IdentiSys Qmatic systems are all about valuing time and providing enhanced customer service. We do this by efficiently managing customer flow from initial contact with the customer to final service delivery.

What is Customer Flow Management?

Go with the flow

All organizations contending with high customer traffic should consider the benefits of Customer Flow Management (CFM): benefits such as increasing sales and productivity while reducing costs.

Customer Flow Management helps organizations adopt a consumer-centric perspective and begins when a customer enters their door. It stresses the importance of planning and monitoring the customer’s entire visit. This includes capturing data and information at each point of contact with a staff member or while at each self-service point.

In short, Customer Flow Management can link the vast amount of customer information in CRM databases to the real-time activities targeting and influencing customer actions while on the service provider’s premises. Everyone wins in a relaxed atmosphere with a controlled and efficient customer flow process. By generating authoritative data and insights, Customer Flow Management drives ongoing business improvements with a long-term perspective.

And it works

The benefits of Customer Flow Management are significant. In the short term, our customers have seen:

- an increase up to 30% in sales and productivity
- 10% decrease in abandonment rates
- cost decreases nearing 30%
- no long lines of customers standing and waiting

A wide range of solutions

Our Customer Flow Management solutions range from large enterprise systems and elegant, self-contained kiosk systems to small single counter and linear queueing solutions. Large or small, we have systems that can meet your needs.

2,000,000,000 customers each year

Qmatic invented Customer Flow Management - every year more than 2 billion customers pass through our systems. Qmatic operates in 122 countries with 55,000 installations globally in the healthcare, public, retail, finance, education and travel sectors.

Results and value

- Enhanced customer satisfaction
- Improved staff performance
- Growth in profits
- Increased conversion rate
- Decreased walk-aways
- Improved operational efficiency
- Reduced waiting times
- Improved working environment