

# Q-Matic Systems for Managing Large Queues

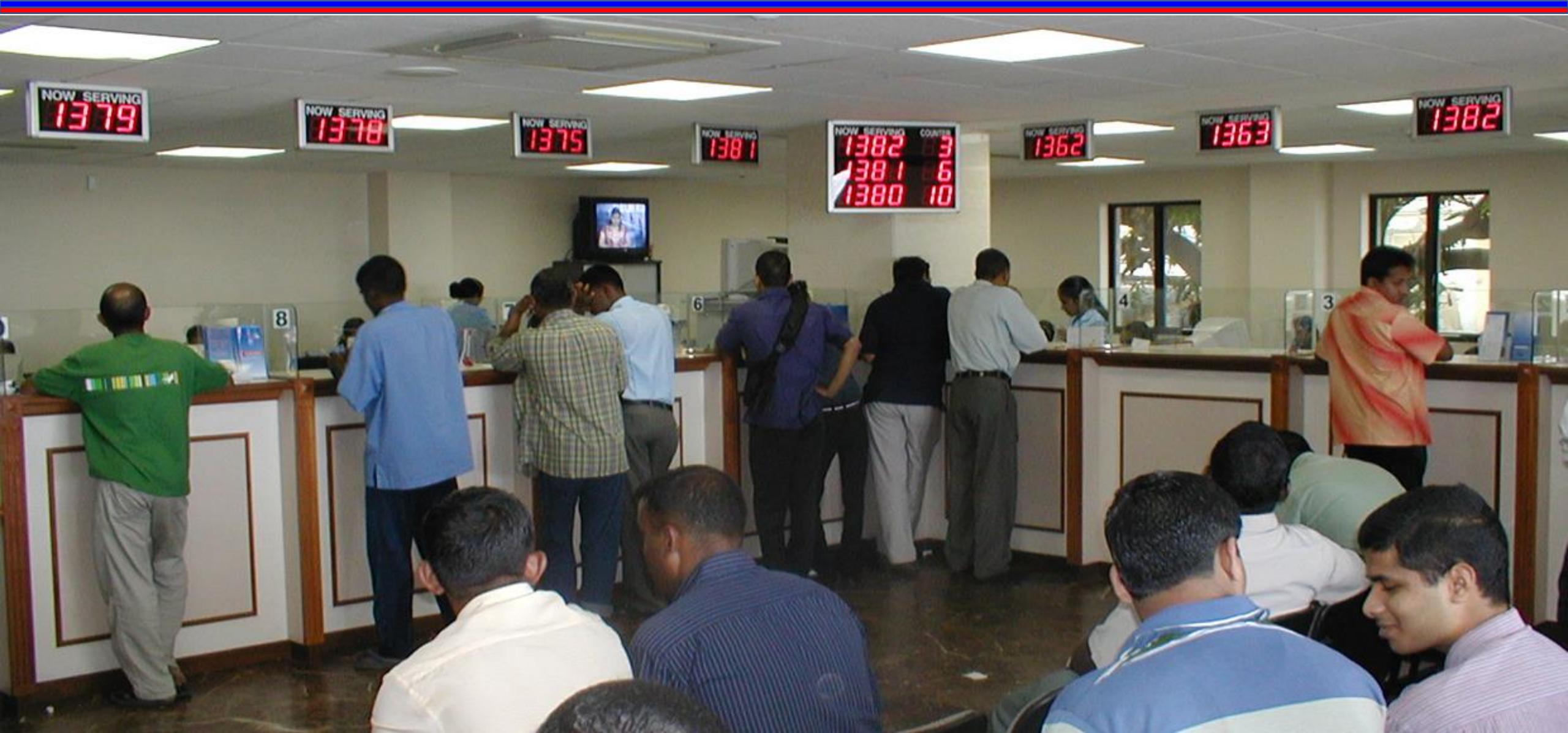
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