

INTELLIGENT QUEUE MANAGEMENT

The Ultimate Guide to **Improving Your Queue and the Customer Experience**



Your goals are within reach.

Happier customers, more repeat business, positive word of mouth. These are the qualities most businesses across industries aspire to.

And they can all be achieved with a strong focus on the customer experience: doing the right things to improve the interactions your customers have with your business.

After all, these interactions — the customer journey — play a key role in the overall health of your business.

Your queue is, arguably, the most significant touchpoint along the customer journey. And perhaps nowhere is the customer experience better exemplified than in the queue. It represents one of your last opportunities to affect your customers' experience, so improving the queue and optimizing service efficiency could be your key to a better business.



How are your customers spending their share of 37 billion hours?

Americans spend roughly 37 billion hours a year waiting in line. As a business responsible for subjecting customers to these waits, think of the difference it can make when that experience is better and more efficient than expected.

At the same time, think of the impact a smart queue management approach can have on your business profitability.

Today's queue management technology is more intelligent, more powerful, and easier to implement than ever before. And it's having a dramatic impact across industries, from retail to transportation to entertainment. Businesses and organizations are employing technology to speed waiting times, optimize service allocation, maintain acceptable service times, and predict future demand.



If you're having trouble imagining such results or you're just not sure how to get there, this guide is for you.

In this guide, you'll learn:

- Why queue management is important to your business and your customers.
- Top queue management practices.
- What intelligent queue management is and how it can help.
- Why queue management technology is in demand right now.
- Options for queue management technology and what to look for.
- How companies across industries are using intelligent queue management to improve business results.
- How to build a business case and convince internal stakeholders to act.

Let's get started!



Why is Queue Management Important to Your Business and Your Customers?

Queues tend to exist at critical points in the customer journey. Take the initial wait to get into a crowded stadium, the wait to check into a flight, or lines that form outside a crowded restroom. Queues also facilitate critical business processes, such as the checkout line of a retail store or supermarket, the boarding of flights, or a service line at the DMV.

Regardless of where the queue is or its purpose, it invariably has the chance to positively or negatively impact the experience of customers and the efficiency of businesses.

As a result, the benefits of a well-managed queue are many. The negative effects of a poorly-managed queue are also significant.



A well-managed queue can:

- Cut down on customer renegeing
- Improve the overall perception of your brand
- Increase conversions
- Facilitate customer flow
- Maximize service allocation
- Encourage positive word of mouth



A poorly-managed queue can:

- Turn off otherwise happy customers
- Make customers feel their time is not valued
- Diminish customer loyalty
- Decrease repeat business
- Decrease efficiency and productivity

Only about **4 percent** of unsatisfied customers actually complain directly to the business. The other **96 percent** of unsatisfied folks simply go away – and may never come back.

- HARRIS INTERACTIVE

4%

96%

Effective queue management has the potential to benefit your business and the customer experience in significant ways. Now that you understand the importance of managing your queue, it is time to dig deeper and learn about queue management best practices and how technology is playing an important role in the future of queuing.

Top Queue Management Practices You Should Know



Queue management deserves attention because the queuing experience impacts customer satisfaction, which in turn impacts profitability and long-term business success.

Queue management is not a simple “one size fits all” process. Every business and organization ticks in its own way. That said, there are a handful of overarching best practices that extend across industries and businesses that will get you working toward a better queue. Let’s look at four critical practices:

1

First, understand your customers.

Queue management starts and ends with your customers. Consider the types of customers you serve and how each prefers to interact with your products or services, their tolerance for and expectations around waiting, and their desired level of customer service.

Knowing your customers will allow you to make better decisions about your queuing strategies as you get into the nitty gritty details of queue management.



Companies with a high customer service rating are **12 TIMES MORE PROFITABLE** than their competitors.

- PIMS Strategic Planning Institute

2

Manage customer flow to optimize actual wait times and employee productivity.

