WEBINAR:

Gaining a Competitive Advantage in the On-Demand Economy

QLESS

Speakers

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QLess

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Agenda

1. Today's Trend: The On-Demand Economy
2. How to boost sales and revenue
3. How to increase lifetime value
4. How to maximize staff productivity and operational efficiencies
5. How to utilize digital technology to gain the competitive advantage
6. Questions & Answers

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We live in an
on-demand economy

QLESS
NETFLIX
Spotify
airbnb
MUNCHERY
amazon
Instacart
lyft
TaskRabbit
POSTMATES

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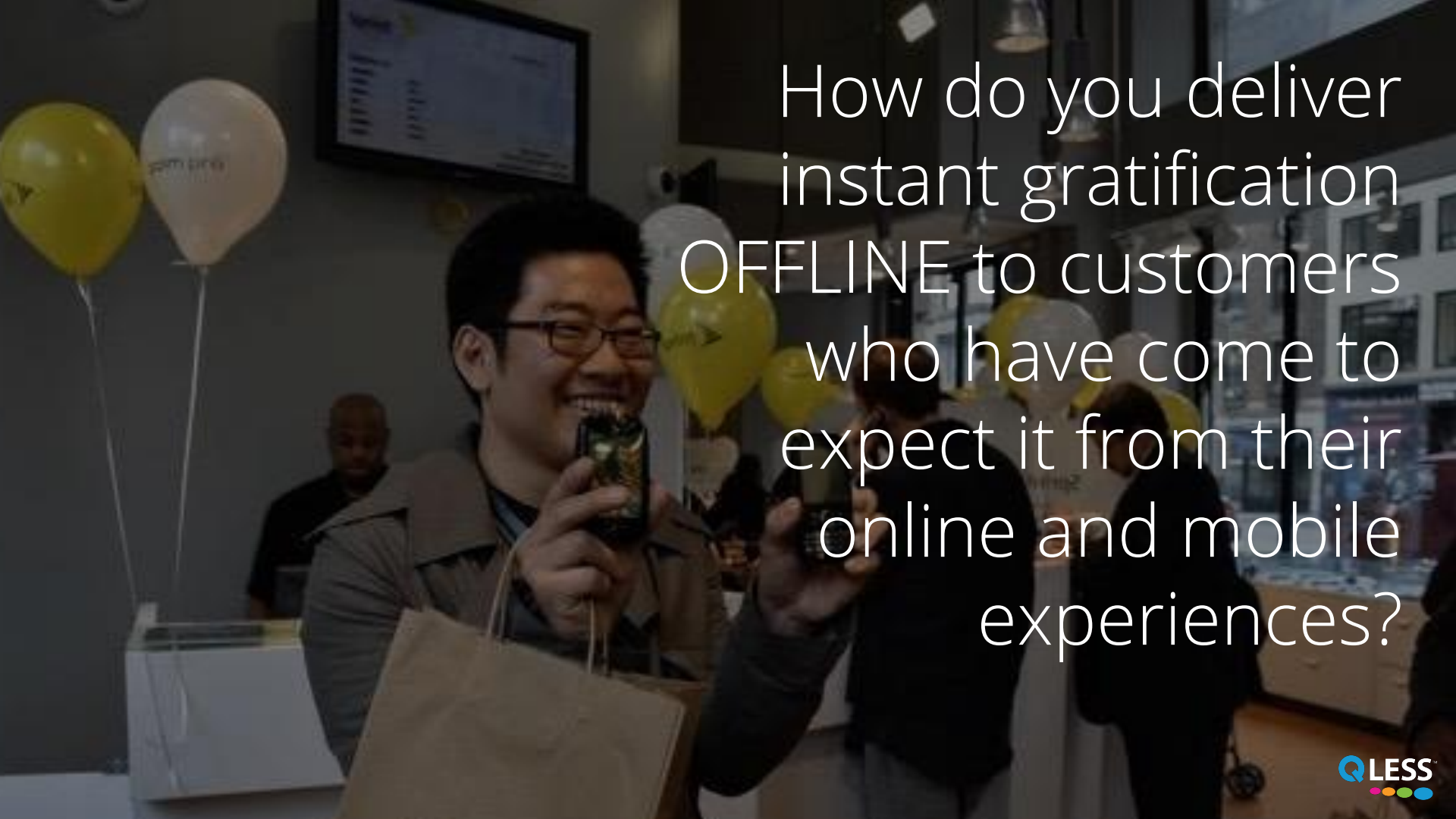
Online to offline conversion is critical to success

