

Qmatic Solution Delivers 3 Month ROI for Fortune 100 Cable Company

A Qmatic Success Story



With over 20 million unique visits in annual foot-traffic, the market-leading cable company engaged Qmatic to develop a solution that would shorten wait-times and deliver better overall customer service. Qmatic delivered.

When you have over 20 million unique visits per year you will eventually need a way to manage the overwhelming volume of foot-traffic. For this cable operator long lines– and long waits–were resulting in unhappy employees and– more importantly– unhappy customers. Because improving personal service was a top priority they made a Queue Management Solution a priority project.

Qmatic developed and installed a custom solution that enabled them to eliminate physical queues and refocus on upselling their customers on their wide range of offerings and packages. By integrating Qmatic's ticket printers into the system, customers could simply select a category of service and print themselves a ticket that kept them in a 'virtual queue'.

Qmatic's solution allowed the cable operator to prioritize and route customers to the appropriate personnel, eliminated 'waiting in line', and drove a 64% increase in sales and a 54% increase in location profitability.

"The reporting function that Qmatic provides is awesome. Now I know the busiest times of the month, day, or week and can schedule staff appropriately..."
– Branch Manager

Results at a glance...

- **90% of customers liked the new system.**
- **93% of customers perceived receiving faster service.**
- **Experienced a 64% increase in sales in locations where a Qmatic solution had been installed.**
- **Install locations increased profitability by an average of 54%.**
- **Customer retention has increased by 3% in Qmatic installed locations.**

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