



If this is your
branch ?
you need...

OPTI-Q

DYNAMIC QUEUE
MANAGEMENT SYSTEM

Convenience...! Customers not only need it, they demand it.

In the service industry, customer is the king... the king cannot be hassled by **Queuing**

Opti-Q is a complete branch analytics system that not only manages customer **Queues** in real-time while providing the management real-time access to performance metrics like customer wait time, average service time and employee efficiency.

It provides banks and retail institutions a complete branch transformation tool to prioritize services for their VIP customers while providing them a convenient method to cross sell and up sell their products to waiting customers.

- 1 Improve employee productivity
- 2 Sell more products
- 3 Identify service bottlenecks
- 4 Optimize workforce



Think Beyond ... Q-management

Think
OPTI-Q

Opti-Q is now an essential part of the Six-Sigma process in some of the best-known institutions. It's Open Architecture enables customization for any industry-specific requirements with an option to connect with CRM for personalized services.

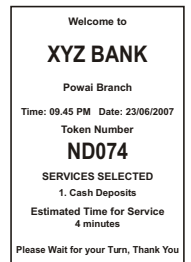
Opti-Q dynamically regulates queues while giving you a 360-degree view of customers, employee efficiency and service offerings.



FEATURES AND BENEFITS

■ User Friendly and Customer Convenience

Opti-Q comes in dual options of Touch Screens or Push Buttons. It is designed to ensure minimal customer training. The audiovisual notification on the screen can be configured with voice or chime based alarm for calling customers. This feature greatly enhances customer convenience. Printed tokens can contain expected waiting times calculated on real time basis. Instead of waiting anxiously customers can have a pleasant experience at your branch.



■ Increase operational efficiency and Employee Productivity

Opti-Q's built in 'RAISE the Performance Bar' allows management to define service benchmarks for each type of service. Every time a teller attends a customer the current service time is benchmarked with the accepted benchmark. At a very subconscious level, Opti-Q goads employees to shave off a few seconds from the benchmarked service times. Applied across the enterprise, this feature increases productivity substantially.

Identify Footfall pattern and Employee efficiency

The Opti-Q dashboard and reporting feature provides management a 360-degree view of how many customers visit your branch. What services are the most sought after? What is the waiting time for each customer? Using our reporting tools management can decide on macro level strategies like staffing plans, training and skill set upgradation. They can identify potential service bottlenecks enabling them to take corrective action.

Increased Marketing opportunities

As a retail institution your objective is to ensure that your customer walks out with maximum possible sale. Opti-Q comes with a range of features that complement your marketing initiatives.

Redirect your VIP customers to your best Salesman

20% of the customers generate 80% of your business. Using Opti-Q's advanced routing functionalities your VIP customer can be redirected to the best salesman inside a branch increasing the probability of higher conversion.

Higher Prioritization for VIP customers

By identifying VIP customers through Card based Swipes, VIP customers get a higher priority in the queues. This increases customer satisfaction leading to better business.

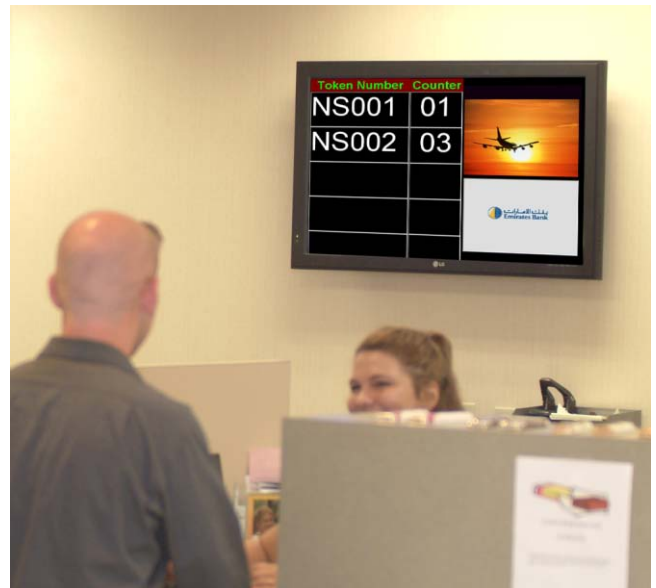
Turn Tellers into sellers

Integrating the CRM with Opti-Q enables tellers to understand the profile of your customer. This helps them anticipate the needs of a customer and opens possibilities to cross sell and up sell your new products.

A separate Referral /Reward points accumulator keeps track of all leads generated by the employees.

