

THE ROAD TO REOPENING:

# Managing Crowds and Queues

Improving the safety and effectiveness of  
physical spaces and waiting lines.





## **Public Safety:** An Increasing and Evolving Concern

Social distancing has become a new normal in our global society — one that is expected to last well beyond the COVID-19 pandemic. Yet, even when aiming to keep people safely distanced, physical waiting lines are needed to facilitate many types of customer interactions. Every type of queue, from the security screening line to the grocery store checkout, can benefit from forethought and planning that addresses health and safety concerns.





## The challenge facing today's organizations is how to facilitate in-person gathering while also enabling and enforcing physical distancing.

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Many companies will recall what it was like to reopen after the initial business shutdowns caused by the pandemic in March 2020. Reopening was chaotic and filled with uncertainty. As social distancing guidelines arose and evolved, many organizations found themselves unprepared (or at least under-prepared) and relied on temporary measures put in place without precedence or knowledge of how long the situation would last.

Today, in many instances, state and local mandates or even federal regulations require organizations to meet social distancing guidelines. It's a matter of staying in business. Beyond this, employers have a duty of care to provide a safe environment for employees and customers. And this duty of care has risen sharply. Even after the pandemic subsides, we expect long term changes in how the public views their safety in confined spaces. Organizations are seeing more and more that this is a longer term issue that must be solved amidst expectations that are forever changed.

### Key Points

- ★ Physical distancing is a new normal
- ★ Physical queuing solutions require forethought and planning to address health & safety concerns
- ★ Organizations have a duty of care to provide safe environments
- ★ Employees and customers have rising expectations about their safety in confined spaces

# Where to Begin

Nothing needs to be sacrificed in order to create safer queues.

Let's turn to what you can do to enhance queue safety for your employees and customers. Start by looking at the customer journey from the time customers enter the environment to the time they exit, incorporating best practices and solutions to enhance safety, create a sense of calm and order, and showcase your brand's commitment to safety for employees and customers alike.

## 4 Best Practices for Queue Safety

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Drawing from more than 40 years of experience in queue management consulting and solutions, the team at Lavi Industries offers the following best practices to enhance the safety of your physical queues:



### 1. Communication to direct crowds and facilitate customer flow

Physical distancing only makes this best practice even more important. When it comes to queuing, communication is key. Customers need to know where to enter the queue, where to stand while waiting, and when and where to proceed to a service agent/cashier. Communication needs to be clear and consistent.

## 2. Clearly designated waiting points to maintain social distancing and enhance health

It can be surprisingly difficult for customers to estimate the distance of 6 feet. One person's estimate can vary greatly from another, leading to frustration and diminished safety. Rather than leave it up to chance, organizations are wise to clearly designate waiting points that maintain appropriate social distancing. These waiting points should be along the entire queuing path, including where to stand when engaging with employees at the time of service.



## 3. Physical barriers/protections to enhance safety and security

Maintaining physical distance among customers and employees is made easier and more reliable with physical barriers and protections. Germ shields, sneeze guards, and other physical barriers can be used to enhance your health and safety program in and around the queue and within service areas.

## 4. Clearly marked and well-planned queue formations

As we're all learning to embrace the new normal of social distancing, the best practice of clearly marked and well planned queue layouts is even more important. Making it easy for customers to find their way to and through the queue helps relieve stress and reduce balking or abandonment. Likewise, ensuring you have the right queue layout in place, whether that's a single serpentine queue or a multi-line, multi-service queue, is a critical first step in planning your queue.

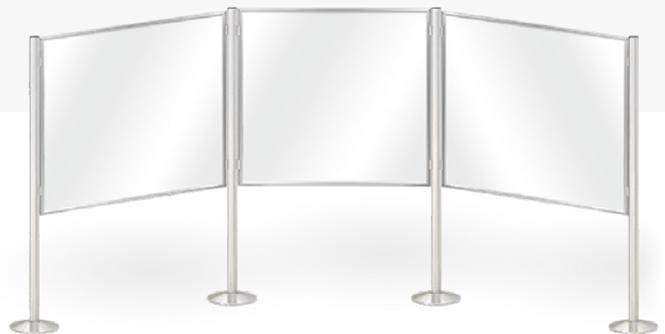


# Top Queue Safety Solutions to Consider

Following tried and true queue management practices — regardless of social distancing guidelines — will result in a safer environment while also improving efficiencies such as reducing wait time and increasing service rates. From this foundation, adding in solutions that facilitate and enforce physical distancing and make following guidelines clear and easy to understand only adds to the already positive experience.