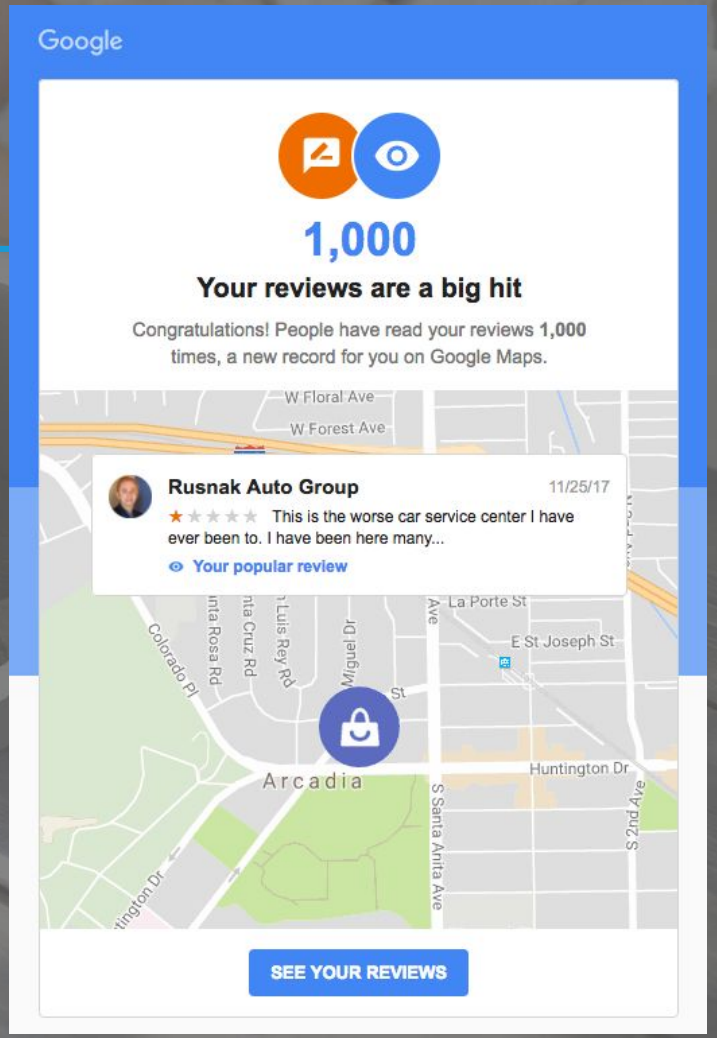
82% of offline conversions begin with online research

Yet, only 8% of retail sales *actually* happen online


How do you deliver instant gratification OFFLINE to customers who have come to expect it from their online and mobile experiences?

Negative Reviews Stunt Growth & Success

- 15% of customers avoid businesses with even 1 bad review
- $62 billion lost annually
- Negative experiences shared with 21 peers; positive experiences shared with only 8 peers



The
amazon – ization
of
Retail
QLESS

In the last 15 years,
52% of the
Fortune 500 Companies
have disappeared

How to Survive the Amazon-ization of Retail

- Online to offline conversion
- Mobile to offline conversion
- Instant gratification: customers delivered at the right time

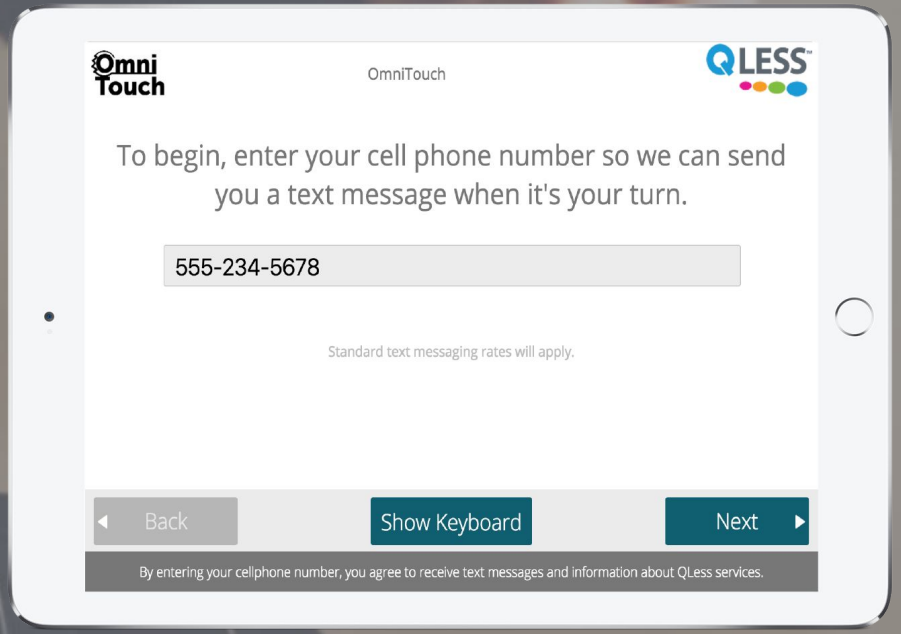
The Wait is Over

- Boost sales and revenue
- Increase lifetime value
- Maximize staff productivity and operational efficiencies
- Utilize digital technology to gain the competitive advantage

