



WEBINAR:

Gaining a Competitive Advantage in the On-Demand Economy

Speakers



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Amy Deavoll
.....

Director of Marketing
QLess



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Alex Bäcker
.....

CEO & Founder
QLess

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

A background image showing a person with a beard sitting at a wooden desk, using a smartphone. A laptop and a tablet are also on the desk. A glass of iced coffee is visible. The image is semi-transparent, allowing the text to be overlaid clearly.

**We live in an
on-demand economy**



A background image showing a group of people sitting around a wooden table in a meeting or collaborative work environment. One person is holding a smartphone, and another is pointing at a laptop screen. A tablet with a bar chart is also visible on the table.

**Online to offline
conversion is critical
to success**



WWW.

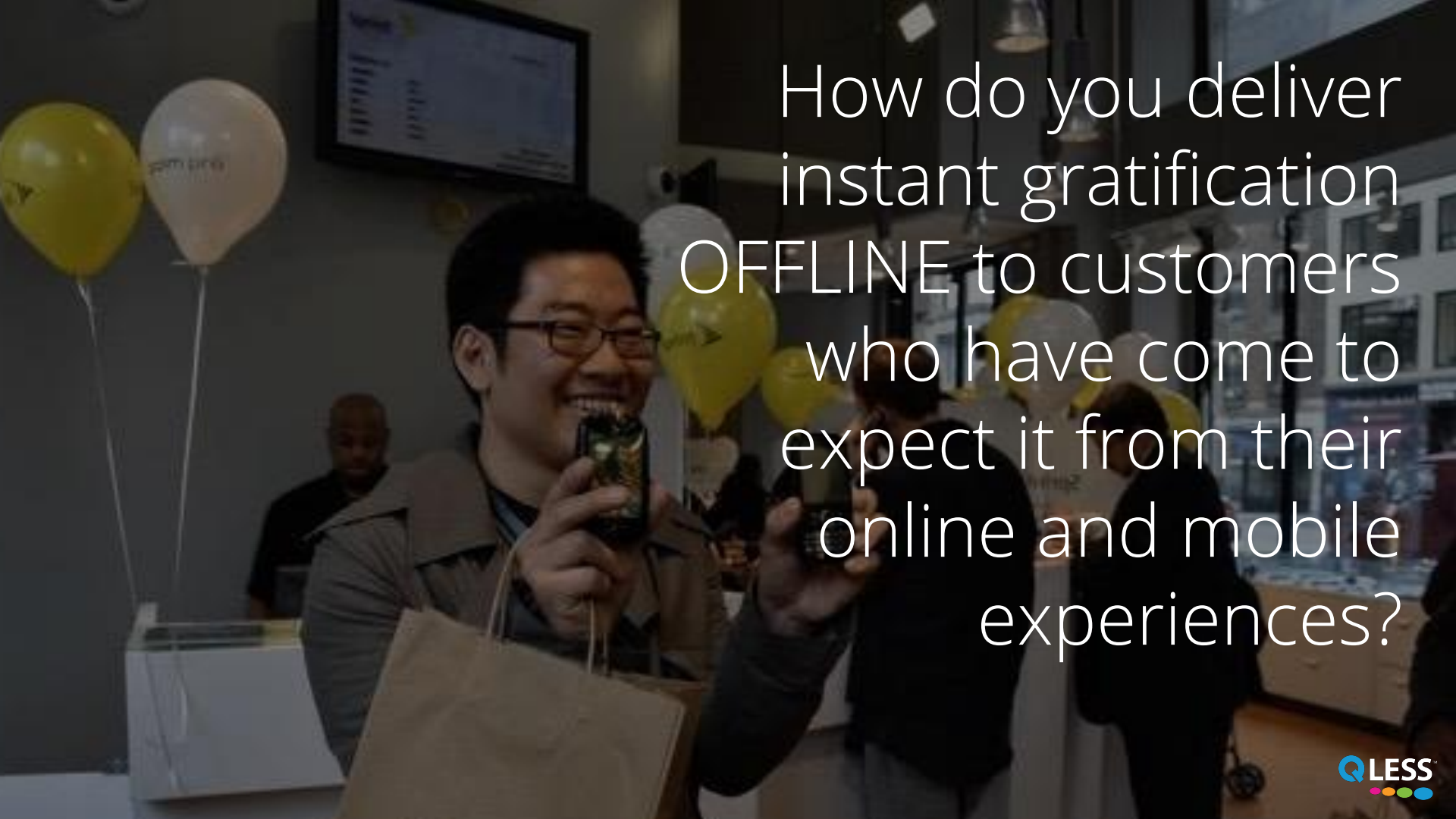
Search

82% of offline
conversions begin
with online research

Yet, only 8% of retail sales
actually happen online



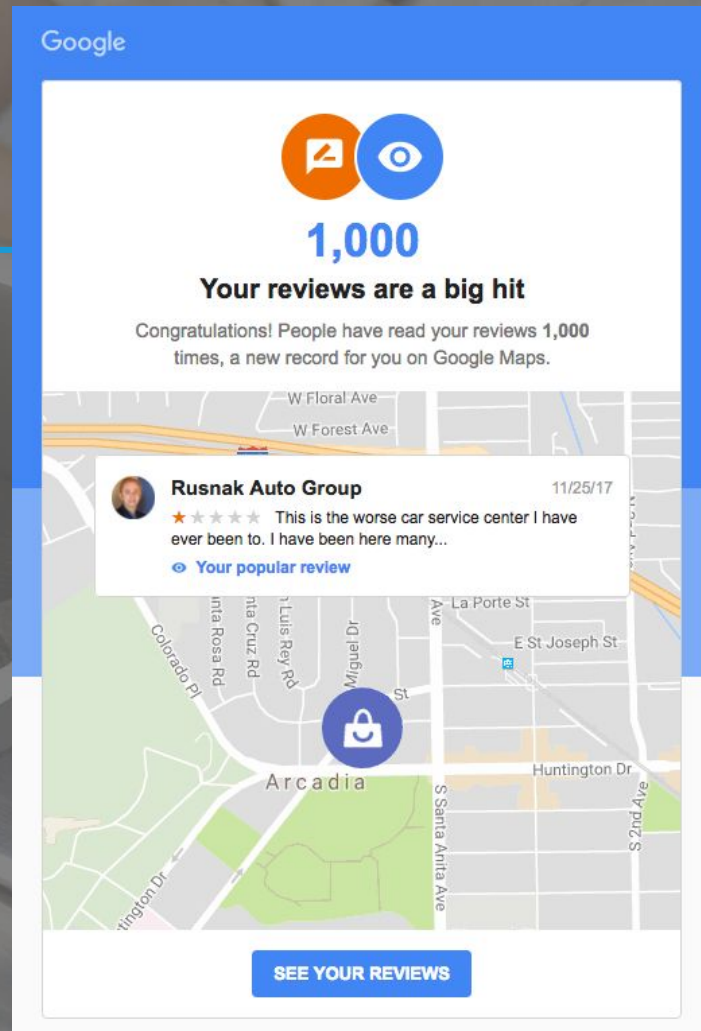
■ Online
■ Offline