Consider both sides of the counter – the wait time for customers and the productivity of employees – and you’ll find plenty of areas for improvement. Agent or employee productivity is improved with solutions that facilitate customer hailing or re-queuing. Features such as text-based messaging, digital signage, or station lights increase service-time efficiency decreasing wait times as a result. Queuing formations, such as single-line queuing, also inherently reduce average wait times.



3

Understand the psychological side of queuing in order to reduce perceived wait times.

There is the operational side of queue management, and there is also the psychological side. Operationally, there are queue adjustments that can be made to make a line move faster. But, just as important – if not more so – is a person’s perception of how long they’re waiting. Distractions, which can include digital screens displaying videos or promotions, gamification, demonstrations, or in-queue displays for merchandising can help people feel like their wait is shorter than it actually is. Smart businesses look to both operational and psychological methods in order to make the waiting line experience more satisfying.



The Wall Street Journal reports that after five minutes, a customer perceives their wait time to be twice the actual wait.



4

Monitor the queue to improve customer satisfaction and to optimize staff levels and productivity.

Rather than waiting for customers to complain or walk away, proactive monitoring of the queue is a practice worth implementing in just about every waiting line or queuing environment. Today there are powerful and easy-to-install solutions for people-counting, wait-time monitoring, and real-time queue analytics to help managers catch problems before they get out of control. Managers can anticipate heavy traffic flow to the queue, communicate estimated wait times to customers, and immediately deploy staff when wait times threaten to surpass acceptable limits. And they can receive real time notifications on the health of each queue across a given footprint.

It’s less important how you monitor and manage the health of your queues as it is making sure the job gets done. Luckily, there is technology to make this practice automatic. Intelligent queue management can help address each of the best practices described in the previous pages. So that’s exactly what this guide is about: Intelligent Queue Management. And this is where we’ll turn our attention to next.



The 411 on Intelligent Queue Management



What is it?

Intelligent queue management is the process of using technology to measure, monitor, and manage the efficiency and performance of a queue and its corresponding service points.



Intelligent queue management technology allows you to count people as they enter, move through, and exit your queues. The resulting data offers a level of accuracy and insight that cannot be gleaned from pedestrian methods like eyeballing the queue or occasionally counting people at various intervals.

Beyond people counting, intelligent queue management can keep tabs on average wait times, arrival rates, service rates, open service points, and empty queues.

Popular technologies to facilitate intelligent queue management include sensors, cameras, and WiFi or bluetooth tracking. ([Explore these further.](#)) And the resulting intelligence ranges from basic people counting data to sophisticated predictive analytics.

How can intelligent queue management help your business?

Imagine having your finger on the pulse of your queues and your service efficiency at all times. Intelligent queue management technologies can deliver real-time information to maximize efficiency, increase customer satisfaction, and improve productivity.

The right data delivered at the right time can allow you to quickly identify when a line or even a particular agent is moving slowly so you can reallocate resources or redirect customer flow to accommodate crowds or fill up empty queues.



What's more, when key performance indicators are out of line with acceptable limits, intelligent queue software can send real-time alerts to managers on the floor so that they can deal with a problem before it gets out of hand. This kind of quick reaction can go a long way toward appeasing unhappy customers and show just how seriously a business takes the satisfaction of its patrons.

In addition to keeping managers informed, intelligent queue management systems can play an important role in keeping customers' expectations in check. Estimated wait times, queue status, and directions to shorter lines or open queues can be communicated to customers as they wait, giving them a realistic expectation of how long they'll be expected to wait or giving them the option to relocate to an underutilized queue for faster service. Talk about smart!



Key Benefits



Maximize Efficiency

Customers can be directed to underutilized service points. Managers can receive real-time alerts when wait times are out of compliance.



Increase Customer Satisfaction

Businesses can keep lines moving, communicate estimated wait times and streamline the customer experience.



