WEBINAR:
5 Ways to Deliver a 5-Star Customer Experience

QLESS™

Agenda & Speakers

Amy Deavoll

Director of Marketing

- Moderator

Alex Bäcker

CEO & Founder

- 5 Best Practices
- Q & A

Matt Walles

VP, Retail Solutions

- 5 Best Practices
- Q & A

The **elephant** in the room.

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In the last 15 years, **52%** of the Fortune 500 Companies have **disappeared**

1955
Average life expectancy 75 years

vs.

2015
Average life expectancy 15 years

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The amazon – ization of Retail

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The Challenges:

1. The expectation of instant gratification
2. Operational inefficiencies
3. Customer walk-aways and no-shows
4. Poor staff productivity and low morale
5. Long customer lines = complaints

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CHALLENGE #1

How can businesses offer customers instant gratification?

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Just-In-Time Customer Delivery

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Online to Offline Conversions

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How are consumers *actually* making decisions?

82% of offline conversions begin with online research.

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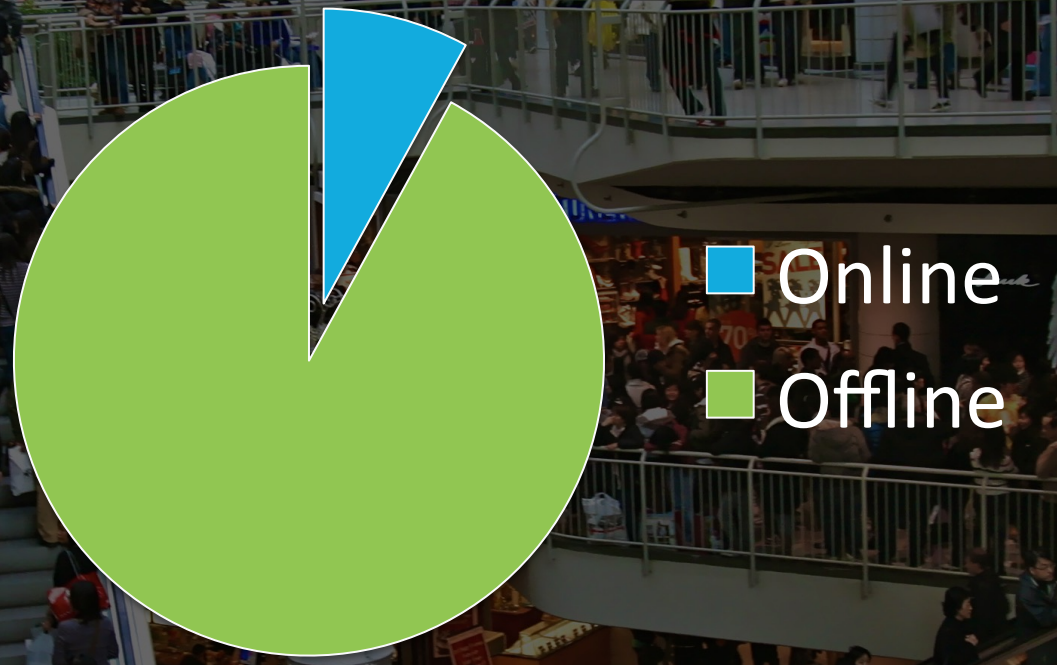
Yet, only 8% of sales *actually* happen online.



