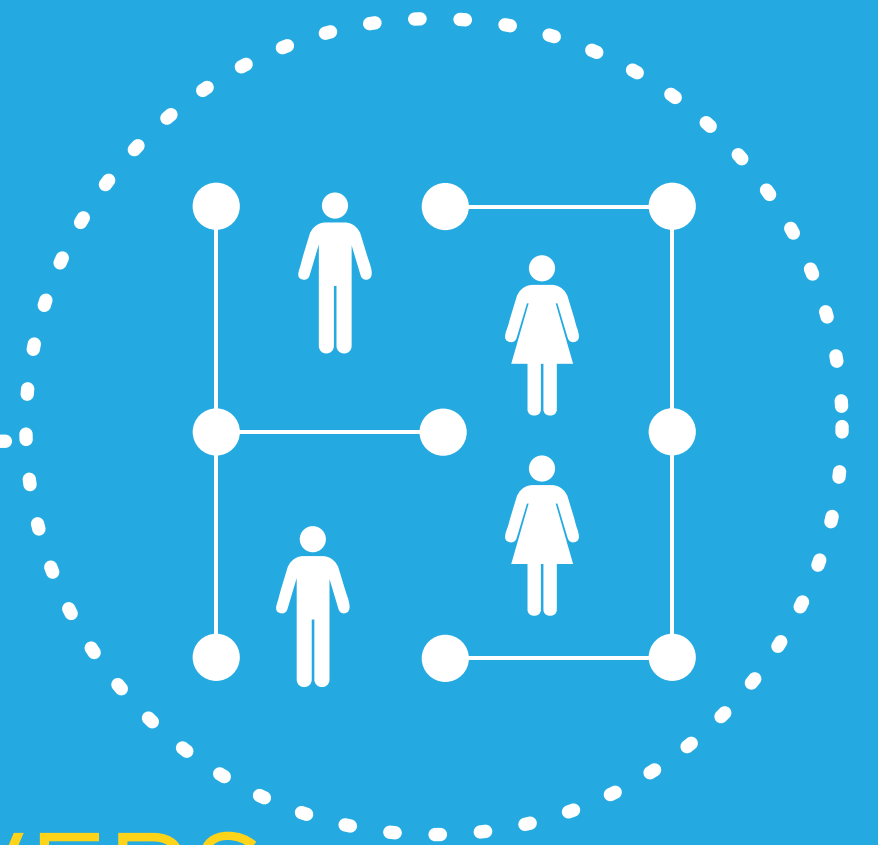
Publishing expected wait times in the queuing area or on your website keeps customers' expectations in check and helps balance service loads by allowing customers to choose among open checkout areas.

Take control over your queues with real-time alerts.

Head off problems before they escalate by using actionable, real time alerts to control your queues.



Picture the Ideal Solution



✓ INFORMS

customers with accurate wait times

✓ PROVIDES

actionable reports and forecasts to improve operational effectiveness

✓ DELIVERS

web-style analytics to the Brick-and-Mortar environment

✓ NOTIFIES

managers in real-time of excessive queue lines or wait times and enables them to shift resources to handle the influx of customers

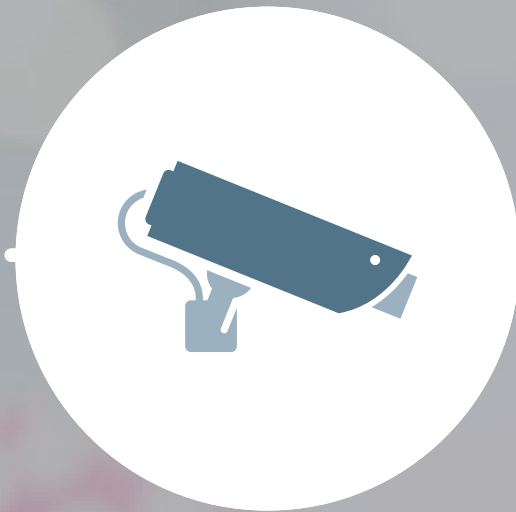
✓ SIMPLE TO INSTALL,

scalable, and requires minimal network bandwidth and operates independently of other systems