Improve Productivity

Dashboards can highlight KPIs and historical reporting can allow managers to better manage staffing.

Why is Queue Management Technology in Demand Right Now?

In today's increasingly competitive business environment, it is imperative that businesses look across their organizations for ways to better anticipate customer needs, improve processes, and increase efficiency. Technology has been embraced across many areas of business management, operations, and marketing to meet these imperatives. And as the pressures continue to mount, attention on those key areas of the customer experience beg more attention.



Consider these statistics:

Rockefeller Corporation found that **68 percent of customers leave a business** because they think it doesn't care about them.

68%

\$83
Billion

Businesses in the United States **lose an estimated \$83 billion in sales every year** because of poor customer experiences, according to a Genesys study.

According to Bain and Co., a 5 percent increase in customer retention can **increase profitability by 75 percent.**

75%

Queues (e.g. waiting lines and checkout lines) can have a major impact on customer satisfaction and therefore a significant impact on business outcomes. Customers expect better. Business leaders demand better.

Queue Management Technology: Consider Your Options

Queue management technologies can provide valuable insights to managers, staff, and customers. Technology can eliminate the physical act of people-counting or the manual process of walking the floor to assess service point utilization. And it can help predict future average wait times and service needs by utilizing historical patterns, current trends, and data pulled from many different sources. It certainly reduces errors and can help businesses be more consistent in their delivery of a positive customer experience.

There are several options when it comes to queue management technologies. Four popular alternatives include:



Bluetooth/WiFi Technology

Systems that rely on bluetooth or WiFi technology use a sample of the population to extrapolate data related to the queue. The process, sometimes referred to as 'WiFi sniffing,' involves tapping into the continuous signal sent out by individuals' mobile phones to track the unique ping of a customer as they make their way through an area. Tracking each signal can allow companies to measure how long customers have been waiting in line, among other information.

Some key considerations for WiFi/Bluetooth include:



Accuracy

While WiFi tracking can be easy to accomplish, the accuracy of WiFi/Bluetooth relies on having a large enough population sample to draw from. If people don't have phones with WiFi or Bluetooth, or if they don't have it turned on, their activity will not be measured and the accuracy of the overall results will suffer.



Customer privacy

Even though a customer's personal information cannot be captured during the WiFi tracking process (unless an individual logs directly onto WiFi network of the business), it is something consumers are increasingly concerned about. And according to a recent article in the Huffington Post, there are a number of initiatives and pieces of legislation being developed to protect consumer privacy against Wi-Fi sniffing. For example the Location Privacy Protection Act would require companies to obtain permission from consumers before collecting location data from their phones.



Lagging Indicators

Because WiFi and Bluetooth reporting requires a large enough sample to draw from, it can be difficult to obtain accurate real-time reporting. In that case, the data becomes a lagging indicator and fails to provide managers the information they need to address problems in the queue.

2

Camera-Based Monitoring

Systems that use camera technology to monitor queue activity rely on cameras placed around the queuing area to count all customers in and out.

Key considerations for camera-based monitoring include:

Cost and complexity

Camera mounting can be cost prohibitive and architecturally intrusive. Consider airports and other facilities where managers must involve architects, engineers, and others before installing new features. To achieve desired coverage, cameras are usually required to be mounted on ceilings or at extreme angles, which adds to the complexity. What's more, lighting and shadows can affect the results.

Area coverage

A single camera can only cover so much area. So in many cases, cameras must be "stitched" together to provide the full picture of a given area.

Total cost of ownership

When you add the cost of equipment, maintenance required to upkeep cameras, and installation processes, the total cost of ownership adds up and can be higher than alternatives.

Privacy

By their nature, cameras can feel intrusive and concerning to customers and the public at large. As businesses consider cameras for monitoring, customers' perception of privacy should play a role.



3

Thermal/Heat Mapping Technology

Thermal sensing technology is used to detect the heat emitted by people as they pass under sensors. The end result is a heat map showing patterns, trends, and directional movement of people throughout a store.