Boost Sales & Revenue

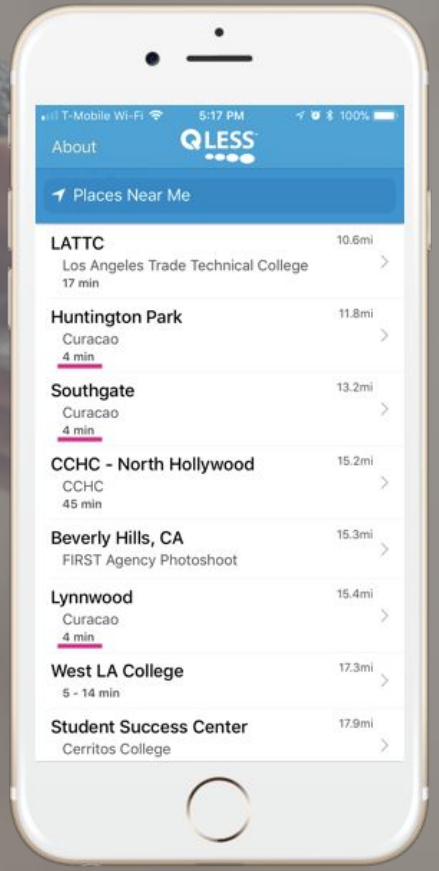
Convert more online visitors to offline customers

