

QUEUE MANAGEMENT SOLUTIONS:

# How QLess Outpaces the Competition

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# How QLess Digital Queue Management Helps Optimize the Customer Journey

Despite how it might sound, digitizing the customer journey isn't about modifying people's behavior. After all, the customer journey is already digital. From a business perspective, digitizing the consumer journey means meeting your customers and prospects *where they already are* – online, on their devices, on social media – and making sure they receive the messages you want them to receive at the right time.

The customer journey consists of multiple steps, and while data-driven businesses already intervene at many of them – serving targeted messages to consumers' devices based on data such as buying preferences, location, and online searches – there's still one stage that remains stubbornly opaque.

Customer intake refers to that part of the customer journey after advertising has caught the customer's attention but before they purchase your product or service. The difficulty with digitally optimizing this stage is that modern consumer behavior almost always entails moving from online to offline, or "O2O." Even in our technology-laden world, studies find that while more than 80 percent of customer journeys begin online, 92 percent of purchases are still made in a store.

Our queue management solutions represent an unprecedented opportunity to transform the nature of O2O conversions. With so many distinct points at which the customer could abandon the journey, minimizing the friction at each stage is essential to maximizing sales. Our omni-channel customer experience solution makes that conversion as easy as possible. What's more, our digitization of the customer intake process not only encourages O2O conversions, it also provides your organization with hard data about these conversions – which until now have been about as transparent as a black box. On top of that, unique SMS marketing capabilities help drive traffic to your location, while our patented customer navigation feature integrates with the QLess app to make getting there on-time easy and stress-free.

## An Effective Queue Management System Must Offer These Crucial Features

When it comes to improving the customer experience, *execution is everything*. It's one thing to offer a digital queue manager; it's another thing entirely to provide a platform that solves some of your most pressing business needs while also improving the customer experience. Queue management vendors vary widely in this respect.

QLess may not be the only queue management solution out there, but our cloud-based platform is *the easiest to use, manage, and implement*. With QLess:

- **There's no new hardware to buy and maintain, and we configure everything for you.**
- **After installation, our engineers are available 24/7 to assist you, so you don't have to hire any new IT personnel to manage the system.**
- **Our subscription-based model minimizes capital expenses and allows you to pay comfortably over time as an operational expense.**
- **We regularly update all our software, so you're always running the latest version.**
- **Because our user experience is so intuitive, you often only need a few hours to get teams up and running.**

The possibilities for queue management extend far beyond a digital ticket dispenser. We don't just make the line less visible: By digitizing the customer journey, we allow businesses to provide customers with just-in-time service, gather feedback with surveys, and increase staff productivity in a seamless way. Our system also affords businesses a unique opportunity to market to their core audience – those who have visited at least once before.

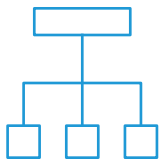
And we're constantly innovating. The winner of six consecutive Gold Stevies from the American Business Awards, QLess has consistently redefined what it means to provide an outstanding customer experience. Today, QLess is the only 100% web-based SaaS queuing company to offer remote mobile queuing and appointment solutions, and our mobile queuing platform is the only one to incorporate machine-learning algorithms to determine hyper-accurate wait-time forecasts.

## Features that make our queue management solution the best in its class include:



### 1. 100% CLOUD DEPLOYMENT

Unlike some of our competitors' solutions, our web-based SaaS platform requires no special hardware and works on any operating platform. By incorporating cutting-edge data security standards, world-class redundancies, and 24/7 professional monitoring by our engineering team, our solution is secure and reliable. That makes QLess incredibly quick to deploy and far easier for IT departments to manage than platforms with proprietary hardware. And because QLess is subscription-based and centrally-hosted, the total cost of ownership (TCO) is lower than perpetual license queue management solutions in the vast majority of cases.



### 2. OMNI-CHANNEL QUEUING

Your customers use numerous technologies in their day-to-day lives and they expect to interact easily with your business. That's why QLess allows customers to join and monitor their place in the queue by phone, kiosk, website, mobile app, or mobile device. Whether your customers wish to join the queue in advance or upon arrival in-person, QLess has the technology you need to match each person's preferences while organizing them into a single digital queue.



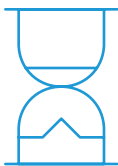
### 3. ONLINE-TO-OFFLINE CONVERSION TRACKING

QLess' omni-channel solutions also help drive online-to-offline (O2O) conversions by helping to bridge the gap between a consumer viewing a product online and later completing a purchase in store. Standard digital marketing paradigms only focus on converting online and have little influence on O2O sales conversion opportunities. Giving your customers the option to schedule appointments to test out products or receive services in-person then and there not only encourages O2O conversions, but also creates a more traceable system to get a more complete picture of ROI.



### 4. LIVE TRAFFIC-ENHANCED PRE-SUMMON

While FlexAppointments minimizes the impact of late customers on staff productivity, the absolute best way to maximize efficiency is to ensure customers arrive on time for their appointments. That's why our system automatically notifies customers who download the QLess app when to leave for an appointment based on live traffic conditions. Now, instead of constantly checking their maps app and worrying about when the best time to leave is, your customers are prompted when to leave and arrive on time. And, as always, if there are any last-minute delays to their appointment, customers can spend that time outside the waiting room and stay productive. The traffic pre-summon feature is just another example of how our platform relieves customer stress and boosts operational efficiency.



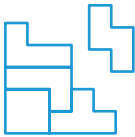
### 5. AI-POWERED WAIT FORECASTING

Just knowing how long the wait is and watching it tick down is a great psychological trick for lessening the perceived pain of waiting. Our AI-driven wait-time forecaster not only automatically updates customers with predictions more accurately than any other solution, but it actually knows when to stop taking new patrons if it calculates that the current wait list represents a full day's work. By leveraging machine learning algorithms, our system learns over time how to refine wait-time estimates and provide predictive analytics about average customer loads and wait-times that your organization can use to optimize staffing, hours, and more.