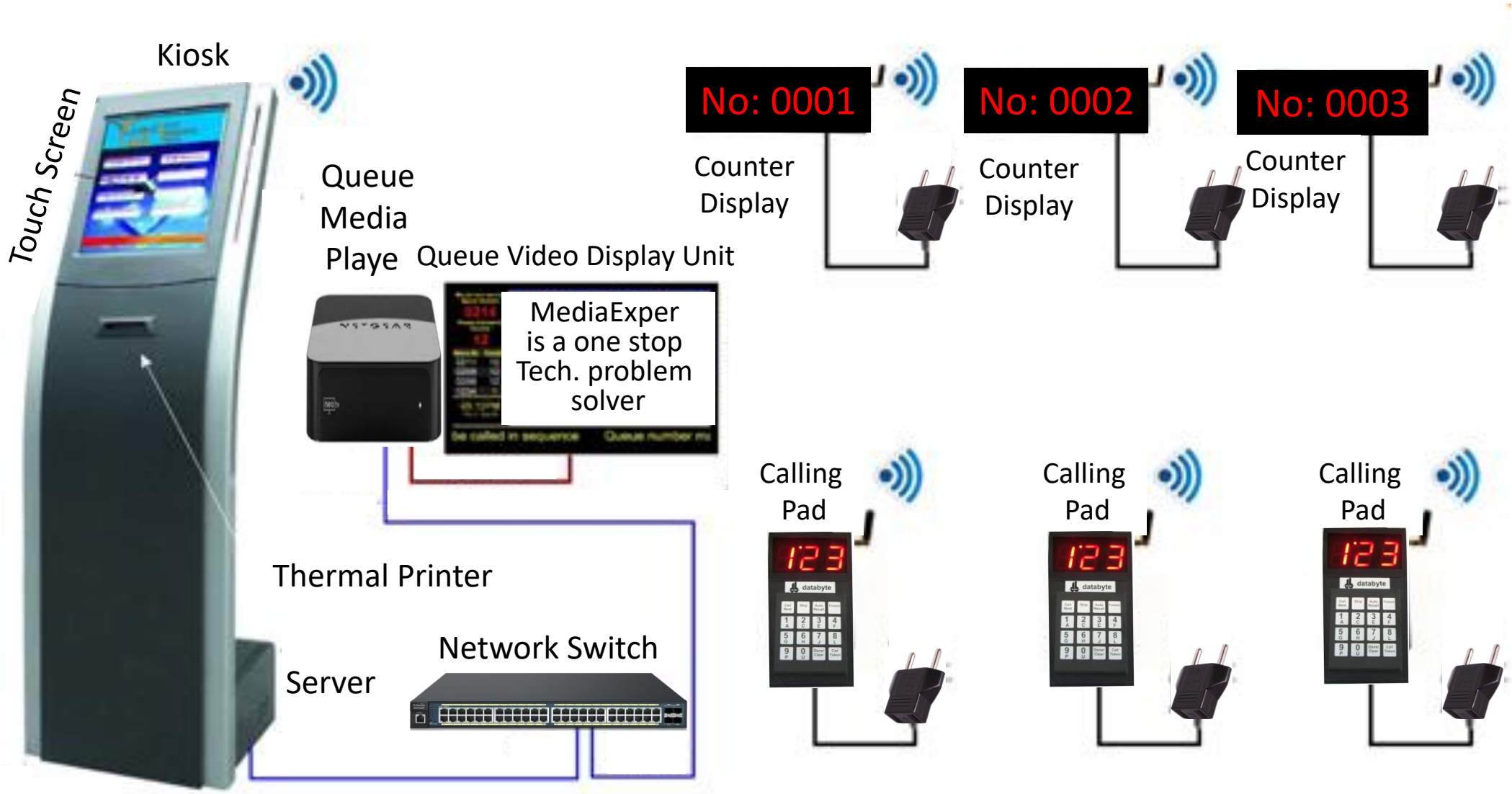
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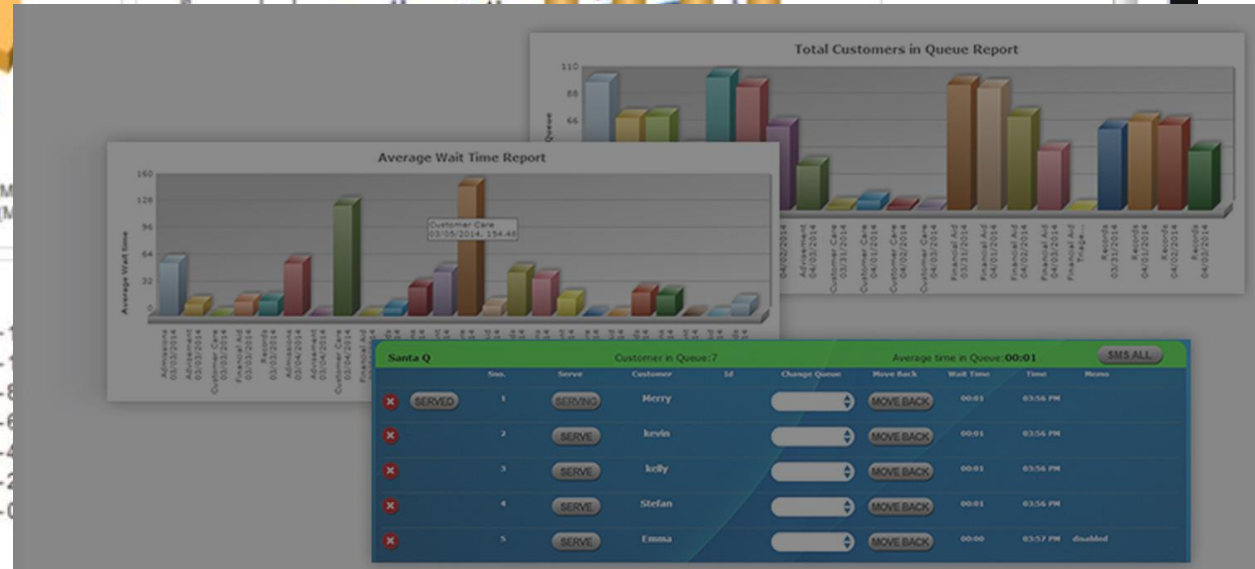
