

# Walk-in Management via Waitlist & Paging

## The Problem

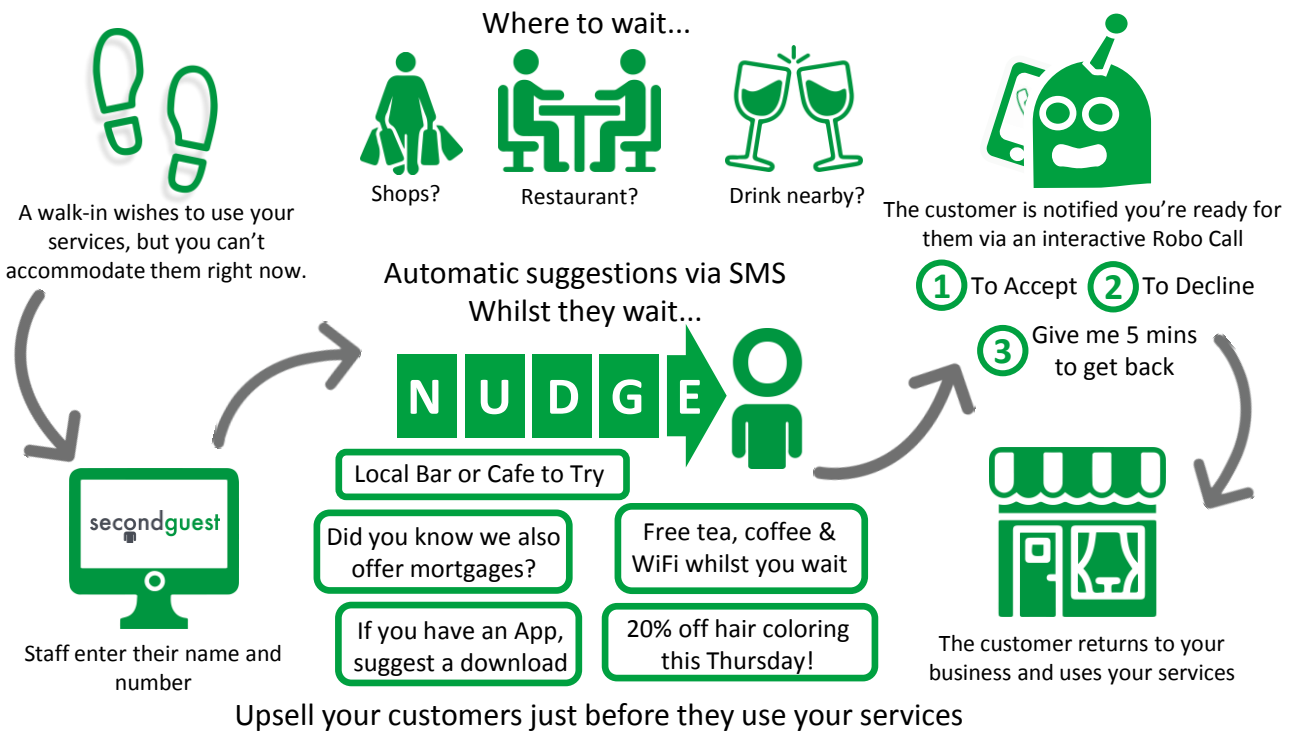
Put Simply – No one likes to wait! Even if you have a modern reception area with free tea & coffee its still no fun, compromises customer experience and can lead to abandonment and loss of business.

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.



