Q-MATIC
Technology Improving Customer Experience in any Specialty Department

Q-MATIC provides customized customer flow and queuing solutions that manage the flow of customers from the moment they enter the deli area or other specialty departments such as pharmacy, bakery, meat counters or even bill payment areas. Creating better customer flow improves customer service and creates a more relaxed atmosphere for customers and staff.

The Q-MATIC solution is customized for each retailer. Three main areas provide the greatest Return on Investment (ROI) for Grocery Retailers:

Labor Savings:

- Utilize statistics to determine staffing needs based on real traffic data, lessening the possibility of overstaffing.
- System enables employees to perform tasks away from the front counter and to be notified when a customer is waiting, enhancing communications between the shopper and staff. This improves workflow and throughput.

Decreased Abandonment Rate:

- Queuing your customers into a "virtual wait environment" makes them feel comfortable and ensures they will be served in a fair and organized manner.
- Fewer people walk away with better customer flow and grocery retailers enjoy increased basket revenue per sale.

Active Waiting:

- Using the Q-MATIC solution allows the shopper to browse specialty areas choosing items they want to purchase, offering opportunities for additional sales.

Many customers and retailers are calling this strategy a success because the shopping "trip" has been changed into a shopping "experience." And with competition growing increasingly aggressive with each passing day, better customer flow management and tracking of store statistics offers grocers a way to differentiate themselves from the masses.