

Walk-in Management via Waitlist & Paging

The Problem

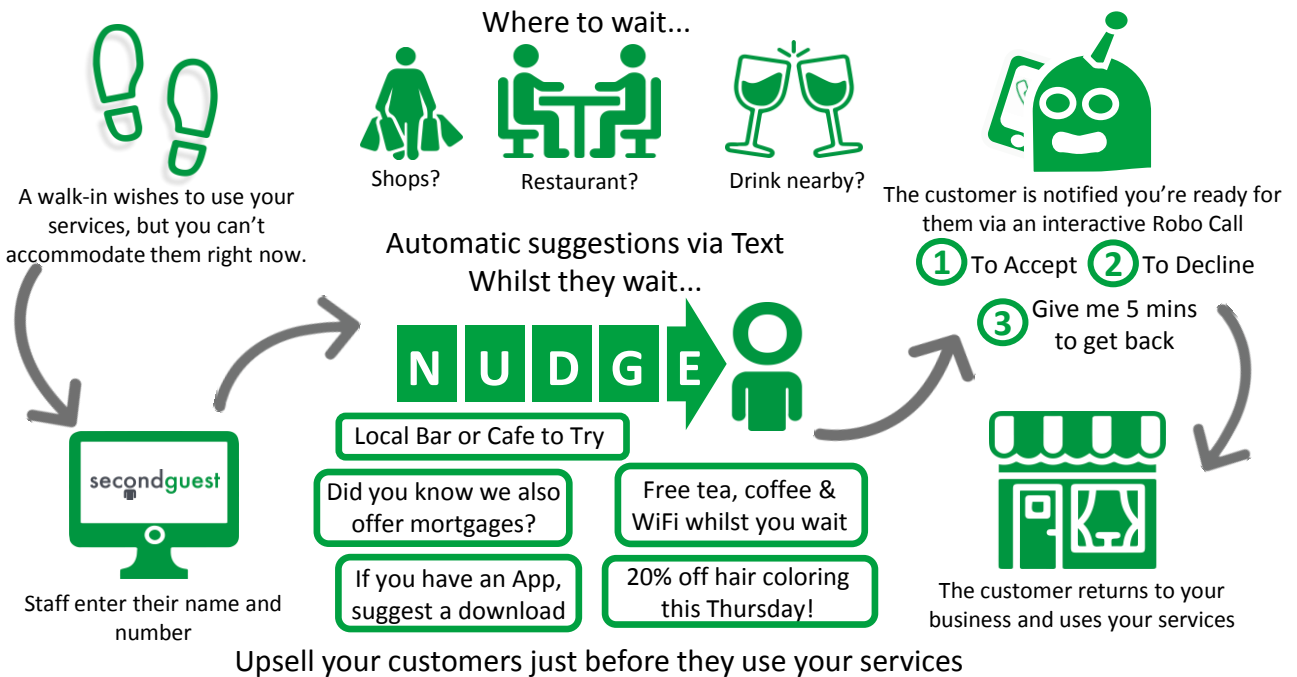
Put Simply – No one likes to wait! Even if you have a modern reception area with free tea & coffee its still no fun, compromises customer experience and can lead to abandonment and loss of business.

Customer retrieval solutions, such as radio pagers/buzzers, have existed for the past 40 years – solving the retrieval problem whilst simultaneously introducing a number of other issues.



The Solution

Second Guest have perfected Just in Time customer retrieval at the point you're ready to provide your services via one low cost, low maintenance platform that combines; wait-list, paging, LCD display, data collection and marketing whilst leveraging your customers mobile / cell phone as the pager.



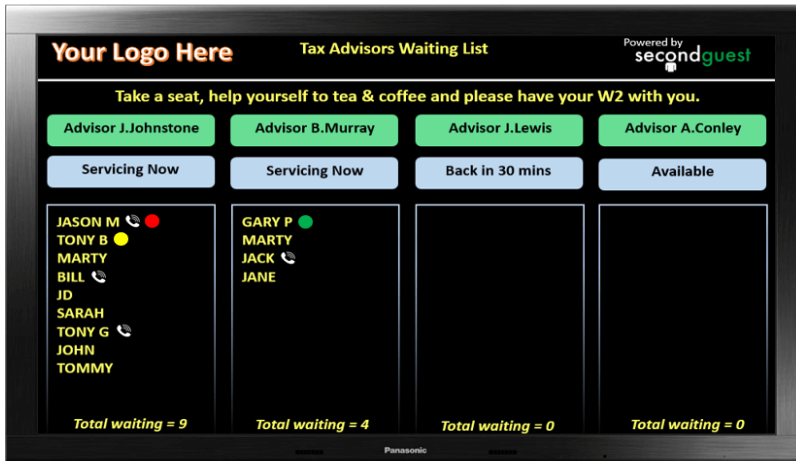
- Suitable for managing; General Waits e.g. Next available Advisor or Stylist, or Specific Waits e.g. A specific Advisor or Stylist.
- Allow the customer to choose how to spend their waiting time, or give them a nudge!
- Flexible and easy to use, one click/touch paging
- Choose to Page via Text and/or Robo Call, or give the customer a choice upon registration.
- Push registrations onto the wait-list from other channels including your website, concierge etc.
- Our robots speak multiple languages allowing you to call customers in their preferred language.

