

QMATIC HELPS KEEP BUSINESSES GROWING AND CITIZENS MOVING

VIVA LAS VEGAS

CASE STUDY



THE SITUATION

Clark County Building Services is located in the nation's 13th largest county and serves the world famous Las Vegas strip. Citizens and businesses come to them to have their building plans, specifications and calculations reviewed, as well as other related construction documents. With construction projected to grow and major projects such as the \$350 million MGM-AEG arena and Genting Berhad's \$4 billion Resorts World Las Vegas moving forward, this is a busy high traffic building. Due to complex and varied needs, 90% of customers require assistance from a minimum of four workstations," said Nan Riepenhoff, Sr. Business Systems Analyst, resulting in a long, complicated and often tedious visit.

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THE CHALLENGE

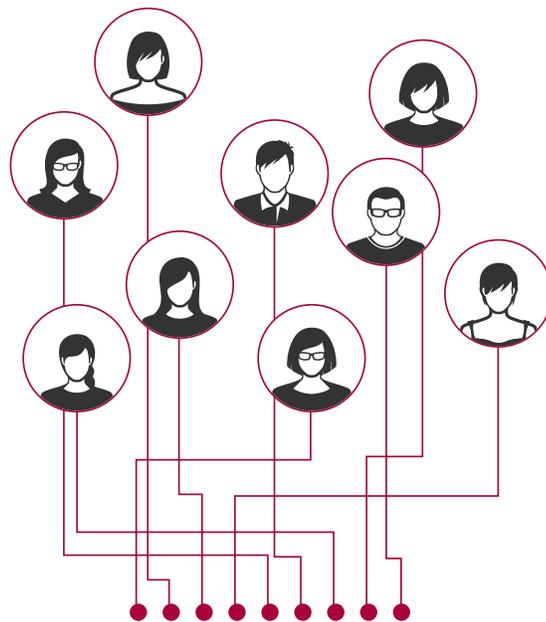
The customer experience at Clark County Building Services was time consuming, chaotic and full of long lines. A majority of customers required assistance from more than one department, resulting in visits to multiple employees at different workstations. As Dan Owens, Manager of Technical Support described it, “Customers who were not familiar with the process found it confusing. Many of these were one time users – i.e. an addition to their house – and would not return. The commercial contractors were in there many times a week, knew the process and could navigate through but still got stuck in line behind everyone else.” There were lines everywhere, some of which extended beyond the entrance.

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Dan Owens
Manager of Technical Support

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Management had no idea how long customers were waiting, how many people passed through their doors, who the customers met with or were transferred to or how long each transaction took. They needed this information not only for operational improvements but also because their budgets were tied to the volume of traffic handled by their office. Tools that accurately reflected the value of their organization and allowed them to staff appropriately were important. As the fastest growing county in the country, Clark County needed to fix these problems quickly.





THE SOLUTION

A Process Improvement (PI) team was formed to collaborate and create the ideal customer journey process. It addressed everything from building design to the best way of effectively directing people while eliminating wait lines. Clark County developed their desired best process and Qmatic provided the solution which best met their needs.

- Today, customers check in at a simple self-serve kiosk where they choose one of three service options: Residential, Commercial or General Questions. A ticket printer prints an alphanumeric ticket with a number that corresponds to the type of service requested.
- Customers wait in a virtual queue until they are called for service. The system manages where they go and when; eliminating time spent in line or time spent unsure of where to go. Residential customers are far less confused about the process and commercial customers save time by not waiting in line behind first time applicants.
- Staff members can call, service, and transfer customers without leaving their seat. The solution allows them to easily manage customer transactions from the time they check in, are called, transferred, and through to the transaction close.
- Each step of the customer transaction information is time stamped and stored in the system for easy reporting and retrieval.
- Managers receive alerts when wait times and transaction times exceed preset limits, allowing them to adjust by opening additional workstations or adding additional staff. Every staff member has access to the Qmatic system to act as back up for or in addition to the normal front end staff.



THE RESULTS

The installation of Qmatic's customer journey management solution is a huge success. Residential customers love the clear direction they are given, which saves them from wasting time waiting in the wrong lines. Commercial contractors love the Qmatic solution for allowing them to categorize themselves, for the relaxed waiting, and for making them more efficient. Staff members can effectively process customers and can continue tracking customers with every transfer. Managers can effectively plan for the peaks and valleys in traffic and measure transaction time and effectiveness.

The Clark County Building Services organization has made permitting and licensing in Las Vegas easier and more efficient.



THE BENEFITS AND INSIGHTS

Tracks Budget

Allows managers to accurately track project costs, transactions, customers served and trends. Managers have the necessary numbers to justify and request appropriate budgets.

Optimizes Flow

Reduces wasted time between counter transfers; automatic journey management speeds up time between and during transactions and provides a clear direction to all categories of customers.

Record Milestone Data

Every customer transaction and staff and workstation performance levels is captured, providing service summaries that give insights into operational processes.

Disperses Traffic

Scheduling appointments at non-peak times spreads out customer traffic by scheduling customers during slower times, helping to reduce waiting times and improve staff scheduling.

Increases Staff Productivity

Improves customer flow and increases service quality. Staff is automatically matched to the customer who needs the specific category of expertise they have.

Measures Employee Performance

Allows managers to measure & monitor staff performance statistics to determine if employees are meeting expectations and provide the tools necessary to set clear performance goals.



ABOUT QMATIC

Qmatic Group leads the market in customer journey technology solutions. For more than 30 years, we have helped public and private organizations create remarkable customer experiences with software and hardware solutions that seamlessly manage online and onsite touchpoints. Our customer journey platform and integrated analytics provide the insights to better orchestrate customer interactions, offer timely promotions, and optimize staff and resource planning.

We operate in more than 120 countries with global headquarters in Sweden and a leading presence in North America.

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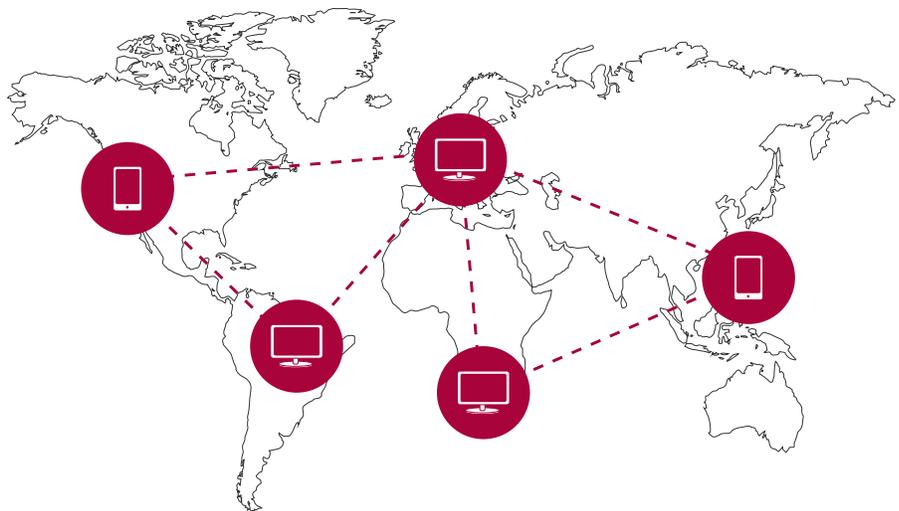
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