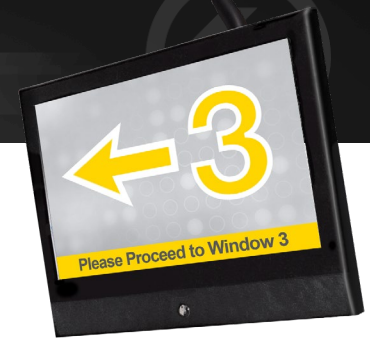


# QtracCF<sup>®</sup>

CALL FORWARD ELECTRONIC QUEUING



- *Manage Customer Flow*
- *Shorten Average Wait Times*
- *Add Value with Promotion, Advertising and Branding*

**THE CHALLENGE:**

- The presence of bullet resistant glass makes it difficult to get customers' attention. The barrier reduces a teller's ability to verbally communicate with customers, especially when they are located far from the teller's position.
- Banks now rely on LCDs to show product promotions, entertainment, security camera images, and queuing messages. The proliferation of screens threatens to clutter the service area and add to operating expenses.
- Banks, located in multi-lingual urban areas, need to provide their customers simple, clear directions.
- A high concentration of equipment exists at a bank teller position: a computer terminal, imprinters, adding machines, check scanners, undercounter teller cabinets, currency drawers, coin trays, ATM card activators and PIN Changers. Queuing technology needs to be unobtrusive and easy to install.
- Lost promotional and sales opportunities due to lack of marketing near the captive queue audience.

**THE SOLUTION:**

- Qtrac CF is installed with an LCD display at the head of the queue in front of the bullet-proof glass and wireless remotes at each teller station.
- The Picture-In-Picture (PIP) technology of select Qtrac LCDs integrates security camera video along with Qtrac directional graphics so customers are aware of the surveillance as they face the Qtrac LCD.
- The Qtrac LCD display instantly alerts the next customer in line. Voice files and alert tones supplement the queuing image to substantially decrease agent down-time and customer confusion.
- A Qtrac CF Remote, with a modest 3" x 3.5" footprint, is all that is required at the teller's position and can be placed anywhere in their work area. Quick and easy installation is achieved with Qtrac Remote's wireless technology.
- Promotional messages displayed on Qtrac's LCD between queuing prompts reduced perceived wait times and alerted bank customers to new product offerings.



# Banking

*While ATMs are present at all banks to handle routine deposits, withdrawals or transfers, nearly every customer, at some time or another, will need to enter a bank for assistance with more complex transactions and services. Customers will need to stand in line and wait to receive personal assistance from a bank teller.*

*For years, banks have utilized a single, formalized queue – areas demarcated by posts and ropes or belts – to organize their customers into a single line to serve them in a first-come, first-serve basis. While the single line queue is the most efficient structure for serving customers, the common bank environment challenges its effectiveness.*