Flexible, well-designed solutions can help protect an organization’s brand image while addressing long term impacts.

Here are some top solutions we recommend:



## TOP PICK: Germ Shields

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Germ shield panels can provide an additional layer of protection implemented with other measures such as masks and physical distancing already in practice. Look for panels that can easily integrate with your existing queue stanchions. When used in a multiple lane queue, germ shields can act as a “sneeze guard,” shielding individuals from airborne droplets. If you choose a see-through shield panel, you can still maintain visibility of the entire queue area for safety and security as well as the comfort of those standing in the queue.

Additionally, these barriers can be used to separate adjacent areas at kiosk banks or back-to-back seating areas, effectively separating and protecting people standing or sitting next to one another.

### Use Cases:

★ Queue lane dividers

★ Barriers between kiosks

★ Adjacent seating areas

## Sneeze Guards



Sneeze guards for railing divider posts create protective barriers to safeguard customers and employees. Providing an effective physical shield from people in adjacent spaces, you can find sneeze guards in a variety of heights and finishes and with glass or acrylic to keep sightlines open.

## Electronic Queuing Systems

Physical waiting lines have transformed as a result of physical distancing, and electronic queuing systems can help overcome many of the challenges created when people must wait farther from the point of service or out of sight from the service agent. Electronic queuing uses digital signage and station lights to streamline the call-forward process in the waiting line. Studies show that, when used with a single-line queue, electronic queuing is effective and can cut wait times by as much as 30%.

### Case Study: Smart & Final

With the coronavirus pandemic disrupting conventional in-store checkout processes, grocery retailer, Smart & Final, turned to electronic queuing for a quicker and even safer checkout process for its customers. With electronic queuing, Smart & Final was able to:



★ Streamline the checkout process while enhancing safety.

★ Further improve efficiency, customer communication, and the customer experience with digital signage.

★ Allow employees and customers to remain safely distanced.

## Protective Kiosks for Employees



When your staff must encounter a large volume of customers, such as at security checkpoints or ticket lines in large venue sites, protection from physical contact is of great concern. Protective kiosks can provide a multifaceted shield between staff and customers while allowing for clear communication and work surfaces. Look for solutions that seamlessly integrate into your existing queues and include wheels to relocate as needed throughout the venue.

- ★ **Tip:** Use protective kiosks at security checkpoints or ticket check lines at large venues such as stadiums and arenas, amusement parks, airports and transportation hubs, and entertainment venues.

## Signage

Communication about queuing policies and procedures begin when customers enter the environment and extend all the way through the point of service. Signage is one of the single most important and effective means of communication

Solutions include:

- Free-standing sign stands
- Integrated panel barrier signage
- Stanchion signs
- Outdoor signage systems
- Effective sign graphics



## Distance Markers

Customers benefit from assistance when it comes to visualizing what a safe social distance looks like and where they should stand while waiting in a line that looks different from what they are used to. There are many ways to achieve this, including floor markers showing exactly where a person should place their feet when standing in line and signage placed at the waiting points either via stanchion signs or directly on the printed belts used within a queue. Custom messaging and artwork used in any of these applications can both enhance your brand and instill a sense of order and safety.

Solutions include:

- Floor stickers
- Printed belts on queuing stanchions
- Stanchion signs



### Retractable Belt Stanchions



The universal symbol of a waiting line, retractable belt stanchions are an essential part of a physical queue. They serve to effectively guide people to and through the waiting line and with the right formation, can immediately enhance queue safety.

### Swing Gates

Simple, yet effective. Swing gates create an effective wait point, preventing customers from encroaching into a service area or pathway.



## Outdoor Queuing Solutions



Many businesses have had to move their waiting lines outdoors to maintain safe occupancy levels and to accommodate social distancing guidelines. With this move, the need for queuing solutions still prevails. Outdoor queuing products that are portable and made to withstand the elements are must-have for these environments.

Solutions include:

- Plastic outdoor stanchions & signage
- Solar-powered safety lighting
- Portable, extra-long retractable belt safety barriers

## Hand Sanitizer Stations

Portable hand sanitizing stations provide an ideal solution where soap and water are not readily available. Offering hand sanitizer in a convenient manner, within the queue environment, supports your health and safety priorities and demonstrates your duty of care to customers and employees.