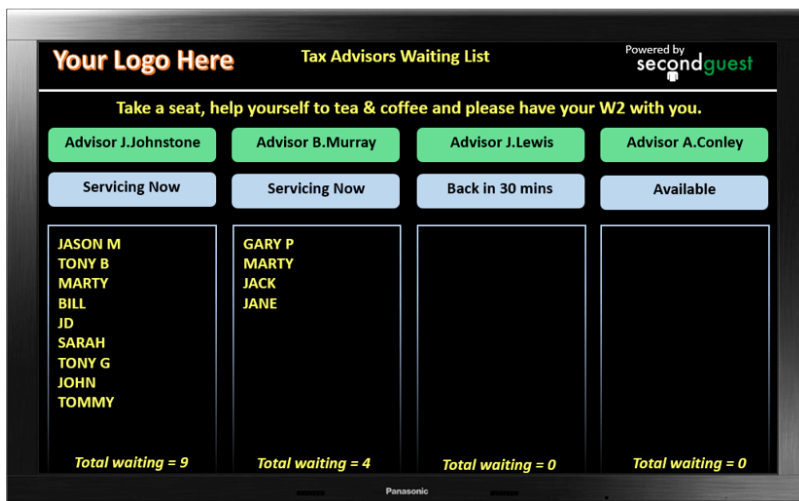
- Suitable for managing; General Waits e.g. Next available Advisor or Stylist, or Specific Waits e.g. A specific Advisor or Stylist.
- Allow the customer to choose how to spend their waiting time, or give them a nudge!
- Flexible and easy to use, one click/touch paging
- Choose to Page via SMS and/or 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,  
Shows Customers Paged and their  
Response Status

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

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"> <li>✓ Fill available slots without delay.</li> <li>✓ Keep your wait list real with interactive customer ACCEPT, DECLINE, DELAY.</li> </ul>
Phone Call	The customer will hear the phone call notification even when they're in a noisy environment.	<ul style="list-style-type: none"> <li>✓ No more missed pages.</li> <li>✓ No more holding advisors or stylists and hoping customers return.</li> <li>✓ Customise the Call Script or even provide your own recorded messages.</li> </ul>
Interactive 2-way Paging	Real Time Visibility	<ul style="list-style-type: none"> <li>✓ No second guessing if they're coming back, you know immediately.</li> <li>✓ No delay in paging the next in the virtual line following a decline.</li> </ul>
No App required	Works instantly on every customers phone.	<ul style="list-style-type: none"> <li>✓ No barriers to adoption for your customers at point of use.</li> <li>✓ No delays or slow registration process at point of use.</li> <li>✓ 26% of adults don't own a smart phone.</li> </ul>
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"> <li>✓ Just in Time Customer arrival, not before or after.</li> <li>✓ Customers have a pleasurable waiting experience and are kept updated.</li> </ul>
Workflow Engine driven Contextual Messaging	Make suggestions and Up-Sell right before you serve them. Add your own brand and style to the messages.	<ul style="list-style-type: none"> <li>✓ Increase Cross Sell</li> <li>✓ Send your daily Promos.</li> <li>✓ Repeat business prompted by "come back soon" offers in the event of a decline.</li> </ul>
Stand Alone	Completely independent platform that runs in the cloud, no prerequisite software or third party systems required.	<ul style="list-style-type: none"> <li>✓ Runs on any web-enabled device.</li> <li>✓ Runs on Tablet Computers.</li> <li>✓ No internal infrastructure costs.</li> <li>✓ Software that's automatically updated.</li> </ul>
Data	Walk-in Customers are no longer anonymous.	<ul style="list-style-type: none"> <li>✓ Subsequent marketing.</li> <li>✓ Surveys.</li> <li>✓ Insights that will inform your planning and optimisation of your offerings.</li> </ul>
API's	Optional Integration and augmentation with your other systems, should you require it.	<ul style="list-style-type: none"> <li>✓ Push wait-list registrations onto your list directly from your website.</li> <li>✓ Real-time data synchronisation with other systems.</li> </ul>
Self Service Kiosk	Allow customers to Self Register on the Wait List	<ul style="list-style-type: none"> <li>✓ Staff are free to perform other tasks.</li> <li>✓ Customers don't need to queue to register.</li> </ul>
Membership Number: Store & look up	Optionally store membership numbers or Customer ID's	<ul style="list-style-type: none"> <li>✓ Auto look-up of Customer details from prior visit for instant Wait List registration.</li> </ul>