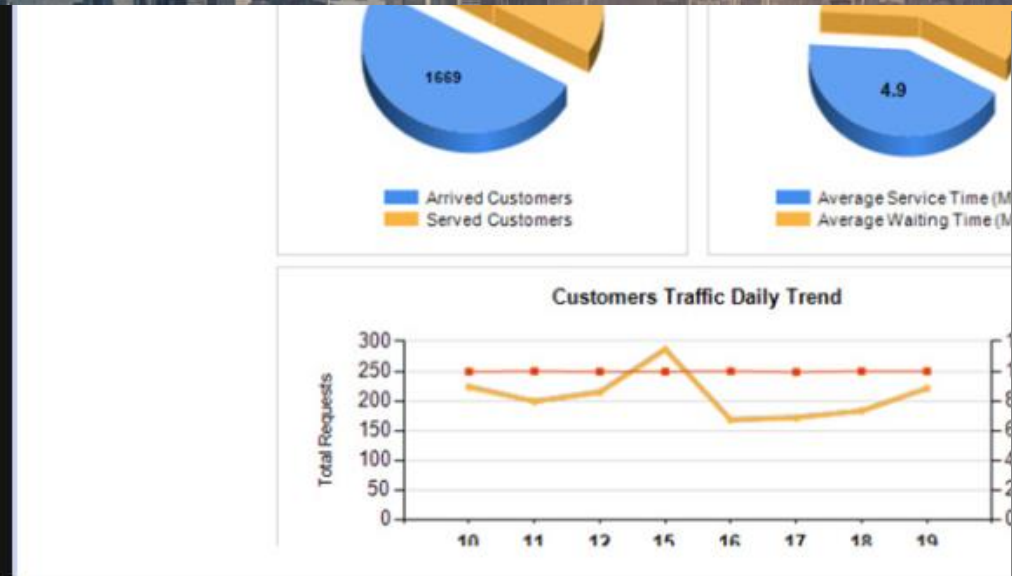
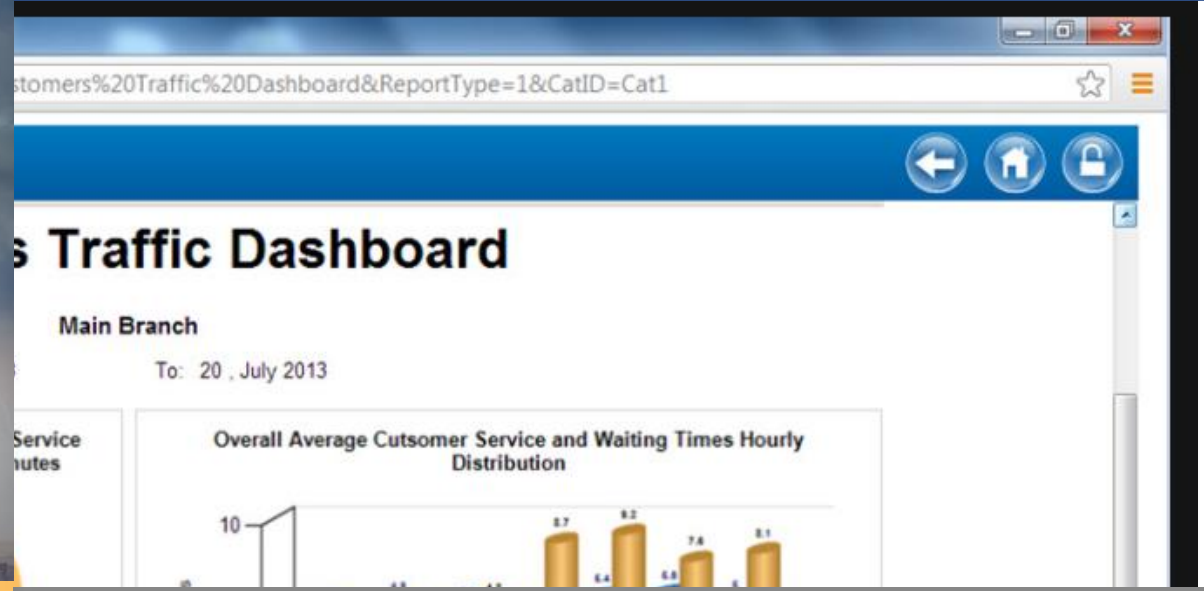
# What is a Qmatic System?