A few points to consider when looking at thermal technologies:

Installation

Thermal sensors are similar to cameras in that they must be mounted above store patrons on the building's ceiling. Thermal sensors do have advantages over cameras since they are not affected by dirt, dust, or glare. Store architecture remains an issue, since pillars or walls will block the view of the sensor.

Privacy

If privacy is a concern, then thermal sensors are less likely to trouble your customers. While they appear as a small overhead mounted camera, they are completely anonymous since infrared radiation is what is recorded.

Cost

Cost of ownership for a thermal sensor system is less than a traditional camera people counting solution since energy consumption is reduced by up to 80%.





4

Infrared Dual Beam-Break Technology

Infrared sensors act like a virtual turnstyle, counting people as well as ascertaining directional movement as customers pass through the beams. Lavi's Qtrac iQ[®] Smart Post sensors are built into its Beltrac[®] stanchions.

Here are a few key points when considering infrared beam-break technologies.

Installation

Installing beam-break sensors is as easy as placing a stanchion in the queue. That's because the sensors are built into a standard Beltrac[®] stanchion, which are used to form the physical queue. Sensor data is sent wirelessly to a computer where it is processed.

Privacy

Sensors detect the movement of individuals but they do not capture personally identifiable information, nor do they tap into any personal devices. For these reasons, privacy concerns are not an issue.

Cost

There is little maintenance required and little IT infrastructure required to begin using Qtrac iQ[®] sensors to monitor your queue. Batteries are rechargeable, lasting 9 months or longer between each charge.



What to Look for in an Intelligent Queue Management System

Below are some key questions to ask yourself when considering an intelligent queue management system for your business:

How complex is the installation and system configuration?

Before you get too far down the road with any queue management technology it's important to understand the resources required to get the system installed and configured. Generally speaking, the easier the install, the better.



Compare technologies:





<p>Infrared Dual Beam Break</p> <p>Installation is easy. Merely swap out a few current stanchions with Smart Posts (stanchions with built-in sensors) and you're ready to go. Queue mapping is built in!</p>	<p>Bluetooth/WiFi</p> <p>A Bluetooth/WiFi system can also be easy to install, with minimal system configuration requirements, just like a wireless connection at home or the office. Although if watching a queue, it's boundaries must be mapped and configured.</p>	<p>Cameras</p> <p>Due to the required top-down view, camera installations can be far more complex, requiring architectural and IT involvement. Additionally, queue boundaries must be configured and mapped. If monitoring a medium or large-sized queue, camera views will need to be "stitched" together which may require additional software.</p>	<p>Thermal</p> <p>Similar to camera-based technologies when it comes to installation and configuration. Some thermal sensors have wireless capability which may make networking easier, although changing batteries may still be an issue due to ceiling mount requirements.</p>



How broad is the coverage area?

The broader the better, right? Yes and no. What's important is to know your space and determine how much coverage you need to achieve the level of monitoring required. One small queue can be covered easily. Multiple large queues will require greater coverage.

Compare technologies:

			
<p>Infrared Dual Beam Break</p> <p>Beam break coverage is targeted specifically where it's needed — in the queue. Since sensors are built in to the queue, they're always perfectly positioned where you need them.</p>	<p>Bluetooth/WiFi</p> <p>Bluetooth/WiFi systems have a broad coverage range, similar to WiFi coverage in a building. And since it is a tracking technology, it can follow individuals throughout the coverage area.</p>	<p>Cameras</p> <p>A camera's view can be compromised by infrastructure, as well as overall lighting conditions (shadows or reflections may cause issues). A typical camera mounted on a 12-foot ceiling will cover approximately a 10 x 10 foot area.</p>	<p>Thermal</p> <p>Coverage area is similar to cameras and is limited by ceiling height. A typical sensor mounted on a 12-foot ceiling will cover approximately a 10 x 10 foot area.</p>

Are there architectural concerns to consider?

