

Alagasco Implements Electronic Queuing to Improve Service Efficiency & the Customer Experience

SUMMARY

Alagasco (Alabama Gas Co.) recently underwent a service branch remodel to improve the efficiency and aesthetics of the customer service experience. The new space featured an elegant curve-shaped service counter with semi-private agent stations. The counter design added to the modern look of the service area, however, it also created unexpected challenges in the customer queue, including lack of visibility to available service agents and declining service efficiency. Alagasco consulted Lavi Industries to address the queuing challenge. Lavi experts recommended the QtracCF® electronic queuing system.

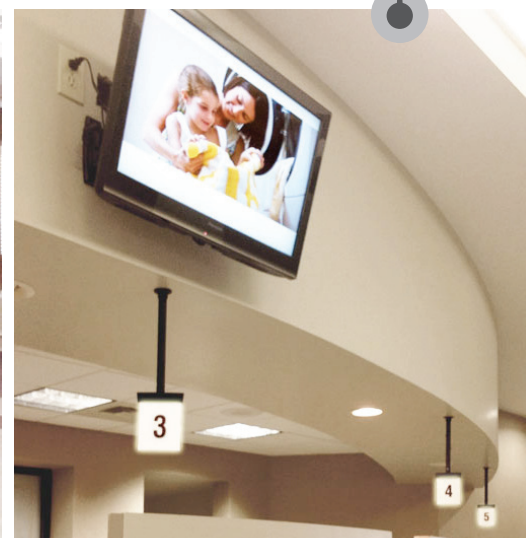
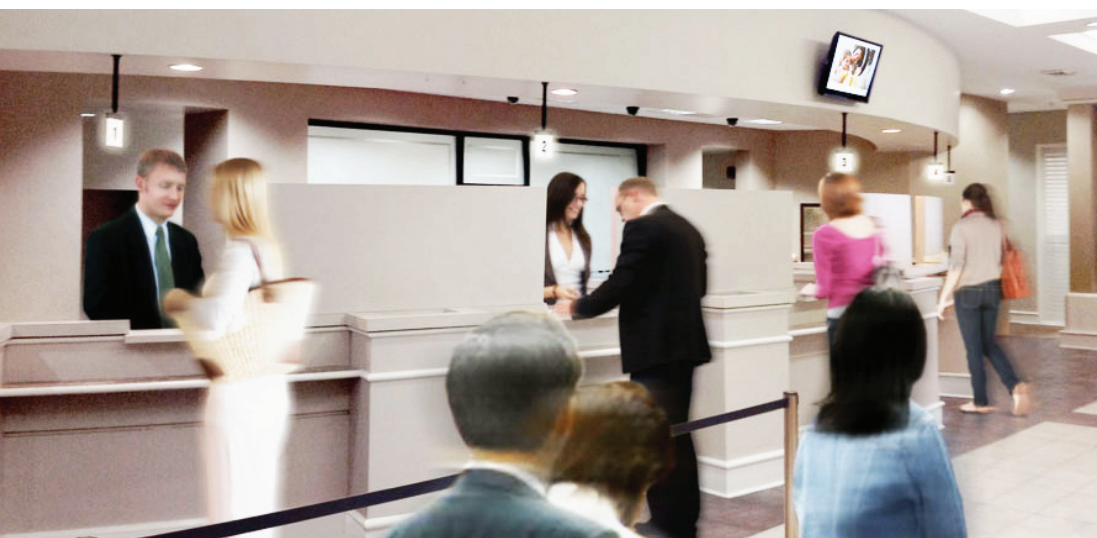
THE BUSINESS CHALLENGE

Service efficiency and customer satisfaction are high priorities for Alagasco. As such, Alagasco's management team quickly recognized the challenge presented by the newly-remodeled service counter. From a business standpoint, lack of clear visibility to the "next available agent" leads to longer wait times for customers and agent downtime—both of which reflect negatively on business profitability and customer satisfaction.

THE LAVI SOLUTION

The queuing experts at Lavi recommended the QtracCF® call-forward electronic queuing system. Electronic queuing is a natural fit for challenges involving customer hailing, lack of visibility to open stations, and the overall waiting line experience for customers.

QtracCF® optimizes customer throughput and increases service efficiency by streamlining the way agents hail customers. With a simple button-push on Qtrac's wireless remote, agents instantly alert the next waiting customer and effortlessly guide them to an open service position using both audio and visuals from LCD displays.



Lights at each station further enhance customer hailing by providing visual reference to customers as they walk from the head of the line to the available agent's station. In the Alagasco branch, these lighted station numbers face the head of the queue for quick and easy recognition. Built-in audio alerts also eliminate the need for agents to hail customers with shouts. A push of a button on a wireless remote, controlled by an available server, cue audio voice notifications to direct customers to the open station.

One of the most effective pieces of the Lavi QtracCF® electronic queuing system is the installation of multi-use LCD monitors. While notifying customers of their turn in line, the screens are also utilized to display media between queue prompts. Alagasco uses LCD monitors to keep waiting customers informed of relevant news, events, and procedures – an edifying element of the queue, but also an essential feature that distracts waiting customers and decreases perceived wait times.

RESULTS

Since the successful Qtrac installation, Alagasco agents have been able to expedite service and improve the crucial customer experience. Customers can just as easily follow audio, visual, and on-screen directions. Not only are customers addressed in a more organized way, they feel tended to for the whole of their wait, being supplied with information from start to finish, and easily finding their way to a service agent once their number has been clearly called.

HOW ALAGASCO BENEFITS FROM QTRACCF®

- Increase customer satisfaction
- Eliminate agent “down time” due to inefficient queuing processes
- Decrease average wait time by optimizing customer throughput
- Decrease perceived wait times by keeping customers entertained



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