

# QuikLine

## PROACTIVE RETAIL LINE MANAGEMENT



### The Problem:

We've all been in them: long, retail checkout lines that seemingly have no end. Busy retail locations process *thousands of transactions per day*, some up to as many as 75,000! A high volume level typically results in long lines at checkout, the last stage of the purchase process. Most retailers will experience periods of checkout congestion throughout the day and, depending upon the industry, consistently during certain times of the year.

In busy scenarios, customers will often “jockey” and shuffle amongst lines that are perceived to be shorter. Or worse, they walk away without completing their purchases. Checkout lines that are unorganized create frustration, confusion and increase the customer's wait time. *The bottom line: long, disorganized checkout lines are bad for business.*

### The Solution:

There are costs associated with customers waiting in line as, conversely, there are costs associated with adding new counters and register staff. Queue Management looks to address this trade off and offer solutions for retailers. Queue management systems reduce costs and improve profitability by *streamlining the queue process.*

**QuikLine**, an *automated* line management system, uses technology to enhance the customer experience and improve store efficiency. Using overhead digital displays and “call forward” visual and audio messaging, **QuikLine** automatically prompts customers from the checkout line (or lines) to the next available register. This proactive approach reduces wait times by keeping the line queue fair and consistent.

In today's competitive retail environment, completing the last stage of the purchase process in a timely and engaging fashion is finally being recognized as an important aspect of the consumer shopping experience. Customers that wait less than they anticipated leave happier than those who wait longer than expected. **QuikLine** speeds up the checkout process and helps retailers provide proactive customer service.

To learn more about **QuikLine**, please contact us at (800) 648-6608 or at [sales@cpsusa.com](mailto:sales@cpsusa.com).



Software Solutions for Homebuilders since 1985

Sales/Marketing, Construction Scheduling and Warranty/Customer Service Software  
3035 Prospect Park Drive, #90, Rancho Cordova, CA 95670 (800) 648-6608 [www.cpsusa.com](http://www.cpsusa.com)



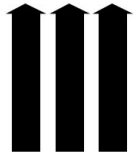


## LINE FORMATION STRATEGY

A retailer's line formation strategy is relatively simple to create and key to customer satisfaction. **QuikLine** accommodates multiple line configurations including multi and single line (often in serpentine form). Both styles have advantages. A single line to multi register formation is often considered to be the *most fair* as any "line stoppers" do not tie up the entire line queue and ensures a first come, first served method. A multi line formation may serve distinct needs of individual locations, such as the need to reconfigure lines during peak hours, and can provide for greater point of purchase opportunities.



**Single  
Line  
Strategy**



**Multi  
Line  
Strategy**

## EFFICIENT FUNCTIONALITY



**Visual and Audio Messaging**

**QuikLine** uses "call forward" visual and audio messaging to efficiently manage and direct traffic. The visual prompts are synced with audio so customers know when the line is moving even when they're not looking at the overhead displays. The visual display is designed to be consistent with the retailer's brand and can be customized by location. Audio prompts are also customizable and are usually simple ("Register 8") with randomized female to male voices.

**QuikLine** functions alongside existing line features, such as signposts and overhead color-coded lane signs, and integrates with POS systems.



## DEMAND BASED FLEXIBILITY

Line configuration needs can vary greatly between locations, and even within a single location during particular times of the day or year. **QuikLine** gives retailers flexibility to *reconfigure lines based on demand*. For example, registers #1 to #5 can quickly go from Standard to Express during peak shopping times and can display “line closed” messaging during off-peak times. **QuikLine** can also be implemented as a line queue solution for specific checkout sections, such as Express registers only.



**Reconfigure based on demand**



**Specific Checkout Sections**

**Ticker Messages**



**Expanded Point of Purchase**



## BRANDING AND MARKETING OPPORTUNITIES

**QuikLine** displays use logos, graphics, fonts, colors and styles that are consistent with the retailer's brand.

**QuikLine** also provides marketing opportunities such as promotional videos and messaging. *Ticker messaging* scrolls across the overhead digital displays and is used to promote store specials and events.

Retailers can maximize point of purchase opportunities by expanding their line formations. Sales of items such as candy and magazines depend on impulse purchases.

These marketing opportunities help reduce customer *perceived waiting times*, as well as improve store profits.

## QUICK BENEFITS OVERVIEW

The **QuikLine** automated line management system provides benefits for both retailers and customers.



### Retailers

- ✓ Provide proactive customer service
- ✓ Optimize store efficiency with effective queue management
- ✓ Increase profits through reduced costs and fewer “walk aways”
- ✓ Expand branding and marketing opportunities
- ✓ Flexibility with line formation and demand based reconfigurations



### Customers

- ✓ Happy, satisfied customers
- ✓ Perceive wait lines to be *fair* and stay informed of line movement
- ✓ Reduced wait times of 15 - 35%
- ✓ Reduced *perceived* wait times up to 40%
- ✓ Less idle time with ticker messaging and point of purchase items

## CONTACT US TODAY TO GET STARTED



**QuikLine**

If you're ready to enhance your customer experience with an automated line management system or migrate to a new system, contact us to get started with **QuikLine**.

[sales@cpsusa.com](mailto:sales@cpsusa.com)  
(800) 648-6608

Computer Presentation Systems, Inc. has been developing innovative and cost effective software and hardware solutions since 1985.