You shouldn't have to undergo a demolition or renovation in order to implement an effective queue management system. Store layout, building design, and other architectural features should be considered before investing in a queue management system, as costs to install quickly add up.

Compare technologies:



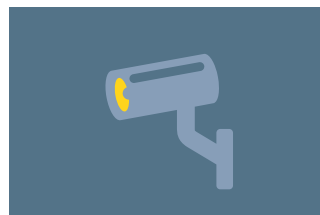
Infrared Dual Beam Break

Infrared beams are built into Beltrac® stanchions. Wherever your queue is, so goes your intelligent queue management system. There is absolutely no interference with the architectural features of your space.



Bluetooth/WiFi

Bluetooth/WiFi solutions are not typically affected by walls, windows, doors, or many structural building features, and therefore blend in seamlessly with the environment.



Cameras

Cameras require a ceiling mount or minimal angle of view in order to gather information, so the correct structure or support system must be available for installation. Network wiring and possibly power must also be installed to reach each camera.



Thermal

Similar to cameras in that a structure or support system for mounting is required on the ceiling. Network wiring and/or power cables may also be needed for each sensor.









Are there privacy concerns?

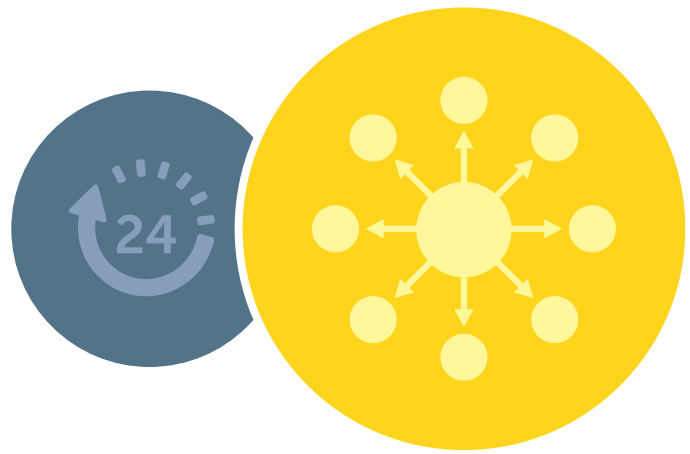
In a culture that's rampant with identity theft, privacy concerns are legitimate. People are becoming increasingly aware of businesses and companies who monitor and track their activities by using the personal devices they carry with them.

Compare technologies:

			
<p>Infrared Dual Beam Break</p> <p>Infrared beams are completely anonymous. The system works as a virtual turnstile and is not reliant on any personal technologies.</p>	<p>Bluetooth/WiFi</p> <p>With this solution there are both perceived and real concerns with privacy, particularly the idea that a person's mobile phone is being used to track their location.</p>	<p>Cameras</p> <p>Being followed by a "hidden eye" can make customers feel uncomfortable depending on the environment.</p>	<p>Thermal</p> <p>Thermal technology is anonymous.</p>

Will real-time data be provided?

The ideal technology solution is one that measures queue traffic in real time and reports estimated wait times to managers. And, of course, always keep in mind that gathering information about your queue is only beneficial if it can actually be put to use. Your intelligent queue management technology should be able to identify problems as they occur and notify managers of their existence before they get out of hand.