- Join a queue remotely in any place, at any time

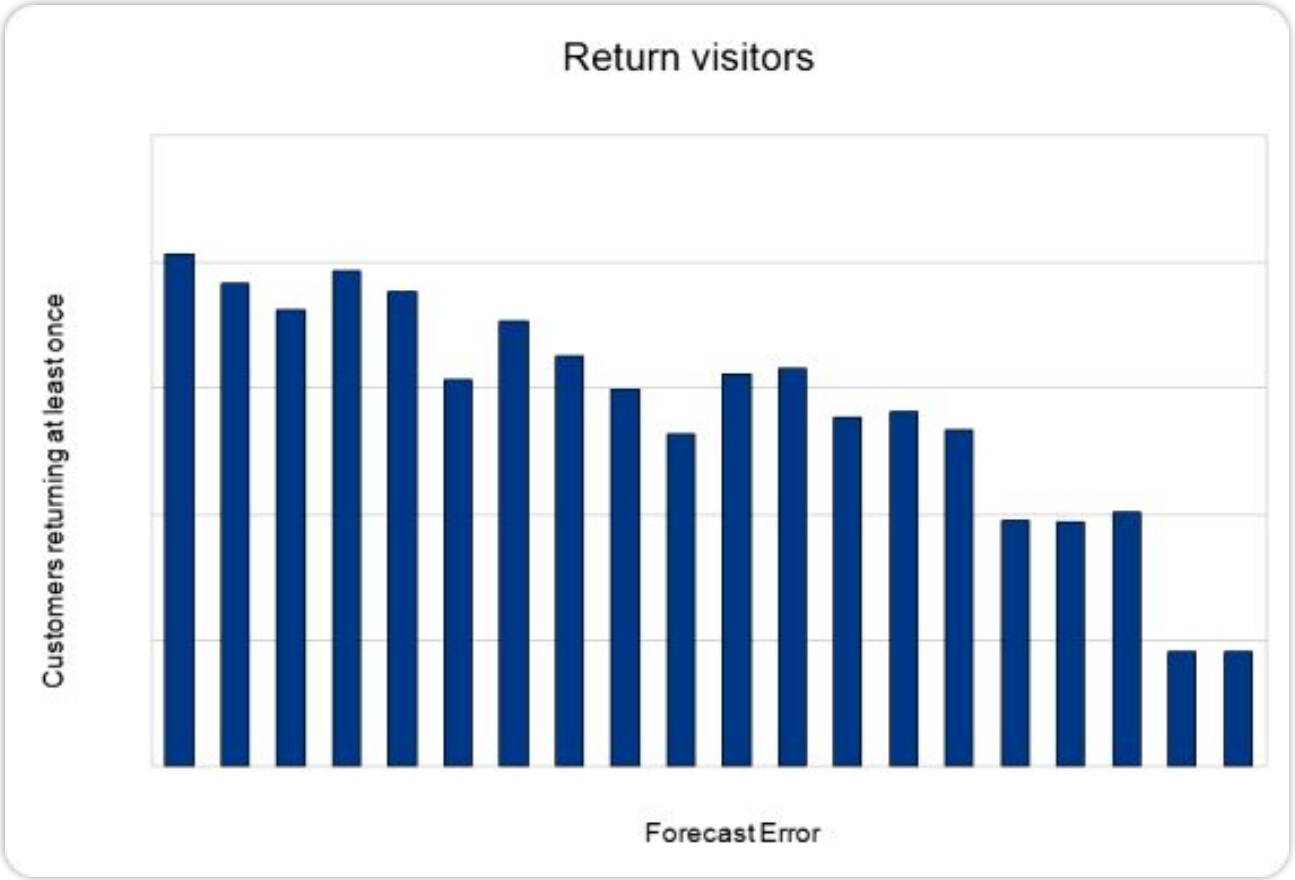


Direct customers to less busy locations

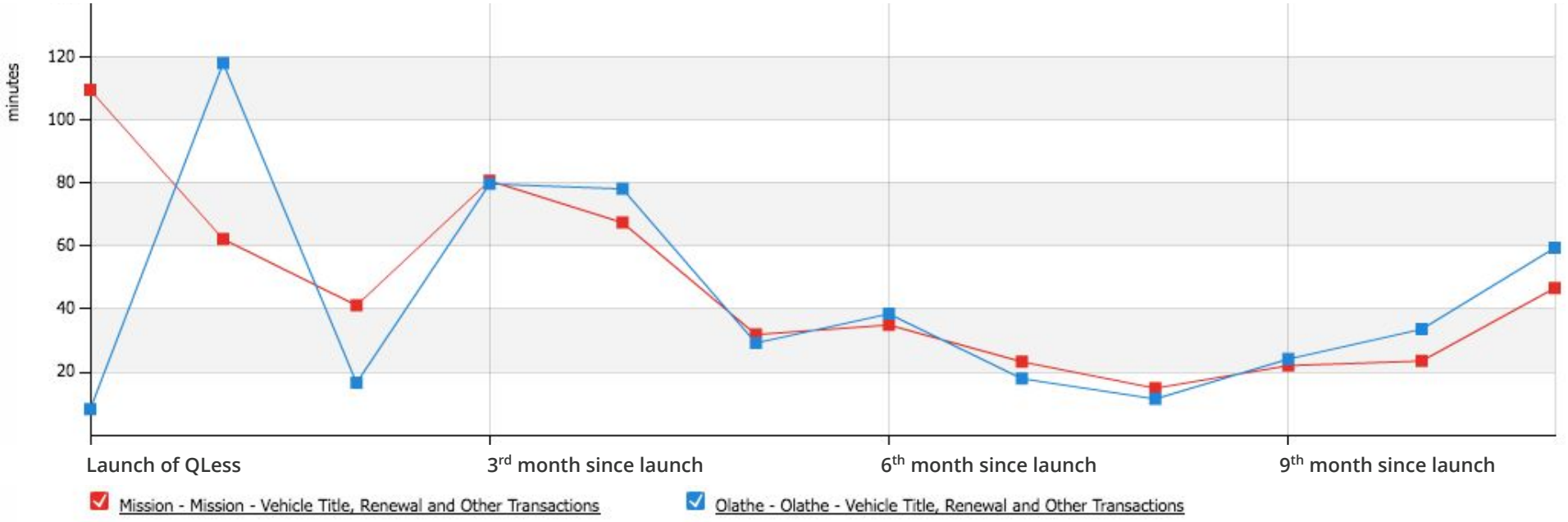
- View forecasted wait times in real-time
- Load balancing



Accurate Wait Forecasts Quadruple the Probability of Returning Visitors



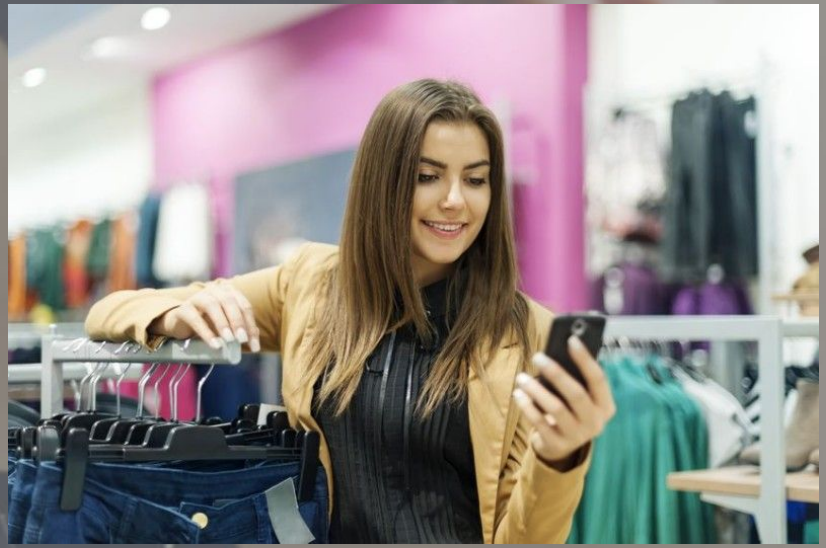
Load Balancing Across Locations Equalizes Customer Flow



