

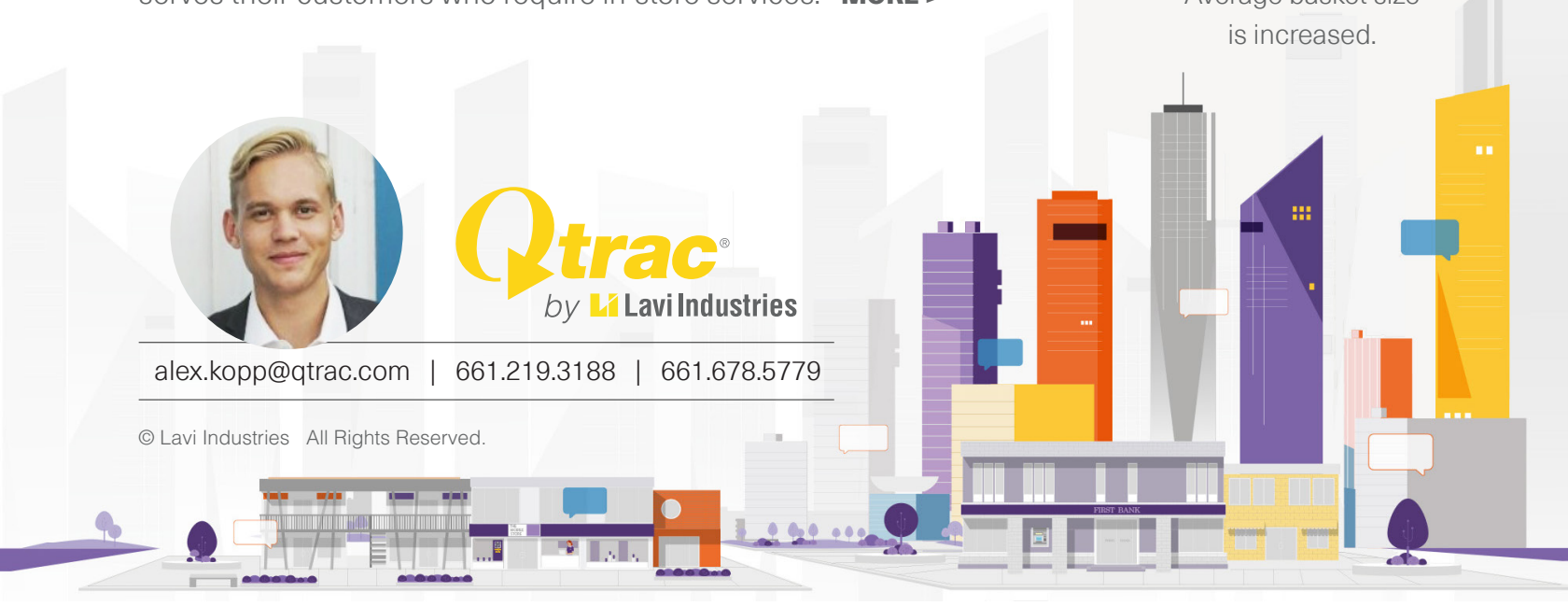


Country ACE Hardware, located in Granby, Colorado, is owned and operated by Amy Kaplanis. Recently, the store underwent a major, storewide renovation including a new layout, cash wraps, signage, and decor. In addition to updating the store itself, Amy saw an opportunity to overhaul the way her staff serves their customers who require in-store services. **MORE >**

★
Average basket size
is increased.



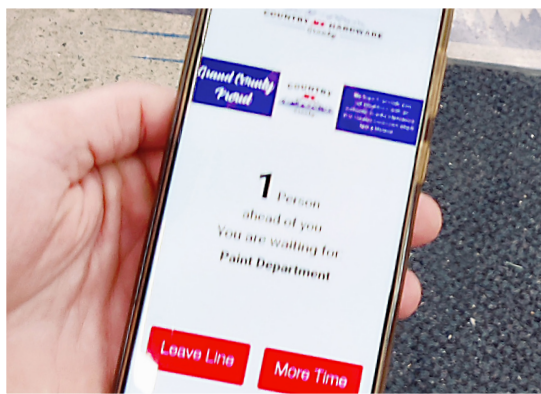
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CASE STUDY: Virtual Queuing for In-Store Services



Customers scan a QR code to add themselves to the service queue.



Customers track their wait from their smartphone and receive a text message when it's their turn to be served.



Customers can also track their wait from displays placed around the store.

Country ACE Hardware selected Qtrac® Virtual Queuing to enhance the customer shopping experience by removing the need to wait in a physical line for in-store services. Customers scan a QR Code, then select the service they need — Paint, Keys, Propane, Fishing Licenses, and more. Staff is promptly alerted that a Neighbor needs assistance. The Neighbor is then free to shop around the store until it is their turn to be served. Additionally, Neighbors can track their spot in line as it dynamically updates on their mobile phone and on the displays located throughout the store. Qtrac® provides two-way texting between customers and Country ACE Hardware staff to facilitate quick and easy communication.

Qtrac® helps manage customer expectations, while allowing Amy and her staff to focus their efforts on providing the friendly, neighborhood experience their customers have come to expect and appreciate. Beyond the improved waiting experience, Qtrac® presents Neighbors with current ACE promotional content, resulting in an increased basket size.

Check out how Customers are “checking-in”

It's never been easier for customers to connect and engage.



Scan the QR code to experience Qtrac for yourself.



Qtrac®
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