Integrated Digital Signage*

Opti-Q can be integrated with Intellvisions Digital Signage Platform EXPERIA. Your customers will never miss the compelling rich interactive videos on the token display screen. The central management of EXPERIA helps you to broadcast or narrowcast product videos to all or selective branches.

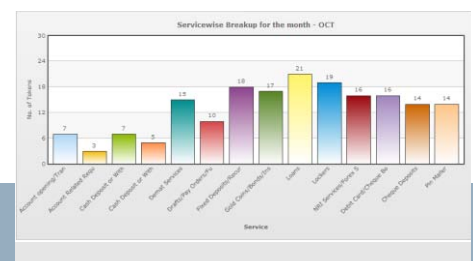
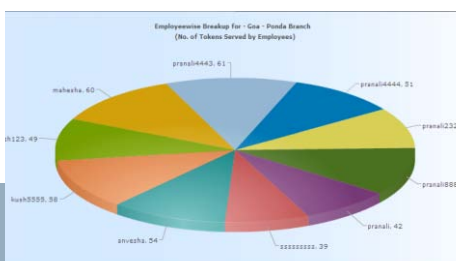


Central Configuration Engine*

Opt-Q configurator allows banks to centrally define screens or services that can appear in each branch. It provides an option of services that can be scheduled like 'IPO services' to appear only on certain dates or times.

Real time trends with Opti-Q Dashboard*

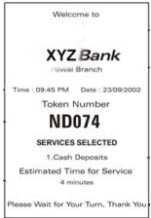
The Opti-Q dashboard gives a 360-degree graphical view on every performance parameter. It shows service and footfall trends across branches, efficiency levels amongst employees and a complete score card of each branch.



How it works?

Opti-Q applies structured methodologies to manage Queues. It can be extensively configured and provides unparalleled flexibility in Q-management. From the local branch to across the Enterprise Opti-Q gives insights into customers, services and employee efficiency.

- ① Customer selects required services and gets an acknowledgment receipt. The receipt consists of information like Service request no, Estimated time for service, services selected, Date, Time and name of the Organization.



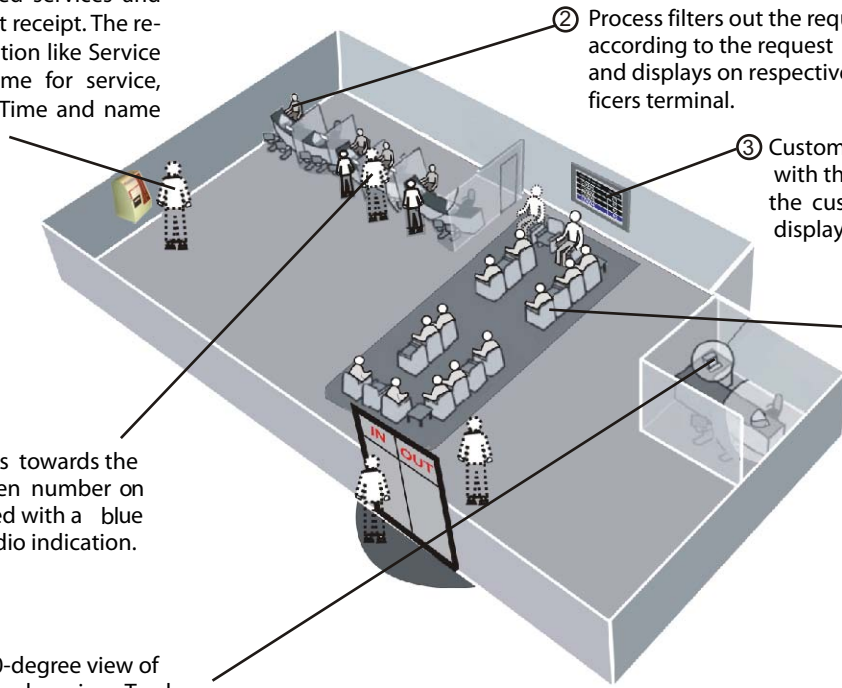
- ② Process filters out the request according to the request type and displays on respective of-ficers terminal.

- ③ Customers token number along with the counter number where the customer will be served is displayed on the LCD screen

- ④ Instead of worrying about their place in the line customers can relax and have a great customer service experience.

- ⑤ The customer proceeds towards the counter when his token number on the screen is highlighted with a blue band along with an audio indication.

The Manager gets a 360-degree view of customers, employees and services. Track individual transaction time, Counter staff productivity and bottlenecks in service processes.



Service Request No.	COUNTER
CD001	01
CD002	03
CD003	02
CD004	05