# What is a Qmatic System?

- A Qmatic system is an accurate, consistent and reliable customer queue management and counting solution for capturing the important business intelligence metrics
- Qmatic systems also create the opportunity to determine how many people visit a business site, at the time of the visit and provide a range of key metrics about the business performance
- The data Qmatic systems provide can support managers in making effective business decisions
- With the data provided by the Qmatic system, a business can analyse the effectiveness of their organizations on a particular business premises, region, national or global level and use it to drive operational improvements and increase customer satisfaction

# Software Components of a Qmatic System



# Software Components of a Qmatic System?

- Depending on the application required, the Qmatic System software can be flexible, dedicated, stand alone or web based system in order to integrate with other branches, if any.
- The software can aid customer tracking and customized queuing solutions for enterprise-wide management and configuration in cases where the organization spans many branch office locations
- For university campuses, the software can be customised to cover many departments
- The software package may supports a set of desirable features that provide effective customer tracking, appointment handling, and customized queuing solutions
- In larger organizations, each branch provides a specific solution with different location numbers, opening times, set of services offered, and equipment, all while providing a centrally managed system with robust reporting functionality
- Software can enable comparing statistics among branches. It can also group branches together for statistical purposes
- Collection of management data by the Customer Flow Management Software help planning the future investment for the business
- CFM software can runs on a central server or a cluster of central servers or a dedicated computer

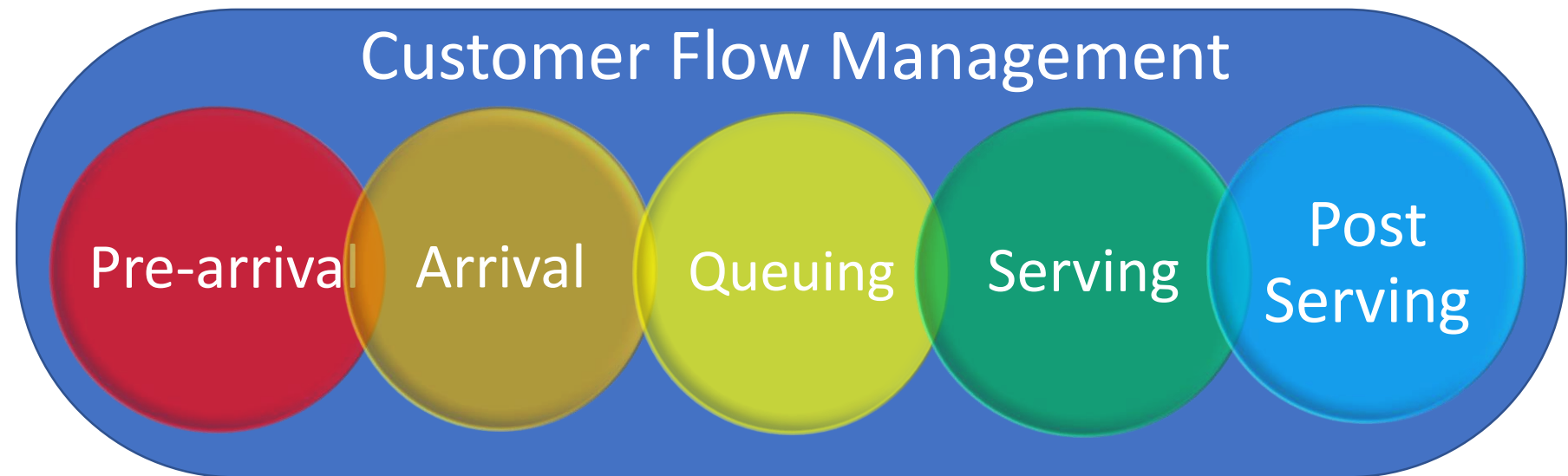
# How does a Qmatic System Work?