# Queue Safety: Benefits of Getting it Right

Whether you're working to improve the health and safety of your queues to meet regulatory guidelines, to meet the changing expectations of consumers and employees, or a combination of the two, you'll find that getting it right will deliver a number of benefits:



Enhance employee and customer safety



Improve the customer experience



Improve the perception of your brand



Facilitate customer flow and social distancing



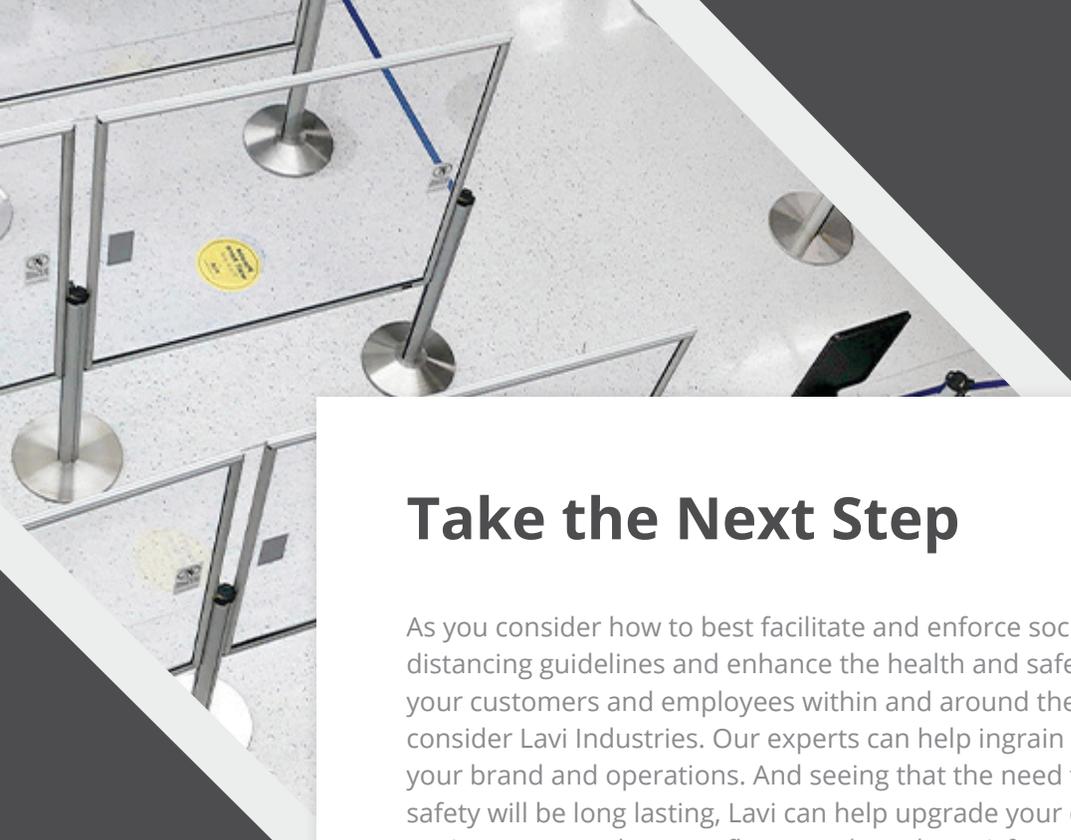
Meet guidelines to keep you in business



Reduce renegeing and increase conversions



Optimize operational efficiency



## Take the Next Step

As you consider how to best facilitate and enforce social distancing guidelines and enhance the health and safety of your customers and employees within and around the queue, consider Lavi Industries. Our experts can help ingrain safety into your brand and operations. And seeing that the need for queue safety will be long lasting, Lavi can help upgrade your queuing environments to better reflect your brands, satisfy mandates, and duty of care.

Lavi Industries has been helping companies manage queues and improve customer flow for over 40 years. We bring this expertise, combined with innovative technology solutions and queuing and public guidance products, to deliver a complete solution for businesses.

Get started today and learn more about Lavi's social distance queuing solutions at [www.lavi.com/en/safety-security/social-distance-queuing](http://www.lavi.com/en/safety-security/social-distance-queuing)



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