Load Balancing Across Time Spreads Traffic Throughout the Day

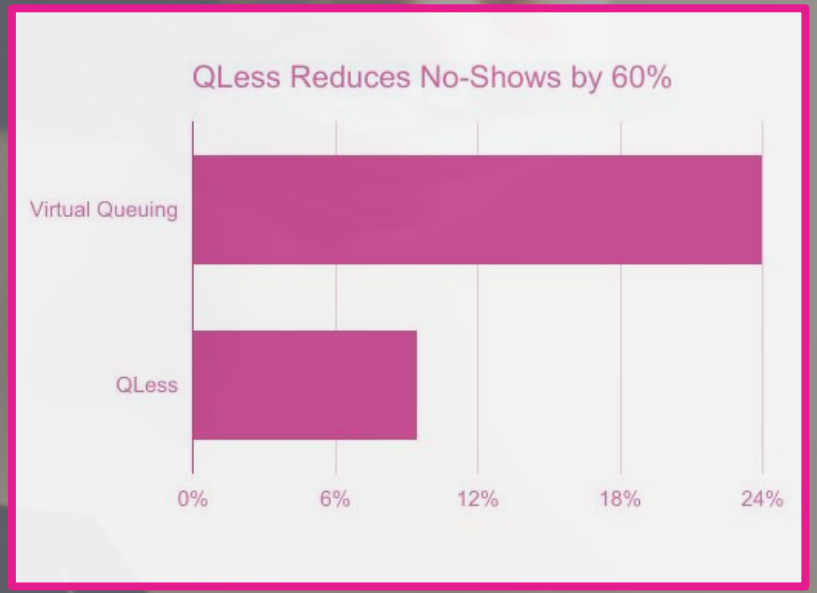
Spend while you wait

- Managed queues encourage impulse purchases



Reduce walk-aways, no-shows and shrinkage

- Reduce walk-aways by 75% in every instance measured
- Reduce no-shows by up to 60%
- Extend customer patience while reducing shrinkage



Repurpose waiting areas into selling areas

- Repurpose the need for real estate devoted to waiting lines, freeing real estate to sell

Owners Reinvent Chicago Indoor Shooting Range and Raise Profits More Than 50%

- QLess alleviates unpredictable customer wait times
- Profits rise more than 50% year-over-year
- Able to increase yield/walkthroughs and serve more customers
- Transformed the customer experience

"With the QLess text notifications, my customers spend time browsing our retail shop – it has been a game-changer."

– Dan Eldridge, Owner of Maxon Shooter's

Increase Lifetime Value

Develop visits into relationships

- SMS marketing keep clients coming back
- 90% of SMS read within an hour

Learn from customer feedback and interactions

- Solicit surveys via SMS

Turn customers into raving fans

- Get better customer reviews

Datz Restaurant
Tampa, FL

★★★★★ 7/4/2016

Datz is great. I've been several times over the past few years and am always pleased. Datz has a system in place where you can text ahead to get in the waiting line, and with this system I have never had an extended wait. But without texting ahead, the wait times can get pretty lengthy.

Unlock 5-Star Reviews

JOHNSON COUNTY KANSAS

Before QLess...

Jon H.
Mission, KS
1 friend
3 reviews

8/22/2013
It took three weeks to renew my driver's license. THREE WEEKS. All due to the grotesque waiting times. I eventually had to show up an hour before they opened, and there were already 6 people in line for the same reason.

One negative online review will cost you 30 customers, further fueling the Amazonization of retail.

After QLess...

Eric D.
Shawnee, KS
26 friends
45 reviews
6 photos

9/16/2016
Wow. That whirring sound is my head still spinning after setting a personal land speed record. Seriously. 6 minutes. From the time I walked in to the time I walked out with a renewed KS drivers license. The trick: Get in line on line. Can't beat it. How? Text Mission DL to 641-243-8006 note: this text code applies only to the Mission KS office. Go to ksrevenue.org to get info on other locations. YW

Brynn B.
Overland Park, KS
51 friends
3 reviews

1/17/2017
Good customer service. In and out, no problem. Text the number to get in line, then you won't have to wait.