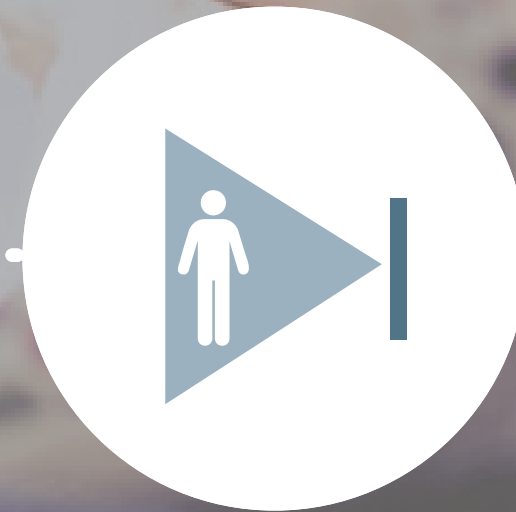
Consider Your Options



Bluetooth/WiFi



Camera



Qtrac iQ Sensors



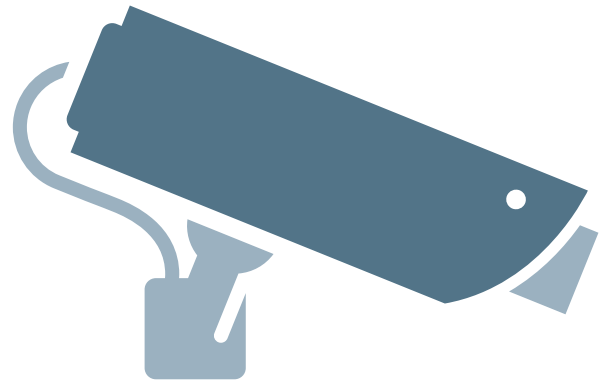
Bluetooth/WiFi Technology

Uses a sample of the population (only those with bluetooth or WiFi turned on) to extrapolate results.



Considerations:

- ▶ Accuracy relies on large population sample
- ▶ Difficult to report in real-time when not all customers are being tracked
- ▶ Customers can complain about privacy issues
- ▶ Tracking is a lagging indicator
- ▶ Best used for historical reporting



Camera-Based Monitoring

Uses cameras to count all customers in and out.

Considerations:

- ▶ Camera mounting can be cost prohibitive or architecturally intrusive
- ▶ Requires ceiling mount or extreme angle
- ▶ Lighting and shadows affect results
- ▶ Difficult to cover large areas; cameras need to be "stitched" together
- ▶ Total cost of ownership can be high





Qtrac iQ Sensor Technology

Wireless sensors continually count and record the number of passing customers over time.



Considerations:

- ▶ Simple to install
- ▶ Accurate
- ▶ Works in real time
- ▶ No approval hassles
- ▶ No architectural interferences
- ▶ Affordable to own and operate
- ▶ No customer privacy concerns

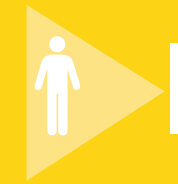
Compare



Bluetooth/WiFi



Camera



Qtrac iQ Sensors

Installation Complexity

Easy

Complex

Easy

System Configuration

Minimal

Complex

Plug & Play

Large Coverage Area

Yes

Requires complex stitching

Yes

Architectural Concerns

None

Requires ceiling mount or minimal angle of view

None

Maintains Privacy

No — Individual tracking

No — Individual tracking

Yes, completely anonymous. No individual tracking.

