

Are long lines costing you sales?



Solution Spotlight: Retail



Lose the line.

QtracVR®
Queue Management Software

The long lines and unhappy crowds waiting for checkout can be a drag on your customer's experience, costing you sales and hurting your brand. But with Qtrac VR queue management software, customers can wait for service while they shop. When it's their turn, they're notified via text or an in-store LCD. It's a simple scenario that enhances your customers' experience, reducing perceived wait times and increasing sales and brand loyalty. And because it's cloud-based, investment is minimal and implementation is easy, maximizing ROI. **Call us today for a free demo.**

- Browser-based software works on existing PC's, tablets and mobile devices.
- Supports both self-service and associate-assisted registration processes.
- Receive alerts such as VIP's or wait time limits.
- Real-time and historical reporting helps both front-line staff and management planning.
- Frees customers to shop while they wait.
- Text-based hailing disperses crowds and eliminates lines.



Products for People and the Places they go®

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How it Works:

1 Register for Service

Customers register for service via an in-store kiosk or through QtracVR's web-enabled interface which gives customers access to queues through their PC's and mobile devices. By entering their cell phone number, they can be notified via text when their spot is available. They'll even receive an approximate wait time.



2 Appointments

Customers can register in advance by making a scheduled appointment. They'll receive a text or email confirmation and an appointment reminder.



3 Shop While You Wait

Customers can wait for service almost anywhere, freeing up their time (to shop!) and the physical space usually required for waiting in line. They'll receive a text alert when their room becomes available.

4 Hailing

Associates can call customers by simply pressing the next button on their screen. They can also prioritize, re-queue, or transfer a customer to another queue.

Customers can view digital signage or web updates to check their place in the queue, and are informed by text when it's their turn.



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Why it Works:



For Customers:

Reduces perceived wait time

Occupied time feels shorter than unoccupied time. So as customers spend their waiting-time shopping, they perceive their wait to be much shorter than it actually is.

Frees-up wait time

Customers don't have to wait in line or in a specific area. And as they spend their waiting time in other areas of the store they inevitably spend more.

Provides a personal touchpoint

SMS communication allows you to reach customers in a more personal way, offering them specials or discounts they can use right away.

Decreases frustration

Unknown waits seem longer than known waits. By publishing wait times and lists, customers feel more in control.



For Staff:

Eliminates Crowd Management

Staff can focus on serving customers rather than managing crowds and lines.

Enhances customer personalization

Collected registration information is visible on the Queue Management screen, allowing staff instant access to guest information.

Provides actionable, real-time information

Qtrac VR is always on, watching and reporting. Have a sudden rush of customers? Wait times too long? Get real-time, actionable alerts based on pre-set conditions.

Streamlines wait list management

Qtrac VR keeps it simple yet provides powerful organization tools. Group and sort customers, prioritize VIP's, and much more.

For Management:

Improves efficiency

With information at their fingertips employees work more efficiently. And with real-time updates and alerts managers can head-off problems before they arise.

Increases ROI

Qtrac VR's flexibility keeps hardware costs down. And ROI up. It runs on almost any existing internet-enabled hardware—from PC's to mobile.

Reduces Costs

An SaaS, cloud-based platform eliminates the need for an expensive server-based infrastructure, and the labor and maintenance costs associated with it.

Enhances planning

An historical reporting suite helps visualize trends such as guest traffic or average wait times over a date range such as month or season.