Karen D.
San Francisco, CA
0 friends
1 review

7/10/2017
Yep correct fast and furious. JC rocks. Call ahead. Or walk in put in you phone #. Poof. Sit Down and a few minutes you're out the door. Loved it. Now I've offered to go this week with my granddaughter to help her get plates for her car.

vodafone

Vodafone Reduces Lines, Gains Business Over 6-Year Partnership with QLess Across Multiple Continents

- 600% ROI from the reduction of no-shows
- Increase $1,200 in profits each month per store
- Overall customer satisfaction of 99%

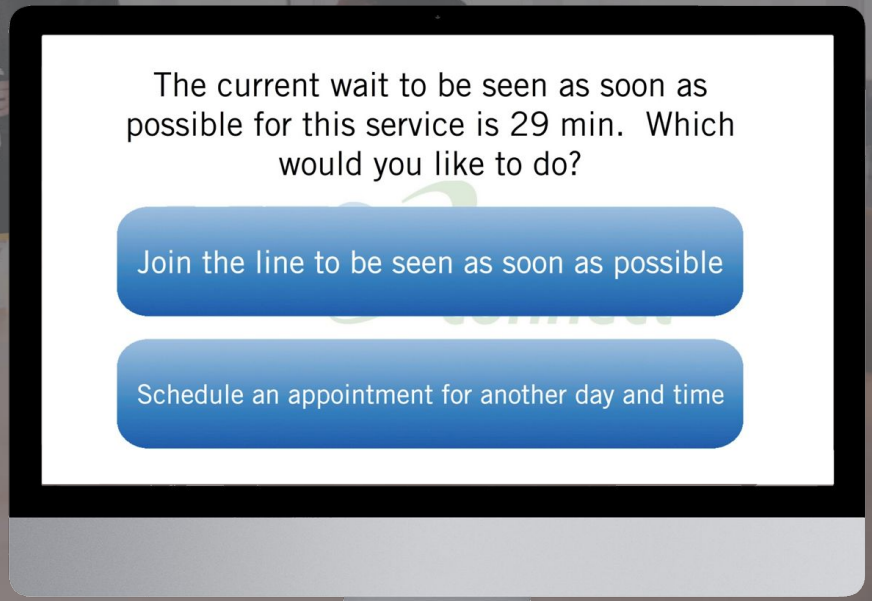
"With QLess, we've found a solution that fits with our vision for being a mobile leader."

– Global Head of Retail Technology

Maximize Staff Productivity & Operational Efficiencies

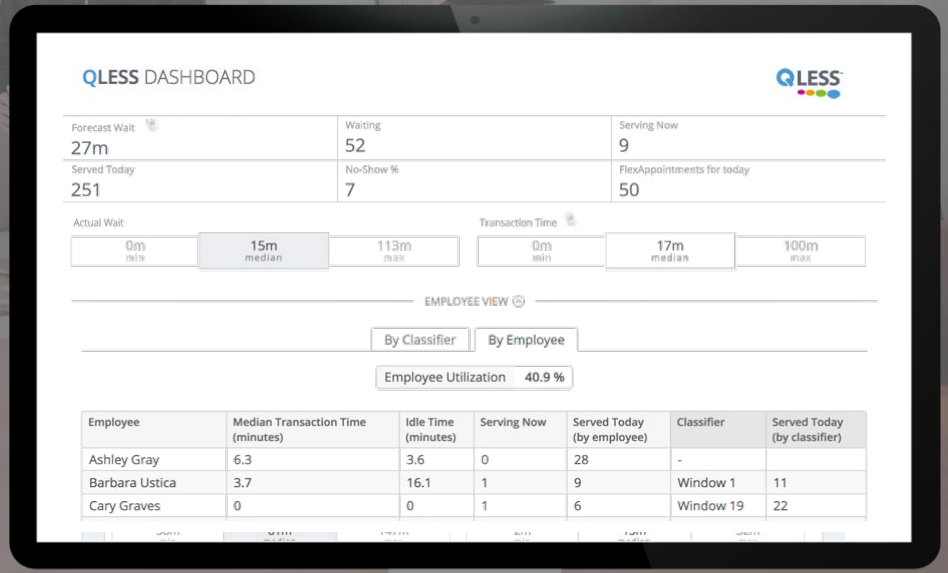
Increase your throughput

- Convert no-shows into later-shows
- FlexAppointments fills staff availability
- Automatically refill canceled appointments
- Pre-summon customers to avoid waiting for them



Build a better team

- Real-time Dashboard
- Analytics and reporting – you can't optimize what you don't measure
- Happier staff is more productive and has less turnover