Real-time Data

Uses sample population

Yes

Yes

Accuracy

Only with large population

95% +

95% +

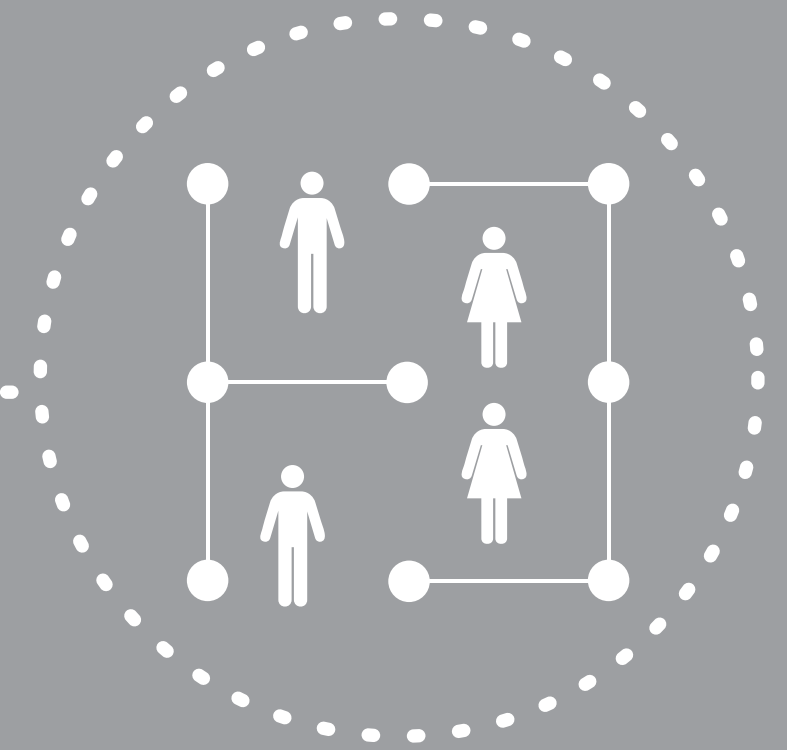
TCO

Low

High

Low

Results of Intelligent Queue Management



Maximize Efficiency

Send customers to underutilized service points. Receive real-time alerts when wait times are out of compliance.



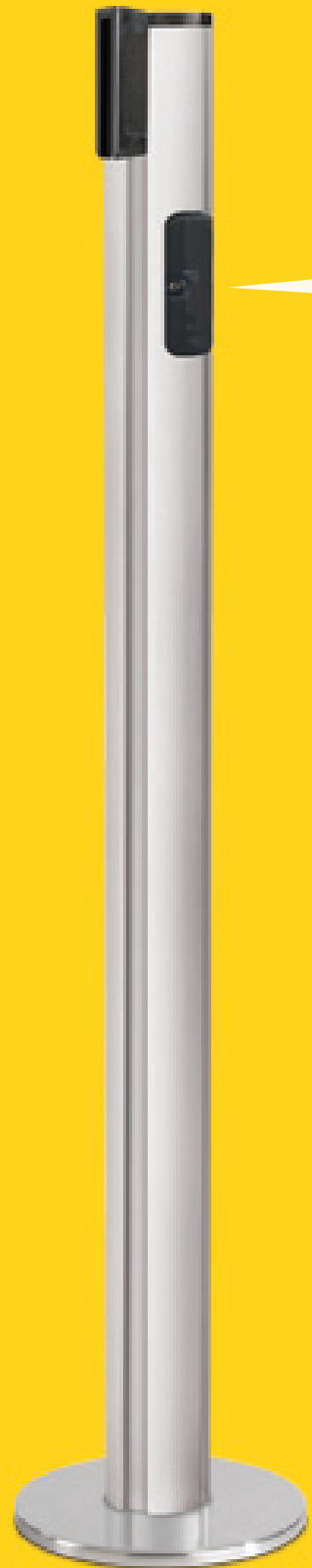
Increase Customer Satisfaction

Communicate estimated wait times and streamline the customer experience.



Improve Productivity

Dashboards highlight your KPIs and historical reporting allows you to better manage staffing requirements.



Qtrac iQ[®]
Powered by **Qmetrix**[®]

Real-time, Intelligent Queue Management

Lavi Industries' Qtrac iQ powered by Qmetrix queuing technology offers a simple yet powerful way to measure, monitor, and manage your queues.

All made possible by an inconspicuous little sensor built right into your Beltrac stanchions.

See Qtrac iQ in Action

NRF's Big Show | Jan. 17-19, 2016
VISIT LAVI AT BOOTH #4525

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to Schedule a
LIVE DEMO >



Learn more about Qtrac iQ >

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