Queue flow process - Overview:

Any customer centric organization requires a customer relationship management (CRM) system to improve their customer management. Especially, the service industry where the deliverables to the customer is service, the CRM tool has become very effective in their operational improvement. However, still, the customer service cannot be given online and they are coming in the customer service centers / branch and the organization face challenges for making effective customer centric service centers. “Queue Pro” helps the organizations in managing the customers at the center. This document will enable you identify the selection of the exact feature of queue flow process within “Queue Pro”. 
Objectives:

The following objectives for setting “Queue Pro” can be set for improvement of the customer service centers:

**For the customers/visitors**
- Guiding in selection of the exact services and forwarding to the right service desks
- Giving a comfort that the process is systematic
- Allowing free waiting time before service call announcement

**For the organization**
- Service staff will know the reason of the visit prior arrival of customer
- Categorization of the services / customers and manage it accordingly
- Optimum resource allocation through statistical analysis
- Improvement of the service quality of the staff through better use of skills
- Dissemination of information during the waiting time
- Central MIS for online monitoring of the centers will make a common standard in all centers

Expectations:

**From the customers/visitors**

The customers are always want to spend less time in the service centers and expect to just pop in to the service desk right after entering in the center. However, in reality they have to wait. If the waiting time is high, then the customers will be bored and frustrated in proportion to the waiting time. This can be eased if customers are allowed in viewing information or watching video during waiting time.

**From the service staff**

Service desk staffs are the frontline for any company to provide customer services. If customers found the guided token number from a system, then interaction between service staff and customer would be more specific and can be served better. It would be also better for them if customers are routed to them based on their skill / service matrix.

**For the management**

Management needs the comfort for both customer & service staff, hence if the system should be easy to manage meeting all the requirement. Secondly, they need to analyze for future planning.
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on customer services and resource. For analysis on the customer’s entire visit, data has to be captured at each point of contact (service staff / self-service kiosk). While doing this, the total cost of ownership should be less.

**Customer movement stages:**

1. **Arrival**

Queue process starts right from arriving at the service centers. The customer can take tokens on arrival or pre-arrival. Pre-arrival appointment can reduces the time spent waiting by the customer and makes positive impact on the customer’s experience. In the cases where the customer is not taken pre-arrival tokens, the guidance would require at the self-service kiosk. “Queue Pro” allows in segmenting the customers and put them in different queues rather than entering all customers in the same queue. This segmentation is the most vital planning by the organization depending on their number of service desk, staff's skill & service matrix. A well thought segmentation would make the entire experience much better while and management would also get accurate data for analysis. Premium customers can be handled specially through this segmentation.

From the customer perspective, important criteria to ensure a good experience if the customers understand that they are in the right queue and will be served by staff that is appropriate for that service.

2. **Waiting (On queue / free movement)**

This is the most vital part as customers are put in waiting. A balanced and controlled waiting period is the desired optimum result of any manager. While completely empty waiting area will mean overstuffed center while too many customers waiting will be frustrating. Proper segmentation and flow process design would help in creating the balance; while continuous monitoring through floor view would adjust with the changing needs of the center. This stage finishes once the customer is called to be served.

3. **Serving**

This stage starts from announcing the customer's token number (by audio / video output). The service desk staff selects the next button in the system, this announcement will be done automatically and staff will be able to view the customer information captured in the kiosk. The customer may choose to take additional services / change the service at the service desk and system should accommodate those. The manager should be able to see the floorview in real time for the decision making. The system captures data at this stage and if there any benchmark in services based on time, the manager can generate messages to the staff.
Queue process flow pattern:

Queue Pro has option for selecting 2 types of customer flow: Pre-assigned and post assigned. The type of queuing process most appropriate for the organization will actually depend on different criteria. Selection of the proper flow is very crucial in attaining improvement in the individual service center, hence management are requested to give emphasis on it. The advantages and disadvantages of each of them are described in this section:

Pre-assigned flow:

This is the most common queuing and waiting way where the customer waits physically in a line. However, pre-assigned flow will take the input of the desired services from customer and will assign a desk that is specialized on that service in advance. While this is still first in first out (FIFO) for that desk, the management will get the MIS on the customer movement.

In this flow, the time wasted between services is minimum, leading to faster service to customer and high productivity for the organization. This is achieved as the next customer in the queue is ready to be served as soon as the staff finishes serving the prior customer. This can be used on the following situation:

- The center has less space for waiting
- Large number of customers coming for similar services and faster service delivery is essential.

The disadvantages would be the following:

- Customers may not be given any sitting arrangement
- Promotional materials / information may not be prominently viewable to the customers

Post-assigned flow:

Under this flow, the customers are kept in virtual queue and assigned based on the available service staff that is authorized to provide the services chosen by the customer. Once the customer chooses the required services from the self service kiosk, the system checks the queue status and the desks assigned for this service and when desk is available, system forward the token to the service desk as well as announces for customers. The token numbers are marked with alpha numeric which can be useful when addressing the segregated customers and services are not given on FIFO basis.

This can be used on the following situation:

- Centers have enough space for sitting arrangement with creative environment
- Customers can do some other jobs while waiting the in lobby
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- Interested to make the promotional materials / information prominently visible to the customers

The disadvantages would be the following:

- The lead time to reach service desks between 2 customers would be higher than pre-assigned.