



Automated Queue Management

BY PYRAMID COMPUTER GMBH & NTS RETAIL KG



AUTOMATED QUEUE MANAGEMENT KIOSK SOLUTION

Queue management is a common challenge, not only for public institutions like hospitals or government offices, but also in the private sector. Retail stores, customer support desks or restaurants and cafeterias – wherever employees are faced with a peak number of visitors during certain times of the day, the issue of serving customers efficiently and in an appropriate order arises.

The self-service queuing kiosk provides a smart solution to the problem: By presenting customers with waiting time predictions as well as with a notification option, they get to plan their visit at their own terms.

1. Why do companies care about queue management?

While drawing numbers on paper tickets has been the de facto standard for decades and still is a widespread practice, there has been a rise in the use of digital queuing solutions in recent years. Whenever you are asked for your name, e. g. when ordering a coffee or a pizza, the reason for that lies in the usage of a digital queuing system. The name you give is linked to your order and used to identify you as soon as your order is ready. The system allows employees to immediately identify who ordered what and fulfill orders accordingly.

There are plenty of good reasons why it is worthwhile to care about handling queues in your store as efficiently as possible:

- Keeping visitors informed and waiting times transparent has a positive impact on perceived waiting times.
- Knowing the customer's name allows your staff to address visitors personally, thus improving customer relations right from the start.
- Excessive waiting times lead to a crowded store, which deters walk-in traffic and frustrates visitors and staff.

2. How does it work?

The queue management solution enables smooth store operations by allowing customers to get information on the currently expected waiting time and giving them an option to queue themselves in autonomously. Upon entering, visitors can choose whether they want to receive a text message notification or grab a puck from the integrated dispenser. The small receivers are highly portable and vibrate as soon as it's the customer's turn. The buzzing device serves as an alternative for store visitors who don't want to disclose their number or don't have a working phone on them.

Visitors are asked to provide their name in both cases in order to allow staff to address them by name later. However, it is also possible to queue in anonymously. The system then handles the notification process automatically and either sends out a text message or alerts the customer by signalling through the puck device.

Self-service kiosks can be implemented into your store concept in a variety of different ways. Whether you choose to position them within the store area or right at the entrance, they can serve as a great means to use the available space as effectively as possible. The queuing kiosk solution provides the flexibility you need to make your stores stand out and elevate the customer experience to a new level.

3. Key benefits of automated queuing

- ✓ Proactively inform your customers on waiting times
- ✓ Avoid waiting lines that turn shop visitors away
- ✓ Reduce perceived waiting times through efficient queue management
- ✓ Leverage information to streamline store processes
- ✓ Reduce stress levels for both customers and staff during peak hours
- ✓ Obtain valuable store performance insights

4. The perfect combination – automated queuing and personal welcoming

The software part of the kiosk solution is a variation of NTS welcome manager, which has been optimized for kiosk operation. Aside from running on self-service kiosks, the web-based solution can be operated on virtually any device. Using mobile devices (e.g. tablets or convertibles) enhances innovative shop concepts by granting additional mobility to your store concept.

A dedicated welcome agent can be put in place to greet customers as they arrive, determine their request and either book an appointment or queue them in.

To facilitate this process, the software solution comes with a pre-selection of typical customer support workflows such as changing SIM cards, handing over devices for repair or providing product-specific consulting. Store managers can use the intuitive interface to assign tasks and link them to individual customers. It's even possible to take a customer's picture (with their consent), so other employees can easily identify them when they show up for an appointment. This way, the customer immediately feels personally engaged instead of just like another "number" in a queue. Customers value personal contact and being referred to by name positively impacts the perceived customer experience

5. The hardware

The bespoke order terminal, polytouch® 32 passport, can be equipped with a thermal printer, 2D scanner, chip & pin payment device, NFC reader and an automatic puck-dispenser. The automatic puck-dispenser unit accommodates the storage and distributing of the pucks for the Pyramid Location System (PLS).

The small footprint and the minimal installation depth as well as its various mounting options (wall-mount/single or double version on a pedestal) of the self-service kiosk allows flexible use. Each kiosk solution is unique and will be built to customers' requirements, coordinating perfectly with its brand design, and with all necessary security certificates and approvals.

Another key feature of this self-order terminal is the unique plug & play PC-Box, which requires only one cable for the entire system. The video signal reaches the screen via a plug-in card, which eliminates the need for additional cabling at this point. The configurable PC-Box can be equipped with Intel® Core™ i3-i7 processors.

To make the order kiosk visually unique, it can be covered with a wood panelling.



Contacts

NTS Retail KG

Ebner-Platz 1
4060 Leonding
Austria
Fon: +43 50 687
E-Mail: info@ntsretail.com
www.ntsretail.com

About NTS Retail

NTS Retail is a specialist provider of retail solutions with a clear focus on the telecoms industry. Building on a strong expertise from more than 350 retail projects over a span of 21 years, we design our solutions around the specific requirements of leading telcos. NTS Retail perceives digital queuing as a major driver in improving the in-store customer experience (CX).

It contributes as an important part of a well-established omni-channel customer journey. In the short-term, the measure serves to increase staff productivity. In the long run, it's a factor in consistently improving customer satisfaction and customer retention rates.

Pyramid Computer GmbH

Boetzingen Strasse 60
79111 Freiburg
Germany
Fon: +49 761 4514 792
E-Mail: sales@pyramid.de
www.pyramid-computer.com

About Pyramid

Since 30 years Pyramid manufactures high performance computer systems with its factories in Germany and Taiwan and sales offices in Germany, UK and North America.

Opposite to most kiosk manufacturers, Pyramid builds its own PC technology and touch screens. This high level of component manufacturing enables us to create very slim and elegant, highly integrated, designs, still remaining extremely flexible and easy to maintain. Our screen focus sizes are 24" and 32" and the Pyramid "polytouch®" named kiosk designs are successful in Europe in retail (Marks & Spencer), hospitality and QSRs. As an example in the US, Pyramid ticket transaction kiosks are in use at AMC Theatres. Standard and custom Pyramid polytouch® kiosk solutions are sold via OEM or sales partners, as a bespoke work. We also offer a high accuracy location system, named PLS. The system can locate precisely the position of a person or device in any indoor environment by installing sensors on the ceilings.