Source: https://ycharts.com/indicators/ecommerce_sales_as_percent_retail_sales

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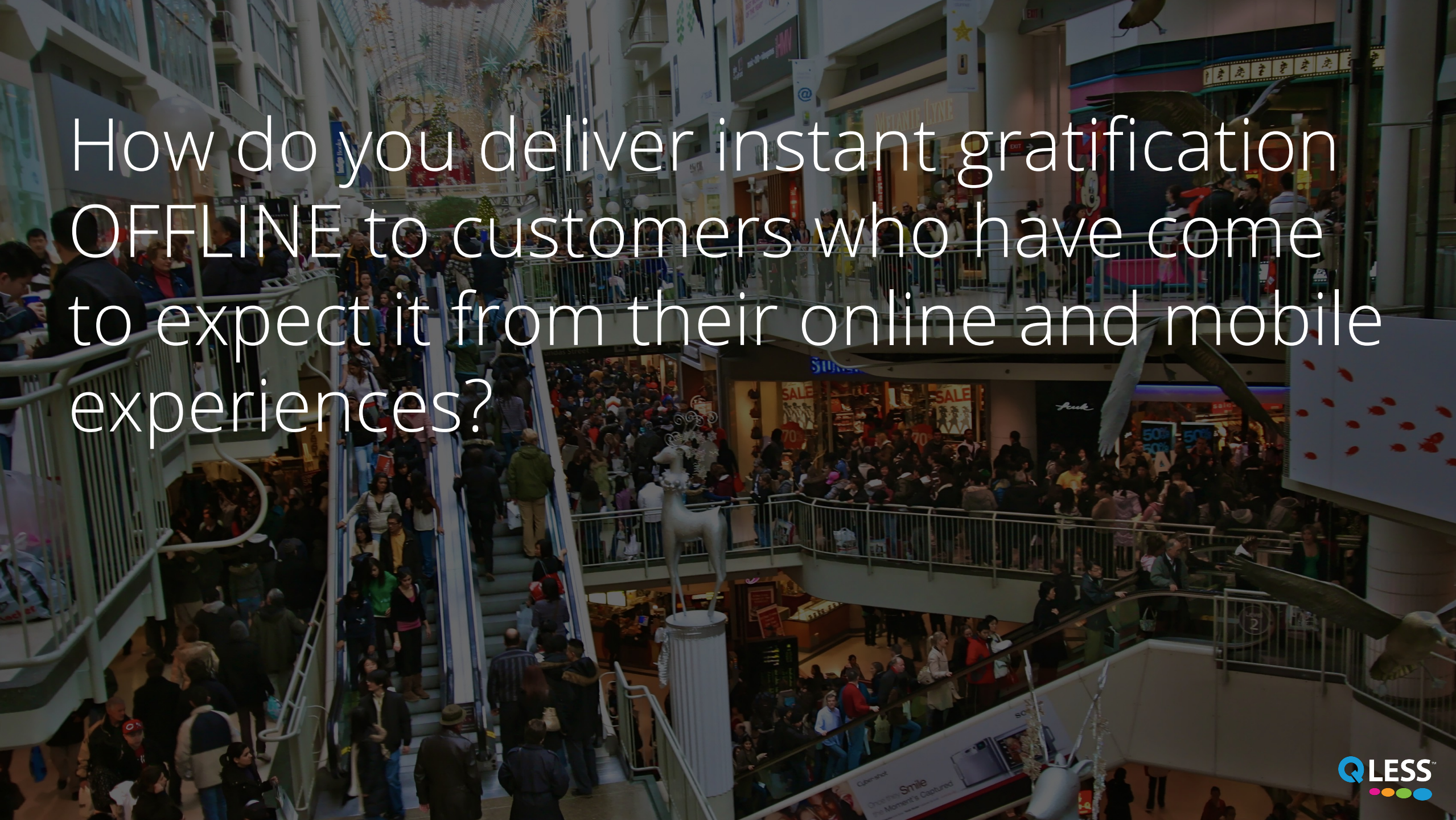
How do you deliver instant gratification OFFLINE to customers who have come to expect it from their online and mobile experiences?
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The Challenges with O2O:

1. O2O conversions are hard to track
2. Customers delivered at the 'wrong time' (i.e. peak hours) are made to wait *instead* of getting instant gratification
3. O2O conversions are lossy

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TRILLION
DOLLAR
GAME
CHANGER
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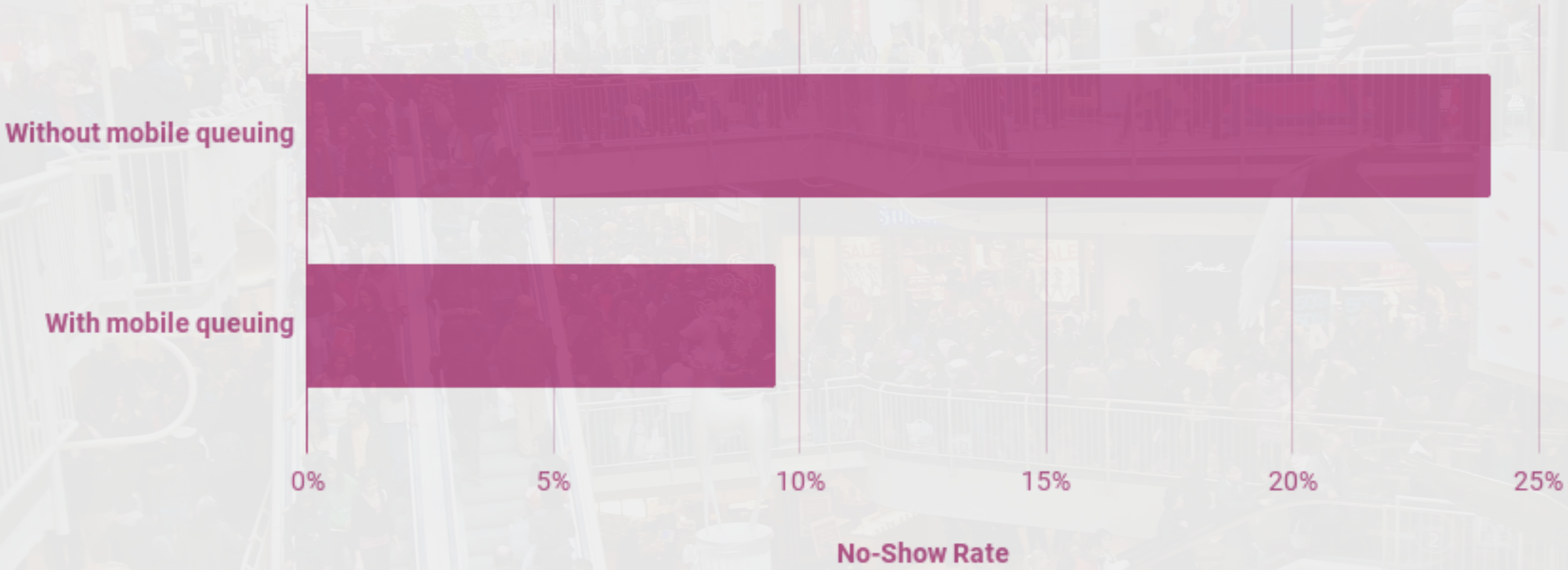
Mobile Queuing Reduces No-Shows by 60%



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CHALLENGE #2

How can businesses solve operational inefficiencies?

