Qmatic Click & Collect

Driving customer traffic & in-store experience

People standing in line, waiting to pick up their goods without knowing their turn, don't know when to be served or by whom.

This an overall bad experience with the risk of customers walking out and not coming back. Looking a bit closer, this is what could happen if not managed:

- Poor in-store signage is preventing quick and easy navigation.
- No clear or easy way to check-in
- Notification process is not consistent and fails.
- No process for staff to be notified in advance so they can prepare the order.
- Customers are not given the opportunity to browse and shop in the store.
- The collection service is often shared with customer service, this can lead to long waiting times.

PRODUCTS USED

- Touch screen kiosk
- Qmatic Solo or Orchestra SW
- Qmatic SMS SW
- Qmatic Spotlight
- LCD/LED screens
- SW or HW terminals

BENEFITS

⇒ Drive in store traffic
⇒ Beat the queues! Customers can pick up the item from the service desk in a calm and controlled way.
⇒ Can drive incremental sales by 15% through letting customers browse the store while waiting
⇒ Quick turnaround time
⇒ Customers can be notified through SMS or in store media when the order is ready for collection

HOW IT WORKS

Our solutions let customers check in by scanning their order confirmation, or manually keying in the order number from the online purchase. An individual id number ensures customers then get served fairly, without having to wait in line and can be informed on how the progress of their order.

Alerts can be sent to customers through SMS when their order is available for collection. While waiting they can browse the store, creating a positive experience and driving sales. Staff use the information captured at check in to prepare orders and to inform customers about other suitable products to buy based on their orders.

When goods are ready – an alert is sent to the customer to make them aware that their order is ready for collection. The Qmatic Click and Collect solution can expand from a standalone check in solution to a customer journey application that includes multi-department, multi-discipline, multi store, mobile applications, and analytics – all with centralized administration.

CLICK AND COLLECT – STANDALONE SOLUTION

A local solution quickly and easily deployed that includes a kiosk with scanner/reader, signage and queue management logic to serve as basic self-check in and queuing solution. Solo is upgradable and can reuse the core HW.

CLICK AND COLLECT – ENTERPRISE SOLUTION

A modularised enterprise platform with a seamless integration to the CRM system. It includes a kiosk with scanner/reader, signage and customer journey logic to serve as an advanced self-check in solution. Orchestra can be deployed on a server or in the Cloud and can expand far beyond the check-in process becoming a platform spanning the entire customer journey allowing for significant resource optimisation and greater customer experiences through all departments and stores.

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