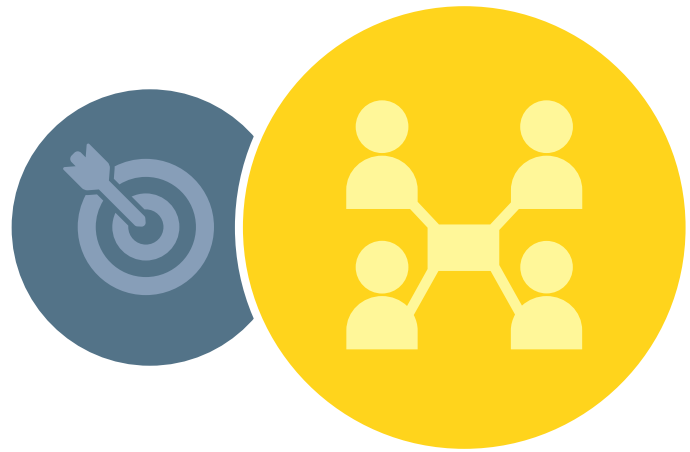


Compare technologies:





<p>Infrared Dual Beam Break</p> <p>Infrared sensors collect data in real-time, enabling instant alerts and notifications. Data is also used for predictive analysis and staff optimization and allocation.</p>	<p>Bluetooth/WiFi</p> <p>Although Bluetooth/WiFi systems collect data in real-time, it is only collecting a sample of the total population (not every customer has Bluetooth or WiFi turned on). Thus, unless there are a lot of people, collected data may not accurately reflect what is happening in the queue at the moment.</p>	<p>Cameras</p> <p>Camera systems provide reporting in real-time, as they are constantly monitoring customer movement throughout the service area. They are also capable of being used for predictive analysis and staff optimization and allocation.</p>	<p>Thermal</p> <p>Thermal technologies offer the same real-time data collection and predictive analysis as camera and beam-break technology.</p>

How accurate is the system?

An intelligent queue management system is only as valuable as it's accuracy. Knowing when your light traffic flow times are can be just as important as high traffic times. You should be aware of technologies that use sample populations - these systems might not access enough data to be accurate during light traffic times and may not be a good fit for your needs.



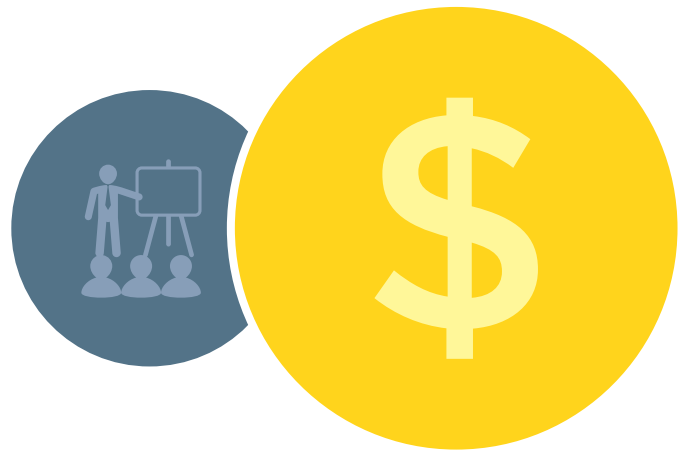
Compare technologies:

			
<p>Infrared Dual Beam Break</p> <p>Over 95% accuracy.</p>	<p>Bluetooth/WiFi</p> <p>A Bluetooth/WiFi system relies on the mobile connection of customers' devices. The system is only able to sample part of the entire population since those who don't have devices or have their them turned off go unaccounted for.</p>	<p>Cameras</p> <p>Over 95% accuracy.</p>	<p>Thermal</p> <p>Over 95% accuracy.</p>



What is the total cost of ownership of an intelligent queue management system?

When using an intelligent queue management system costs can add up quickly. System cost, installation, training, monitoring, and service intervals should all factor into your buying decision.