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LOAD BALANCING

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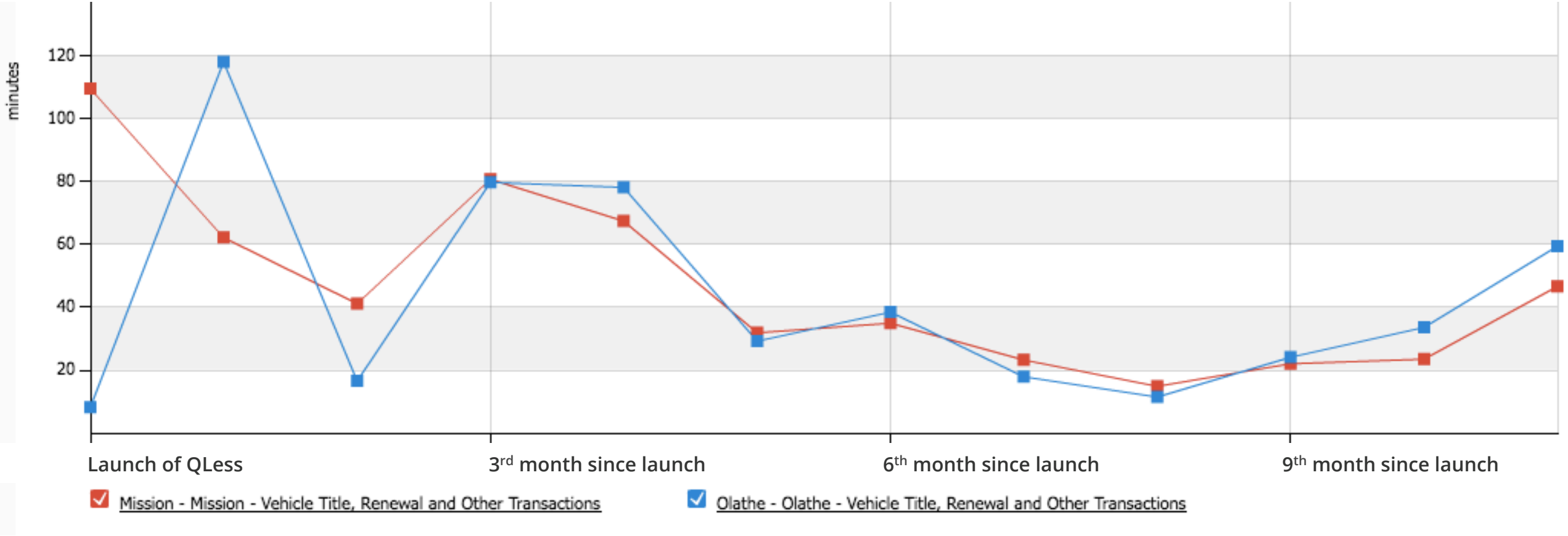
2. Lower operational costs by:

