

# Reap the Rewards of a Well-Planned Queue.

Your store's success can be **won or lost** in the checkout queue. Discover how to boost sales, improve store-wide traffic flow, and increase loyalty with an in-store experience that will WOW customers.

**65%** of retail sales are driven by impulse shopping.



## Drive More Impulse Sales



Mobile fixtures help position high-margin merchandise where your customers see it.



Small-footprint merchandisers maximize sales per sq. ft. and fit with almost any store layout.

## Improve Customer Flow & Eliminate Bottlenecks



Proper layout of the queue prevents bottlenecks at the store entrance and other high-traffic areas.



Intuitive signage prevents confusion and helps guide customers to checkout.

**56%** of people will not return to a store after a bad queuing experience.



## Decrease Real and Perceived Wait Times



A single-line queue feeding multiple cashiers is proven to decrease average wait times by 35%.



Merchandised queues help keep customers engaged, so they spend less time thinking about how long the wait is.

In-queue merchandising and marketing can reduce perceived wait times by as much as 40%.



## Harness the Power of In-Queue Merchandising



Turn otherwise unproductive, idle space into a revenue-generating profit center.



Target a captive audience to help drive merchandising and advertising campaigns.

Waiting time is the single most important factor in customer satisfaction.

In-queue merchandising can double impulse sales.

## Elevate Your Customers' In-Store Experience



Efficient, merchandised queues create happy, more loyal customers.



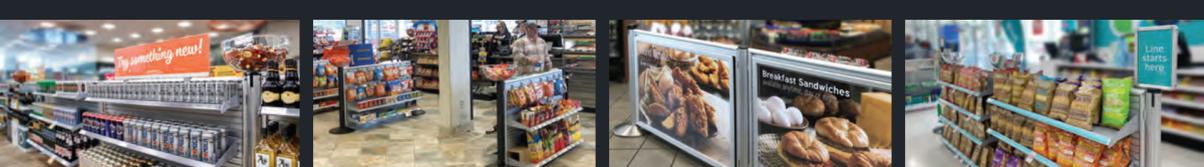
Engaged shoppers lead to better conversions and higher profits.

As perception of waiting time increases, customer satisfaction decreases.

Companies rated high in customer service are 12 times more profitable than competitors.



Meet the **Industry Experts** in Impulse Merchandising and Queue Management



### NeXtrac® In-Queue Merchandising

Learn more about in-queue merchandising and the flexible, versatile, affordable NeXtrac Merchandising System from Lavi Industries.

**Lavi Industries**

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