Is Second Guest right for your: Retail Store, Salon, Tax Office, Leisure Hire facility or Other Use-Case?

If you have; good foot traffic, a reasonable volume of walk-ins (which you're unable to serve right away during peak times), unpredictable wait times, other local businesses that can serve as your waiting room – then Second Guest is the right solution for you. You may well already have a wait-list solution, have tried radio pagers/buzzers or worse tried a solution which sends a single SMS (one quiet beep), only to leave you second guessing if the customer will return. There's a reason radio pagers/buzzers are loud and flash!

Alternatively you may still be interested due to a desire to; offer a great customer experience, lift your customers anonymity and gather valuable data insights that change the way you do business forever.

“Big Board” feature for display on LCD TV’s



secondguest

Display your Wait List in your Window or Reception Area.

Automatically updates in Real Time, Traffic Light display of Customers Paged and their Response Status

Fully configurable:
General/Specific Wait Types, 1 or 2 rows, Message, Customer Numbering, Total Waiting Count, Color Schemes.

FEATURE	BENEFIT	IMPACT
Paging	Retrieve customers that you otherwise would have asked to come back later, only they never do.	<ul style="list-style-type: none"> ✓ Fill available slots without delay. ✓ Keep your wait list real with interactive customer ACCEPT, DECLINE, DELAY.
Phone Call	The customer will hear the phone call notification even when they're in a noisy environment.	<ul style="list-style-type: none"> ✓ No more missed pages. ✓ No more holding advisors or stylists and hoping customers return. ✓ Customize the Call Script or even provide your own recorded messages.
Interactive 2-way Paging	Real Time Visibility	<ul style="list-style-type: none"> ✓ No second guessing if they're coming back, you know immediately. ✓ No delay in paging the next in the virtual line following a decline.
No App required	Works instantly on every customers phone.	<ul style="list-style-type: none"> ✓ No barriers to adoption for your customers at point of use. ✓ No delays or slow registration process at point of use. ✓ 26% of adults don't own a smart phone.
Expedited / Delayed Notifications	Guide your customers in with automated updates on their anticipated wait time versus quoted wait time.	<ul style="list-style-type: none"> ✓ Just in Time Customer arrival, not before or after. ✓ Customers have a pleasurable waiting experience and are kept updated.
Workflow Engine driven Contextual Messaging	Make suggestions and Up-Sell right before you serve them. Add your own brand and style to the Text messages.	<ul style="list-style-type: none"> ✓ Increase Cross Sell ✓ Send your daily Promos. ✓ Repeat business prompted by "come back soon" offers in the event of a decline.
Stand Alone	Completely independent platform that runs in the cloud, no prerequisite software or third party systems required.	<ul style="list-style-type: none"> ✓ Runs on any web-enabled device. ✓ Runs on Tablet Computers. ✓ No internal infrastructure costs. ✓ Software that's automatically updated.
Data	Walk-in Customers are no longer anonymous.	<ul style="list-style-type: none"> ✓ Subsequent marketing. ✓ Surveys. ✓ Insights that will inform your planning and optimization of your offerings.
API's	Optional Integration and augmentation with your other systems, should you require it.	<ul style="list-style-type: none"> ✓ Push wait-list registrations onto your list directly from your website. ✓ Real-time data synchronisation with other systems.
Self Service Kiosk	Allow customers to Self Register on the Wait List	<ul style="list-style-type: none"> ✓ Staff are free to perform other tasks. ✓ Customers don't need to queue to register.
Membership Number: Store & look up	Optionally store membership numbers or Customer ID's	<ul style="list-style-type: none"> ✓ Auto look-up of Customer details from prior visit for instant Wait List registration.