- Load balancing across locations

Load Balancing Across Locations Equalizes Customer Flow



2. Lower operational costs by:

- Load balancing across locations
- Load balancing across time

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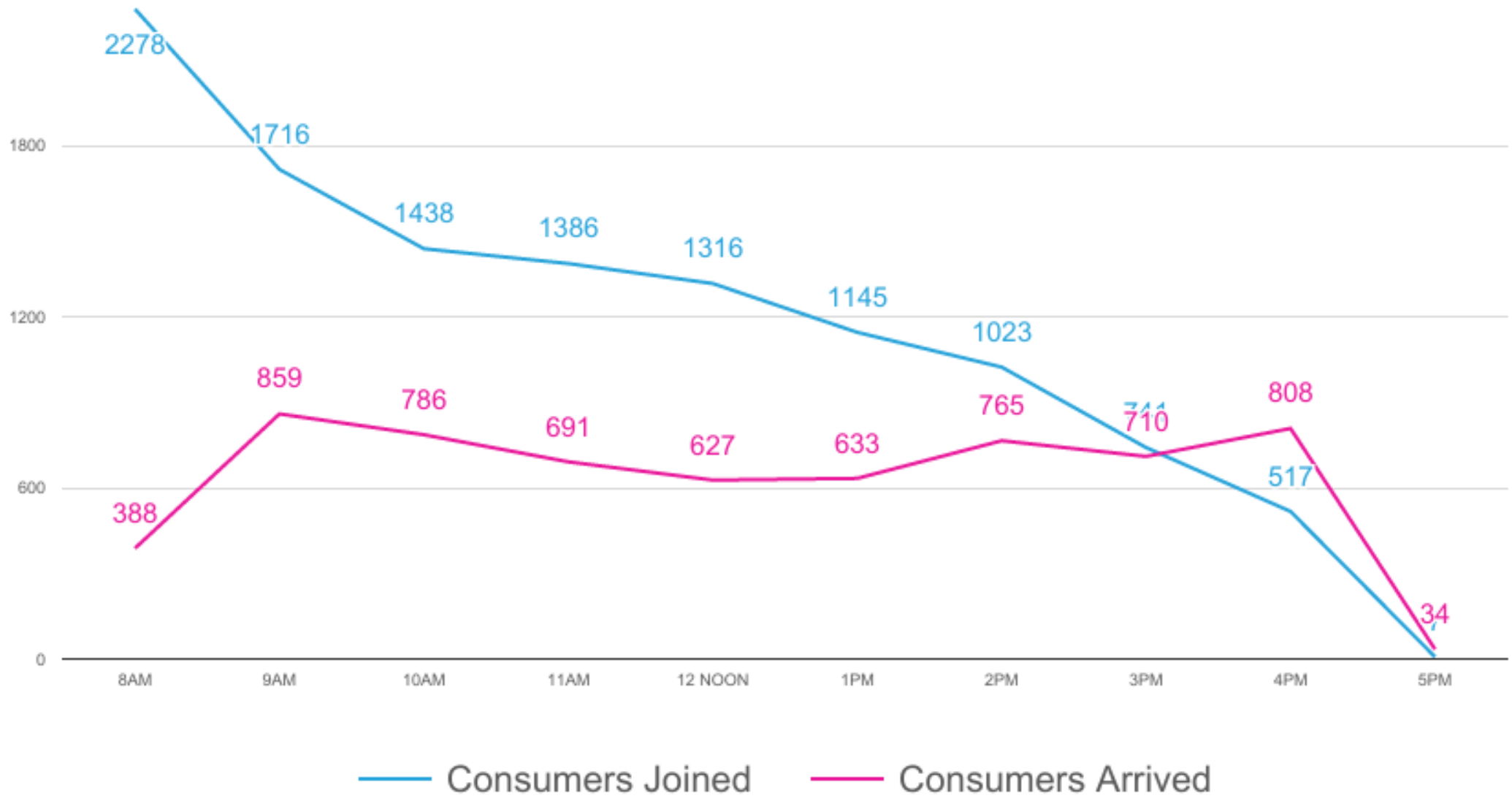
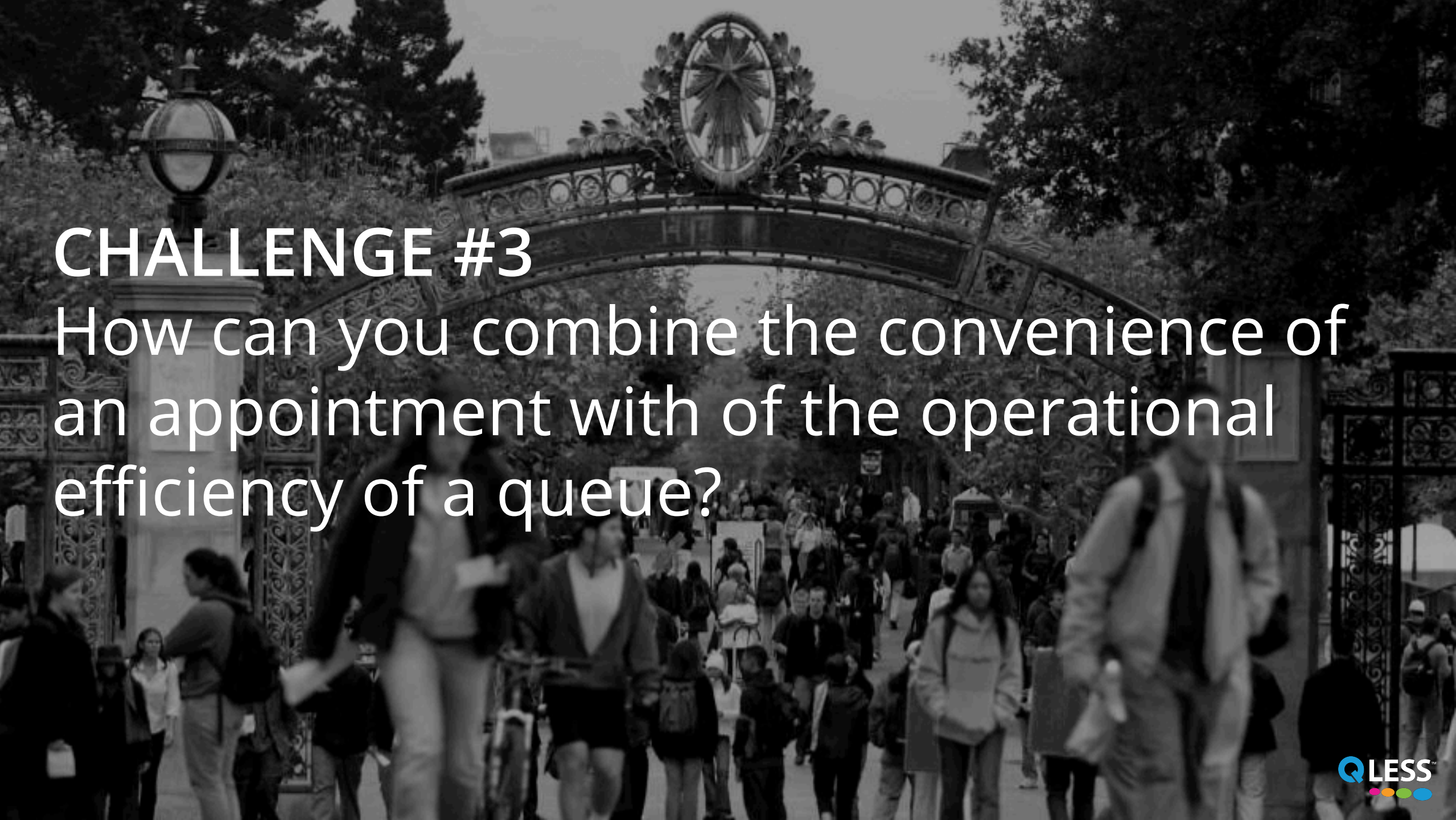
Load Balancing Across Time Spreads Traffic Throughout the Day





CHALLENGE #3

How can you combine the convenience of an appointment with of the operational efficiency of a queue?

