

SMARTDIRECTION™

Integrated Multimedia Queue Direction Display

With the increasing demand of service, the setup of physical queues or waiting lines become common encounters in businesses.

Customers are bound to get into long queues almost everywhere - at the *supermarkets, restaurants, pharmacies, department stores, groceries shops, bakeries, airports*, and many more.

Not only in private or business sectors, public and government services also implement such queue lines.

Now, the questions are "As customers, aren't we feeling tired getting into such lengthy queues? How badly do we wish to be served faster? How often do we complain to ourselves, "We should've gotten into that queue!"

Such scenarios are exactly what you and your businesses should avoid - to have your waiting customers anxious and irritated due to long queues at your premises.

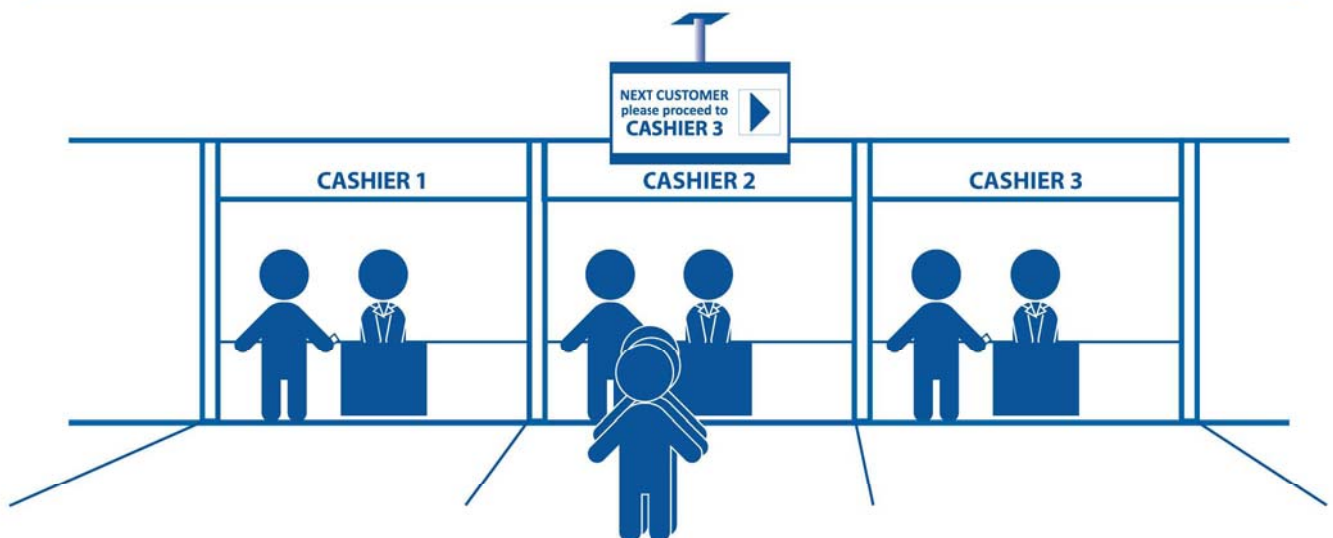
SMARTDIRECTION™ is the solution!

Providing clear direction while engaging waiting customers in captivating showcase of multimedia information and entertainment, **SMARTDIRECTION™** facilitates quick clearance of physical queues with the main aim of improving customer satisfaction and experience within your business premises.

Groceries



Airports





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SMARTDIRECTION™ allows you to provide your customers with :

- Clear direction with the display of animated direction arrow to show the next customer in line of which counter they should proceed to.
- Audible announcement and instruction with a variety of sound effect options and human voice-over instructions to alert the next customer in line.
- Engaging multimedia which accommodates a variety of formats to showcase information and entertainment to customers in line.
- Informative running text that provides customers with an alternative way of occupying themselves.



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SMARTDIRECTION™ also gives your business access to:

- Measure of staff performance with the capability of:
 - monitoring staff's performance on real time,
 - setting up a benchmark that allows staff to measure their own service quality, and
 - generating reports for periodical evaluation of service performance
- Flexibility of system setup, supporting the implementation of both stand-alone desktop application on staff's computer, or integration with your existing point-of-sale (POS) system.

The benefits of implementing **SMARTDIRECTION™**

➤ **Faster clearance of queues and effective transactions**

Through the provision of clear direction, the next customer in line will have no hesitation to move the designed counter. In addition, there will be no delay as a result of staff's ability to focus more on their core service duties and no more attempt to verbally call each customer.

➤ **Enhance customer experience**

Not only with the quick clearance of queues, customers will be kept entertained by the multimedia showcase. This will reduce customers' perception of waiting time and definitely enrich their experience within the premise.

➤ **Potential cross-selling**

With the facility to display advertising to upsell your products and services, and even to cross-sell those of your business partners for financial or strategic gains, your business will generate more sales leads and revenue.

➤ **Progressive customer service**

The management of your business will be able to make more accurate, service-oriented decision, based on day-to-day statistics of staff's performance. Your service quality will continue to advance due to regular evaluation and improvement.

➤ **Non-proprietary hardware**

With an unlimited option of LCD sizes and brands available in the market, your business can choose to use any hardware that is suitable to your business needs, giving way to cost effectiveness and flexible maintenance or replacement in future.

For more information:



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