Prep your staff for personalized service

- Stored customer information and data
  - Personalize up-sell and cross-sell opportunities
- Know why customers are coming in
- Know when customers are coming in

Pigtails & Crewcuts
haircuts for kids

QLESS

Prompt Service, Personalized Attention for Patrons at Pigtails & Crewcuts

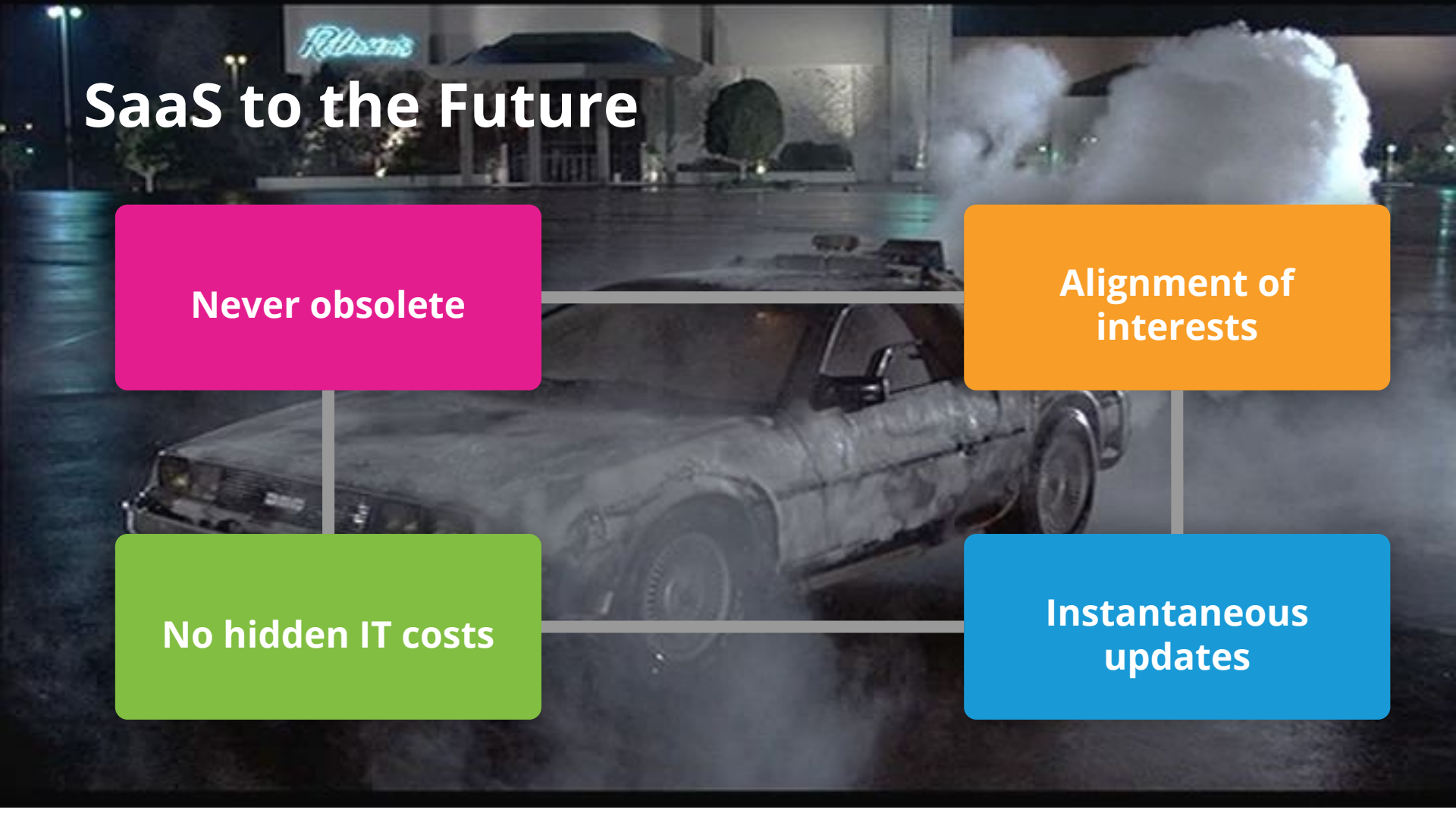
- Operations are more efficient and profitable
- Since installing QLess, the salon set a national record
- Employees spend less time managing the sign-in and more time on personal service for customers

"With QLess we have seen an instant improvement in the speed and efficiency of check-ins. Customers love it!"