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FlexAppointments
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3. Offer FlexAppointments

- Integrate with your wait list
- Automatic refilling of cancellations
- Interactive communication
  - ✓ Send updates and alerts
  - ✓ Real-time notifications
  - ✓ Bi-directional communication

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3. Reduce walk-aways and no-shows with FlexAppointments

*"With FlexAppointments we saw an immediate **reduction in no-shows** and crowding in our waiting area – customers come in for their appointments, **we take care of them quickly**, and then they're on their way."*

– Catherine Creason

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CHALLENGE #4

How can businesses boost staff productivity?

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DATA
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4. Improve productivity with data

- Workforce management
  - ✓ Calculate necessary staff to optimize productivity
  - ✓ Use a predictive engine to guide staffing levels
  - ✓ Forecast the impact of restructuring, joining, or separating queues
- Capture pre-visit data
  - ✓ Equip staff to deliver optimal service

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QLESS DASHBOARD

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Settings Logout

Summary

Forecast Wait	Waiting	Serving Now
31m	1104	186
Served Today	**No-Show %**	**FlexAppointments for today**
3629	18	1134

Actual Wait

0m min	22m median	170m max

Transaction Time

0m min	5m median	199m max

LOCATIONS +

Ann Arbor

Forecast Wait	Waiting	Serving Now
20m	13	6
Served Today	**No-Show %**	**FlexAppointments for today**
117	16	31

Actual Wait

0m min	20m median	36m max

Transaction Time

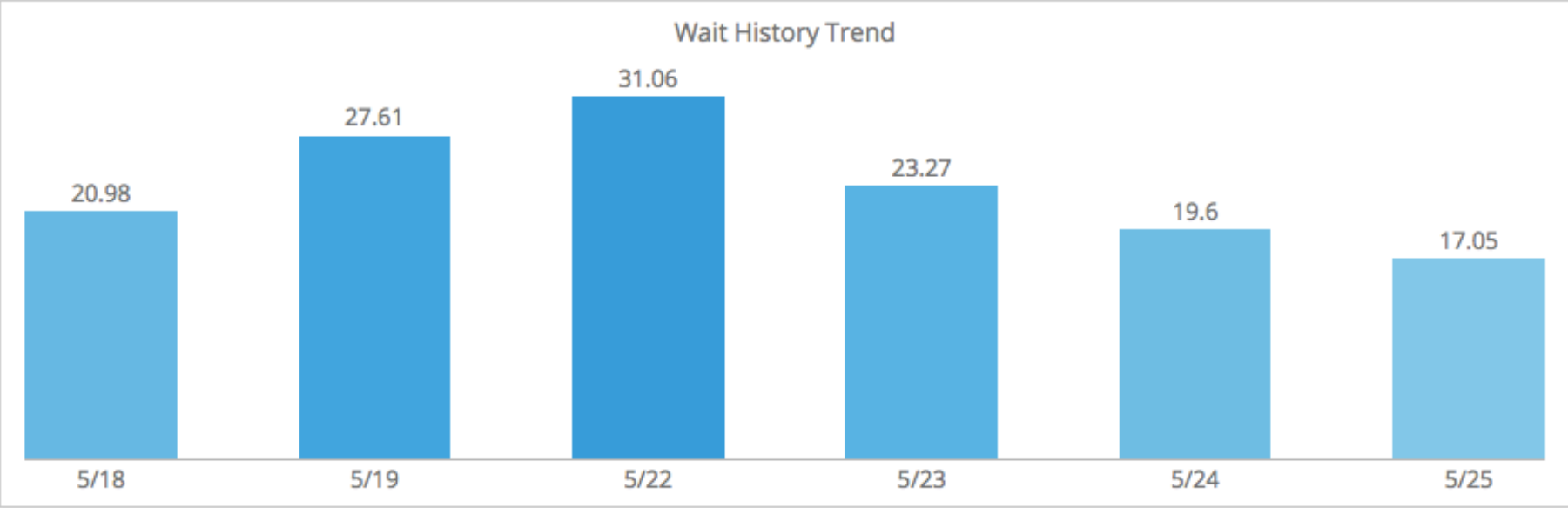
2m min	8m median	89m max

EMPLOYEE VIEW

By Classifier | By Employee

Employee Utilization **85.7 %**

Employee	Median Transaction Time (minutes)	Idle Time (minutes)	Serving Now	Served Today (by employee)	Classifier	Served Today (by classifier)
Chang	8.3	9.2	1	16	Window 2	16
Christie	5.4	6.1	1	32	Window 9	33
CSS 109			0	0	-	
Janice	11	9.5	1	8	Window 3	8
Mandy	8.9	10	1	14	Window 6	14
STW 109	5.7	4.8	1	15	Window 4	15
William	5.9	5.4	1	32	Window 10	31



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CHALLENGE #5

How can businesses reduce long onsite wait times and customer complaints?