## 6. LOAD BALANCING

Deploy QLess at multiple locations in a specific region and utilize our load balancing tools to automatically redirect customers away from crowded stores or offices to other locations with more capacity. With limited resources and time available at any single location, QLess load balancing helps you reduce customer wait times, serve more customers, and better utilize your staff and other resources.



## 7. DIVERSE API INTEGRATIONS

With our suite of over 180 APIs, we offer seamless integration with any software solution. Easy to implement and even easier to manage, QLess builds upon the systems you already have.



## 8. TWO-WAY TEXT (SMS) INTERACTIONS

Other providers that offer communication between customers and businesses either require customers to download an app (torpedoing the customer experience) or only offer one-way texting capabilities. QLess supports two-way text messaging, letting you save time and collect relevant data before appointments. Moreover, QLess' SMS interaction capabilities also empower your business to overcome common communication issues associated with lines, offering customers the ability to either request more time without being kicked out of line or notify you that they've left the queue.



## 9. SMS CUSTOMER SURVEYS WITH CUSTOM FIELD CAPTURE

Surveys are a great way of collecting customer perceptions of your business in their own words. The problem is, no one wants to do them. QLess changes all that with surveys that integrate naturally into the digital queuing experience. Stop trying to entice customers with free entrees or raffle giveaways on your receipts and use your queue management system to get the insight your business needs to improve its customer service.



## 10. SMS MARKETING

Put the customer data you've gathered to work with our queue management system and leverage our SMS marketing features to keep customers informed, build loyalty, and more. Based on customer preferences and

buying behavior, your business can tailor promotions and special offers for a more personalized shopping experience. SMS marketing can also advertise upcoming events and sales. Send out blasts to all of your customers letting them know about new products or send targeted messages to specific customers. It's all included with QLess.



### 11. FLEXAPPOINTMENTS

QLess FlexAppointments seamlessly combines walk-in customers with pre-scheduled appointments for businesses that want or need to provide both options. FlexAppointments offers bi-directional updates so customers are periodically notified of their expected wait times, while customers who delay are automatically pushed back in line. Forget worrying about who's been waiting the longest – just tap “summon” and QLess automatically determines who should be served next. With FlexAppointments, customers don't have to forfeit their appointment due to a delays anymore, whether the fault is their own or the merchant's. Customers who decide to cancel their appointments are also offered the immediate opportunity to reschedule, which can help you you to retain their business.



### 12. CONCURRENT AND SEQUENTIAL QUEUING

QLess allows your customers to not only wait in multiple queues simultaneously, but also to move from queue to queue as their needs require. With QLess concurrent queuing enabled, customers can join multiple queues at once *without losing their place in other queues*, saving them huge amounts of time. Similarly, with QLess sequential queuing, customers that have finished receiving service from one queue will automatically become active in the second queue, ensuring a streamlined and efficient process. These features are essential for improving the customer experience at locations that handle multiple kinds of services or require meeting with several different departments. With QLess, both concurrent and sequential queuing can be administered via SMS texts, Digital IVR (Interactive Voice Response), iOS/Android apps, or through the Queue Manager or Monitor. Many other vendors, by comparison, have yet to offer these features.



### 13. DIGITAL IVR

Many customers prefer to interact with businesses by voice or are unable to communicate via text-based mediums because of a disability. The ability to automatically intake these customers into your digital queue management by other means is thus essential if you want to serve the widest variety of people possible without experiencing the loss of productivity associated with manually managing these customers' spots in line or managing a separate queue for them. That's why QLess makes all customer interaction capabilities also available by Digital IVR (Interactive Voice Response). With QLess, customers who call to join the queue are automatically updated by phone call throughout their wait with their place in line and how much time is left. They may also request for more time, ask for status updates, or leave the line – all by phone. By offering the option to join by voice alone, you not only allow a broader range of customers to join the digital queue, but you also make it easier for those who are unable to communicate by text – drivers, for example – to join the line at their convenience.



### 14. REAL-TIME DASHBOARDS

The QLess platform includes numerous business intelligence features to help businesses improve the customer experience. Our at-a-glance dashboard leverages live data to keep managers and staff informed. Visual cues help staff instantly locate issues, while automatic alerts let staff know when wait times or transaction times mount. Daily statistics and reports can help businesses locate pain points in the customer flow, while our executive reports and data analysis tools provide insights into staff KPIs and can help you deliver the kind of long-term performance improvements your business needs to remain competitive. When QLess data is combined with other data sources, businesses can achieve a new level of customer and business intelligence.



# QLess Goes Far Beyond Queue Management

When you're evaluating queue management systems, what you're really looking for is a tool that will delight your customers, refine operations, and improve business growth. QLess equips your business with all of this and more: We don't just shorten the lines, we provide data analytics and business intelligence to help your organization overcome problems that alienate customers and impact the bottom line.

Below are common challenges where QLess can make a major difference:

- **INCREASING PRODUCTIVITY:** QLess' built-in survey, data-gathering, and data analytics functions have helped boost staff productivity **up to 99 percent**.
- **BOOSTING CUSTOMER SATISFACTION:** QLess reduces on-site wait times **up to 75 percent**, increasing customer satisfaction **up to 99 percent**.
- **DRIVING SUSTAINABLE GROWTH:** QLess reduces walkaways **up to 12 percent**, which has led to increases in profit **up to 50 percent** year-over-year.

Only one digital queue management platform is a complete customer experience solution: QLess.