Compare technologies:

			
<p>Infrared Dual Beam Break</p> <p>Infrared beam-break sensors are built into Beltrac® stanchions, so installation is quick, easy and low-cost. System setup and training is minimal, and batteries only need to be recharged once a year, keeping maintenance costs down.</p>	<p>Bluetooth/WiFi</p> <p>Bluetooth/WiFi systems are cost-effective to install, but may occur higher costs of upgrades and maintenance as mobile technologies continue to change and security issues become more prominent.</p>	<p>Cameras</p> <p>Depending on interior architectural features additional cameras, equipment, and software capabilities may be required, quickly adding to installation and maintenance costs. Large areas also require a significant investment in cameras.</p>	<p>Thermal</p> <p>Thermal technology is similar to camera-based technologies when considering installation, training, and monitoring. Service and maintenance costs will typically be lower over the life of the system.</p>

Above all, as you research queue management technologies available to you, it's important to determine how the data will be put to work. The goal is to easily and quickly be able to understand the key components of your queue, receive actionable data, and respond accordingly.



How Companies Across Industries Benefit from Intelligent Queue Management

All of this information about queue management can be a lot to digest, so let's look at how companies in three very different industries can benefit from intelligent queue management to improve their business results.

Transportation

Whether airport, train station, or bus depot, there is a need for queue management in all areas of the transportation industry – some places require more help than others. Airports, for example, have lines at check-in, security, immigration, taxi stands, rental car counters, and ticket counters. The Federal Aviation Administration reports a continued, steady growth in air travel, which means lines will continue to get longer. But that doesn't mean they have to be slower.

Intelligent queuing can improve the transportation industry's business results by enhancing the customer experience.

Signage is used in airports to direct busy travelers to where they need to be or want to be. Digital signage can be updated in real time with data derived from an intelligent queue management system to broadcast current estimated wait times and to direct passengers to under-utilized queues. Additionally, queue data can be accessed online or through apps, allowing travelers to better plan their arrival.

Knowing this information allows travelers to plan their movement through security or any other queue and to find areas that are less congested and better suited to their time constraints.



Intelligent queue management systems also assist managers in their efforts to minimize wait times and maximize productivity.



Security lines, ticketing lines, and more can be more efficient with the help of an intelligent queue that continually provides feedback to queue managers. Managers can receive real-time alerts delivered to their mobile devices when wait times or service rates fall out of compliance, allowing them to open additional queues or redirect passengers before the problem escalates.

The impact of actionable data in real time cannot be understated.

Transportation managers can measure multiple queues simultaneously to map traffic patterns and queue usage. With the information gathered by an intelligent queueing system, they can test, measure, and optimize queues for the best performance for both the business and the passenger.

Retail

Customer satisfaction, impulse sales, and the overall perception of the business are all directly tied to the quality of the customer experience.

As a result, retailers of all sizes can benefit from intelligent queue management. The ability to monitor – and therefore improve – wait times, service efficiency, and customer satisfaction can take a store from mediocre to magnificent.



There is no guessing required with intelligent queue management. And the biggest impact, of course, is that the customer experience will be improved whether you make one change or many changes. Improving operations and the effectiveness of a retail environment is always a smart business practice.

[Intelligent queue management can help retailers:](#)

Count customers. Knowing the number of customers in the queue at any moment in time is a basic metric – and it is one of the most powerful. This data enables queue managers to manage current queue conditions and also plan for the future, whether it's the same time the next day, next week, or next year. Real-time and historical data allows managers to anticipate peak times, which makes it possible to reassign service agents and open more queues to maintain a high level of productivity and customer satisfaction.

Measure wait times. Are customers getting through the waiting line at an acceptable pace? Is it taking too long? If so, why? Intelligent queue management metrics provide valuable information about average wait times of customers so that abandonment rates can be reduced and profitability can be increased.

Monitor customer arrival rates. Do you know how quickly customers are arriving in your queue? The rate at which customers are entering the queue - the arrival rate - is an important indicator of future service needs. Monitoring how quickly, or slowly, customers are arriving in real time can allow managers to act immediately to help manage wait times and restore balance to the queue.

Assess service point utilization. Are all staffed queues being utilized? A queue management system makes service points more transparent – managers can easily see which service stations are getting the most traffic and which are open. This allows for the redirection of customers to underutilized queues to keep customer flow moving and maintain a positive customer experience.