- Queue Management Systems (QMS) aim
  - to maximize face-to-face customer contact point opportunities
  - by integrating the digital and real world and help improving customer experience
  - A dedicated Customer Queue Management Software platform will aid devising an efficient solution
- By managing customer interaction the Queue Management Systems (QMS) can
  - enhance customer satisfaction and
  - lead the way to brand loyalty and customer loyalty
  - at Finance, Retail, Healthcare and Public sectors

# Common Applications of a Qmatic System

## Customer Flow Management

- Customer Flow Management is the process of managing the flow of customers and their experiences from initial contact to final service delivery
- The six steps represented in the diagram below include
  - 1. Pre-arrival
  - 2. Arrival
  - 3. Queuing/waiting
  - 4. Serving
  - 5. Post serving
  - 6. Managing



# Common Applications of a Qmatic System

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- Banks and other financial service providers
- Catalogue Retailer Shops such as *Argos* in England
- Pay points for utility bills (such as electricity, water, municipality)
- Public and private health services
- Government offices
- Libraries, bookstores, bookshops
- Public and Private registration offices
- Universities
- Customs offices

# Business Process Improvement

- Customer counting data provides details about customer behaviour and helps to improve businesses performance

## Companies That Use Qmatic Have The Proof

**32%**

Staff productivity improvement

*A leading retail bank*

**51%**

Faster patient turnaround time

*A blood laboratory chain*

**66%**

Reduction in total serving time

*A major city council*

**26%**

Increase in contract sales volume

*A global telecom/wireless retailer*

# Business Process Improvement

## Conversion Rates

- Conversion rate represents the percentage of a retailer's total opportunity that has been converted into sale
- Without Qmatic systems, conversion rate is extracted from the POS reports, but usually inaccurately
- By tracking the customer counts, the businesses stores managers determine the size of the missed opportunity and begin to change their businesses behavior to recapture the value of that missed opportunity



# Business Process Improvement

## Occupancy Monitoring

- Sites occupancy can provide a means for measuring the occupancy of different zones of a retail business
- It can also provide key insights into customer behavior and utilization of space



# Business Process Improvement

## Staff Scheduling and WFM and Labour Optimization

- Utilize traffic statistics to determine optimum staffing levels and ensure that stores are maximizing their potential in achieving conversions of sales opportunities
- Reducing or redeploying staff can have a significant impact on the profitability of a clients business and if implemented correctly can simultaneously boost customer satisfaction

The screenshot shows the Outlook calendar interface for July 2017. The main view is a weekly calendar for the week of July 24-30, 2017. The calendar is divided into three columns representing different staff or groups: 'Takvim', 'Adsız', and 'Adsız (1)'. The 'Adsız (1)' column shows a detailed schedule for the week, with staff assignments and time slots. The interface includes a navigation pane on the left with a monthly calendar view for July and August 2017, and a 'Takvimlerim' (My Calendars) section at the bottom left. The top of the interface shows the Outlook ribbon with various options like 'Dosya', 'Giriş', 'Gönder/Al', 'Klasör', 'Görünüm', 'Yardım', and 'Ne yapmak istediğinizi söyleyin'. The status bar at the bottom indicates 'Öğeler: 2' and 'Animatörcüler: 68'.

# Business Process Improvement

## Analyzing affects of advertisements and promotions

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- Visitor density and visit times reveals the success of marketing campaigns targeted at driving potential customers to a retail shop or business premesis
- Many businesses do this with their online campaigns
- Yet, bricks and mortar technique will provide better data

## Improving the in-store environment

- Effectiveness of marketing campaigns can increase the number of customers to a business premesis, but conversion rates might be unaffected
- Conversion rates are mostly related to
  - changes in store design,
  - product offering and placement,
  - pricing and personnel etc.