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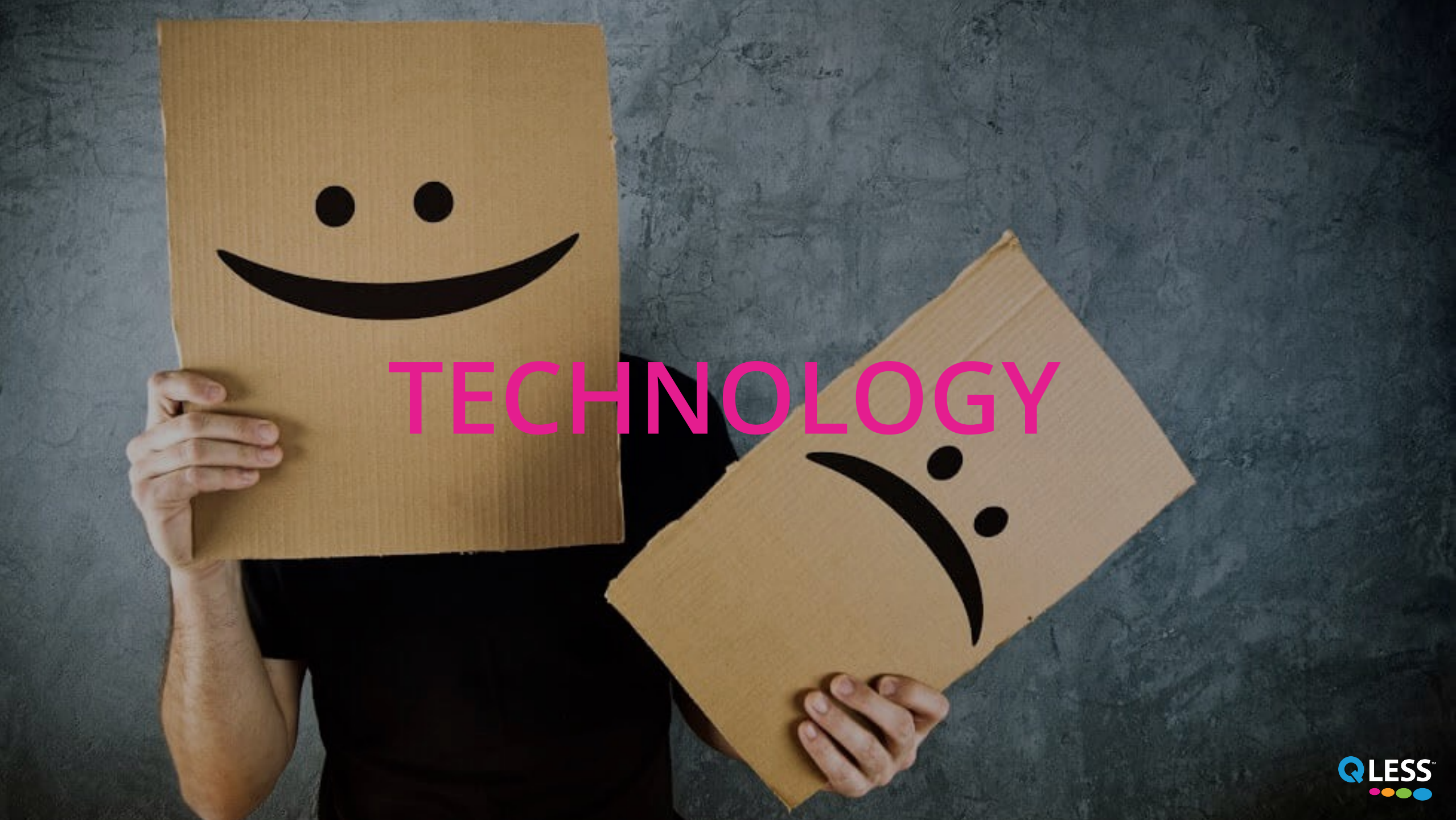
TECHNOLOGY
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5. Utilize a queue management system

- Mobile
- Remote
- Interactive
- Display wait times on monitors and on your website

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Store Locator Legend

Other U.S.Cellular Location

Listed U.S.Cellular Location
These are the nine closest stores to your search

Clustered U.S.Cellular Locations
Zoom into this location to see the individual locations

Your Search Address

Nearest locations for Milwaukee, WI, USA NOTE : Distance shown is calculated from the center of the location above

A U.S. Cellular

Current wait: 76-106 min | Get in line

Driving distance: 0.2 miles
740 N. Water St.
Milwaukee, WI 53202
Located on the corner of Water Street and Mason Street in Downtown Milwaukee. Free parking for our customers inside the mason street parking garage.