– Drew McWilliams, Franchise Owner

Utilize Digital Technology to Gain the Competitive Advantage

Digitizing Client Engagement Drives Results


SaaS to the Future
Never obsolete
Alignment of interests
No hidden IT costs
Instantaneous updates

Omnichannel Is Key:
100% Adoption At All Locations

QLESS™

- Text
- Website
- Mobile App
- Kiosk Ticket
- Call Ahead
- Mobile Kiosk

Who We Are

Over a Decade of Excellence

- Headquartered in California
- Relentless focus on innovation
- Partner mindset
- > 100 million users served

Best Computer Services Company

- Gold Stevie 5 consecutive years from American Business Awards
- 2 consecutive years from International Business Awards

Location Retention Rate >100%

- Across 5 continents at 1,000+ locations, serving a diverse range of industries:
  - Retail
  - Education
  - Government
  - Healthcare
  - Logistics

Consumer App Ratings

- 4.9/5 Apple Store
- 4.6/5 Google Play Store

Featured in:

TIME · The New York Times · THE HUFFINGTON POST · BBC NEWS · FAST COMPANY · WALL STREET JOURNAL · CNNMoney

The Best Use QLess

EDUCATION

NYU

VASSAR

University of San Diego

Berkeley
UNIVERSITY OF CALIFORNIA

NOVA
Northern Virginia Community College

UT DALLAS

GOVERNMENT

THE GREAT SEAL OF THE STATE OF NEVADA

STATE OF MICHIGAN
TUEBOR
SECRETARY OF STATE

THE GREAT SEAL OF THE STATE OF MISSOURI

THE GREAT SEAL OF THE STATE OF NEW JERSEY

HEALTHCARE

KAISER PERMANENTE

Renown HEALTH

RANSOM MEMORIAL HOSPITAL

BARTELL DRUGS

Mount Sinai

RETAIL

vodafone

TOURNEAU

JOHNSTONE SUPPLY

MTS allstream

monaco telecom

LOGISTICS

AAA

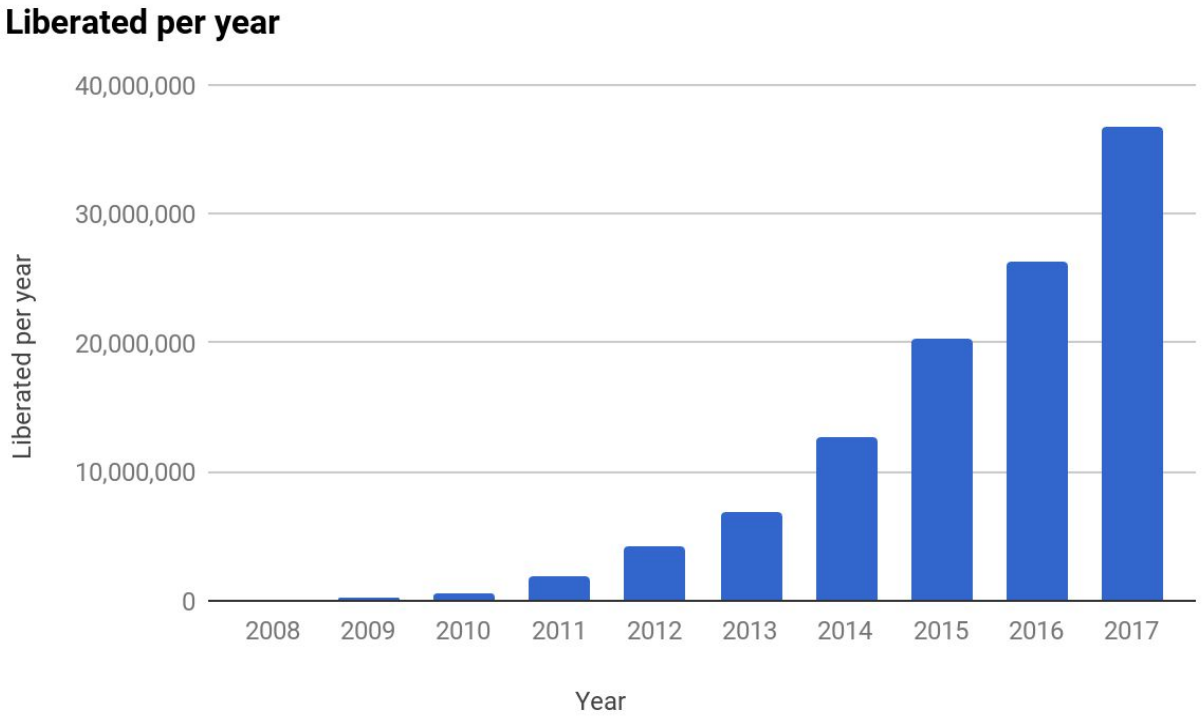
DP WORLD

DOW

FISH

MECUM AUCTIONS

The World Is Going QLess



>100M Served

Q & A

Thank You!