Stop problems before they escalate. Queues fall out of compliance all the time, but customers needn't feel the effects of this. An intelligent queue management system alerts queue managers about issues before they have a chance to really wreak havoc. Service alerts are received via text or email – this real-time information allows managers to deal with issues before they become a serious problem.

Entertainment

Whether amusement park, cinema, or stadium, entertainment venues regularly deal with vast numbers of guests – and lots of guests can translate to plenty of long lines. In the fast-paced, high-energy environment of an amusement park, the I-gotta-get-to-my-seat-to-see-the-trailers movie theater mentality, and the let's-get-this-show-started feeling of stadiums and arenas, real-time information is indispensable.



Whether it's a ticket line, a concession stand, or the queue for the restroom, waiting makes up a large part of the guest experience in entertainment venues. Real-time data monitored by intelligent queue management technology enables managers to ensure efficiency, dole out more staff where needed, and maintain customer satisfaction.

In entertainment venues, it pays to:

Know the queue counts. How many people are in any queue at any moment in time? This basic measurement lets managers know whether they need more service resources to keep traffic moving. If an incident occurs within a queue, managers can be notified immediately via the queue management system, which means the issue can be handled quickly.

Tell guests what's happening. Even if it's going to take 35 minutes until a customer can finally sit down on that new roller coaster ride, telling them how long the wait will be is far better than not telling them. Intelligent queue management makes it possible to share this information and display wait times directly on digital screens within the queue. If guests already know it's going to be a while, they can relax and just settle in – they've made the decision to be there so they remain satisfied.

Monitor service rate. Amusement parks need to keep guests moving. If the guest flow onto a ride decreases too much, the whole system can break down, increasing wait times and decreasing the time guests have to spend money elsewhere. Thus, monitoring service rates for rides is a critical element in intelligent queue management. Managers can be notified instantly when service rates for specific rides fall below thresholds and then act before low service rates cause problems.

Entertainment venues can feel chaotic to everyone but the people running them. Those in charge know the value of information and back-up plans at amusement parks, theatres, and stadiums.

How To Build A Business Case And Convince Internal Stakeholders To Act

Queue managers get the value of smart queue management but it isn't always easy to convince the powers-that-be that a portion of the budget should be spent on technology to facilitate the process. Some might say that queues are an unavoidable thing, and customers need to just deal with the reality of them. But we now know that queues are far more than just a line of people waiting patiently for something.

Focusing on the queue gives you the opportunity to positively impact the customer's experience with your establishment. In a retail environment, the queue is one of the last things a customer goes through. In an entertainment venue, almost every new venture involves yet another queue. In the transportation industry, queues are necessary to provide the security and service expected from passengers.

But queues *can* be pleasant, and investing in the queue can deliver powerful returns to a business in two very simple ways:

1

Serve customers more efficiently. Intelligent queue management can help increase service agent productivity and direct customers to the right queues in order to keep wait times in check and productivity high. For a retailer, this can translate directly to higher conversion rates and less cart abandonment. For all businesses, intelligent queue management can help optimize staffing levels and improve staff efficiency.

2

Keep more customers. Make visitors to your business happy and they're more likely to come through your doors again. They may even tell others about the good experience they've had. In the end, queue management comes down to the customer experience.

The queue is where plenty of customers' minds are made up about whether a business is worth their time or not. Place value on your customers' time by taking steps to create a more efficient, friendly, and pleasant queue. An intelligent queue management system can get you there.

Conclusion

Put intelligent queue management to work.

With the help of intelligent queue management technology and the strategies outlined in this guide, you are now ready to take your first steps toward turning your share of the 37 billion hours people spend waiting in line into a more enjoyable, more efficient experience.

Today's queue management technology is more intelligent, more powerful, and easier to implement than ever before. And it can have a dramatic impact on your business.

Let's plan your approach.



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