Driving Directions

Workshop Information

Tel: 414-291-3140 **Fax:** 414-291-3150

Store Hours: M-F 10am-8pm
Sa 10am-5pm
Su Closed

B Telecom International Services

Current wait: 21 mins | Get in line

Driving distance: 3.1 miles
1247 S Cesar Chavez Dr
Milwaukee, WI 53204

Driving Directions

Tel: 414-375-7677

Store Hours: M-F 10am-7pm
Sa 10am-5pm
Su 11am-4pm

C Consulting on Wireless

Current wait: 20 mins | Get in line

Driving distance: 5.7 miles
2092 S. Miller Pkwy
West Milwaukee, WI 53219
One block N. of West Lincoln Ave on Miller Park Way - Across from Pick'N'Save and Menards

Driving Directions

Tel: 414-727-4040 **Fax:** 414-727-4041

Store Hours: M-F 9am-8pm
Sa 10am-6pm
Su 12pm-5pm

D U.S. Cellular

Current wait: 28 mins | Get in line

Driving distance: 6.3 miles
6770 W. National Ave.
West Allis, WI 53214
68th Street & Greenfield Avenue. Inside Market Square Pick n'Save.

Driving Directions

Tel: 414-777-0230 **Fax:** 414-777-1539

Store Hours: M-F 10am-7pm
Sa 10am-6pm

E U.S. Cellular

Current wait: 57 mins | Get in line

Driving distance: 6.9 miles
3415 S. 27th Street
Milwaukee, WI 53215
Next to the Drive Thru Starbucks and Wal-Mart near 27th & Morgan.

Driving Directions

Tel: 414-643-8213 **Fax:** 414-643-8356

Store Hours: M-F 10am-8pm
Sa 10am-7pm

F Supreme Cellular & Paging

Current wait: 28 mins | Get in line

Driving distance: 7.4 miles
4844 South Packard Ave.
Cudahy, WI 53110
Layton Avenue & Packard Ave.; Corner of Packard Ave. & Munkowitz St.

Driving Directions

Workshop Information

Tel: 414-481-8431

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Your 5 Takeaways

1. Offer instant gratification with **just-in-time customer delivery.**
2. Maximize efficiencies with **load balancing.**
3. Reduce customer walk-aways and no-shows by offering **FlexAppointments.**
4. Boost staff productivity by using **data.**
5. Reduce long onsite wait times and customer complaints with a **mobile queue management system.**

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2 Bonus Takeaways

1. How do I find out what my customers really want?

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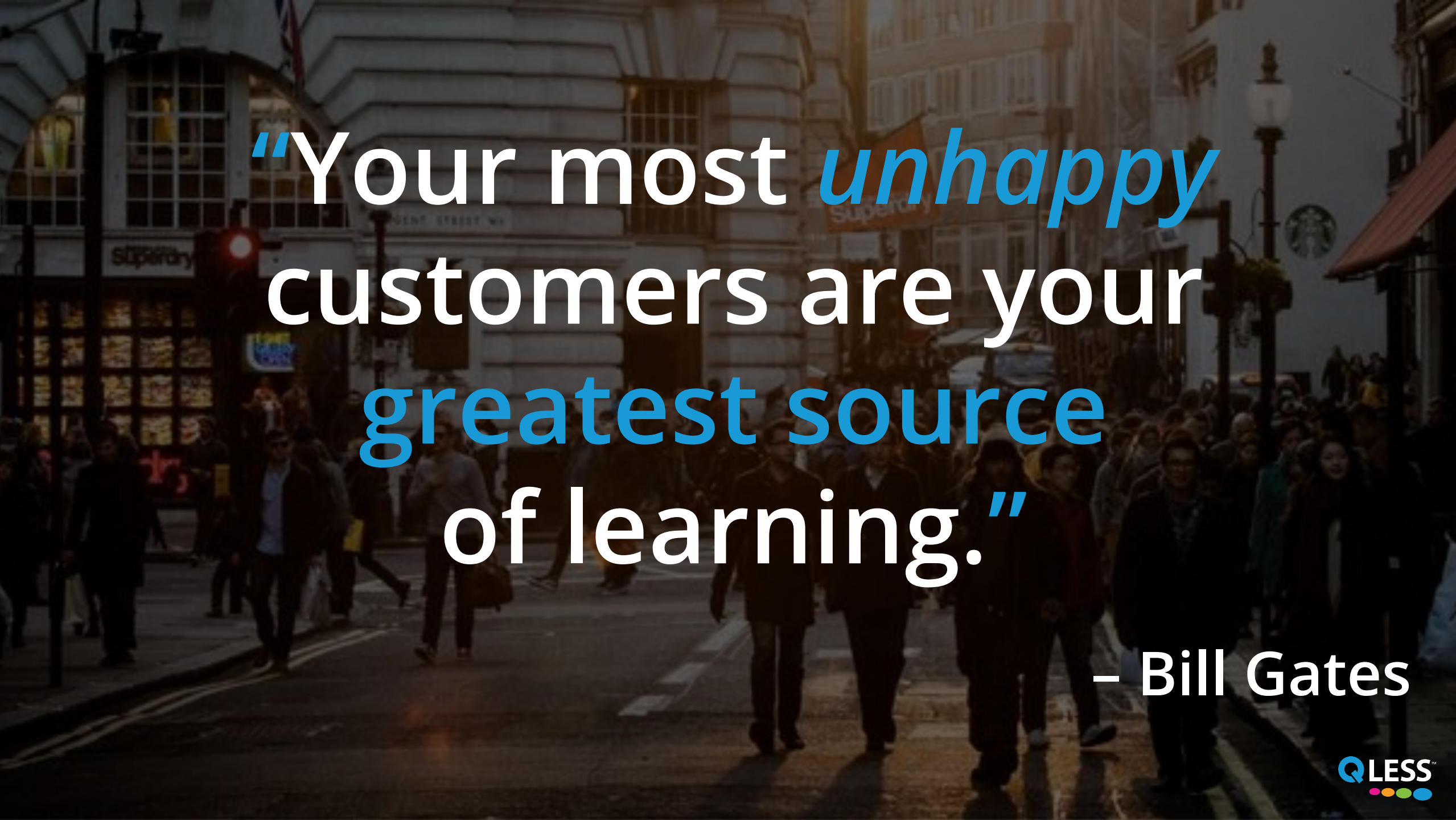

"Your most *unhappy* customers are your greatest source of learning."

