

Improved customer experience and staff efficiency with a combined queue and self check-in system

”Now the customers can sit down, relax and wait, and we help the customers in the right order.”

IT manager, major Swedish banking and insurance company



A mobile app with a staff search function for the employees' mobile telephones is included in the solution. The system also offers a number of different reports that can be customised as needed. For example, a report can be generated regarding which are the most common tasks and which tasks take the most time.

Results

The banking and insurance company is seeing major benefits from the combined queue and self check-in system. They now have full control over their customer flow. "Now the customers can sit down, relax and wait their turn, and we receive the customers in the right order," says the IT manager. "The customers clearly see how many people are in front of them in the queue for the service they want.

Customers who have booked appointments in advance know that their appointment has been recorded and that they will be taken care of. We do not need to ask the customers for their names. If the customer has a booked appointment, we know who is sitting and waiting for us. We know who we are going to meet, instead of having to call out 'number 8', for example," says the IT manager. Another advantage of the combined queue and self check-in system and the new office environment is that the banking and insurance company does not need any reception staff. The new queue system can notify staff that their appointments have arrived and they avoid having to go out to check. The staff can focus on the meeting with the customer.

When choosing a solution, it was important to have an environment that provided as seamless an integration as possible for the IT manager of the banking and insurance company. The IT manager investigated screen suppliers that handle digital signage and obtained information regarding which companies they had the fewest problems with. This carried a lot of weight in the decision.

"The entire sales process worked well, and we had good contact with Qmatic throughout," concludes the IT manager.

SUMMARY

CUSTOMER Major Swedish banking and insurance company

INDUSTRY Banking and insurance

REGION Sweden

CHALLENGES

- No system for receiving visitors
- Gain control over the customer flow

SOLUTION

- Combined queue and self check-in system
- Mobile app for staff
- Reports that can be customised as needed

BENEFITS

- One system regardless of the task
- Full view of the customer flow
- Improved customer experience
- Drop-in customers can clearly see how many people are in front of them in the queue for the service they want
- Allows for an unstaffed reception area
- The staff are notified when a new customer has arrived and they avoid having to go out to check
- Customers who have booked appointments in advance know that their appointment has been recorded and that they will be taken care of

Situation and challenges

A major Swedish banking and insurance company did not have any system for handling either drop-in customers or those with booked appointments prior to autumn 2017, when they invested in a combined queue and self check-in system from Qmatic.

"We wanted to have control over the flow of customers, provide customers with a better experience, and be able to notify staff that they have a customer waiting," says the IT manager of the banking and insurance company.

There was previously a reception area, and the office environments were designed differently. In conjunction with the company's investment in the new solution, they created new office environments with new zones for handling their customers. The IT manager explains that zone 1, for example, is a lobby/waiting area where customers come in, take a number and wait.

The solution

With the new solution, a customer who has set up an appointment finds a check-in kiosk where they enter their name and choose their advisor. The kiosk prints out a ticket with the names of the customer and the advisor, which can be used as an appointment card. At the same time, the advisor is notified via a text message and/or email that their appointment has arrived.

Drop-in customers select the service they want and the kiosk prints out a queue ticket. The customer can then relax and wait to be called to the front desk. The staff can see clearly on an information screen whether there are customers waiting.