– Bill Gates

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2 Bonus Takeaways

1. How do I find out what my customers really want?

   Digital Surveys

   - ✓ Send automatic surveys
   - ✓ Improve response rates with text surveys
   - ✓ Gather instant feedback
   - ✓ Gain valuable insights to identify operational enhancements

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2 Bonus Takeaways

1. How do I find out what my customers really want?

   Digital Surveys

   - ✓ Send automatic surveys
   - ✓ Improve response rates with text surveys
   - ✓ Gather instant feedback
   - ✓ Gain valuable insights to identify operational enhancements

2. How do I manage customer expectations?

   Wait Forecasting

   - ✓ Anticipate peak periods
   - ✓ Improve staff interactions

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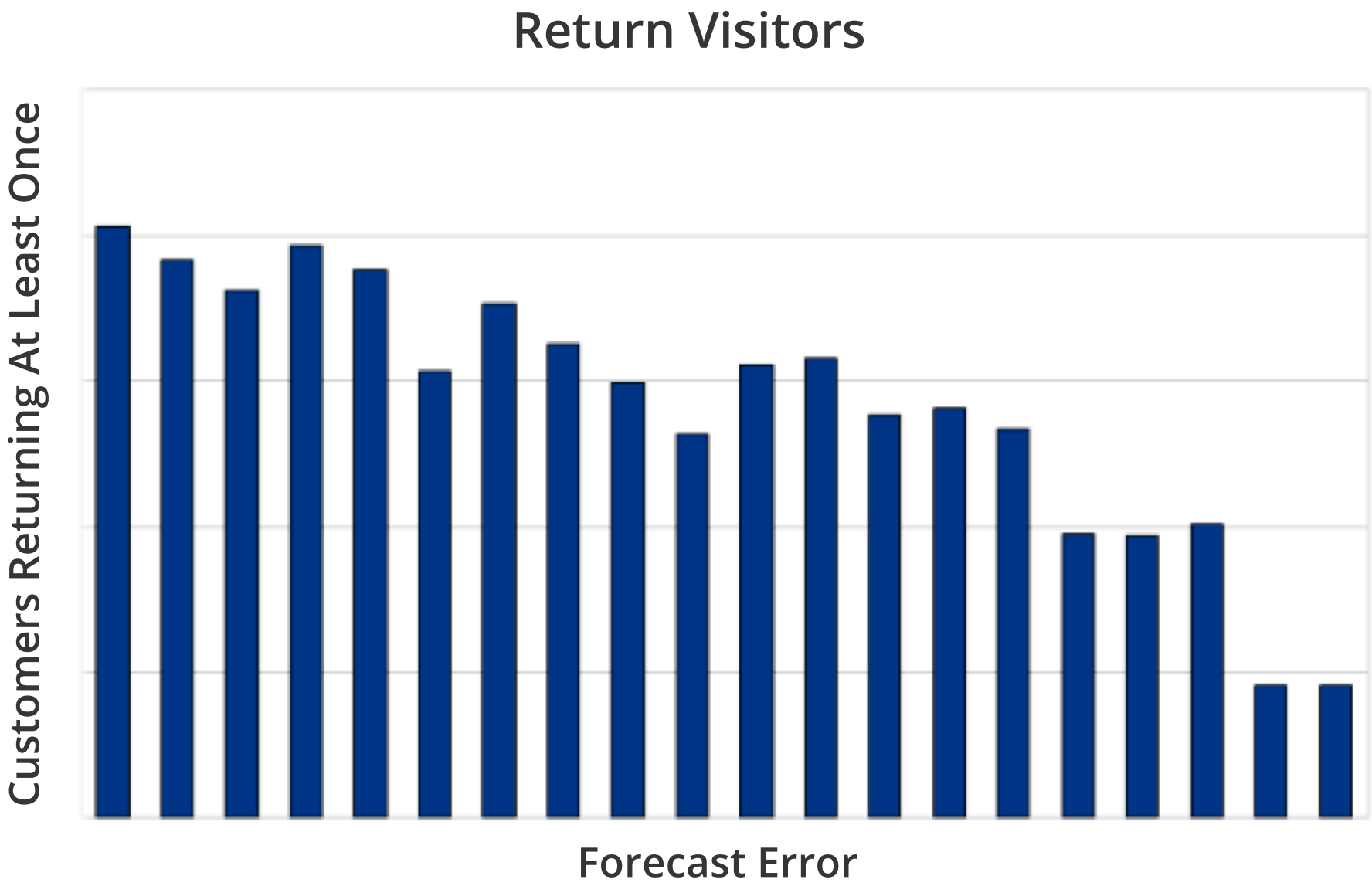
Accurate Wait Forecasts Quadruple the Probability of Returning Visitors



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Q & A

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Thank You!
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