A man with glasses and a brown jacket is smiling broadly while holding a smartphone in his right hand. He is also holding a brown paper shopping bag in his left hand. The background shows a store interior with yellow and white balloons, a menu board on the wall, and other people in the background. The text is overlaid on the right side of the image.

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

A photograph of an elephant standing in a dense, green jungle. The elephant is partially obscured by the thick foliage. The background shows a misty or hazy view of more trees and a body of water.

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



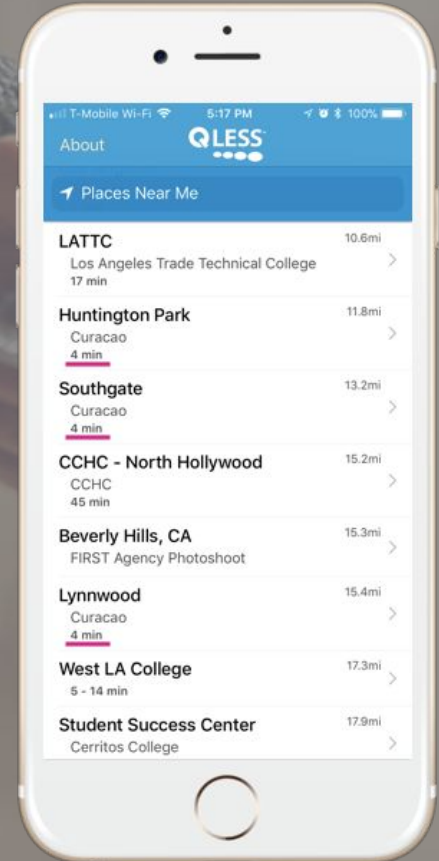
- Join a queue remotely in any place, at any time

A tablet displaying the OmniTouch interface. The screen shows the OmniTouch logo and QLESS logo at the top. The main text says "To begin, enter your cell phone number so we can send you a text message when it's your turn." Below this is a text input field containing the number "555-234-5678". At the bottom, there are three buttons: "Back", "Show Keyboard", and "Next". A small disclaimer at the very bottom reads "Standard text messaging rates will apply." and "By entering your cellphone number, you agree to receive text messages and information about QLess services." The background of the image shows a person's hands holding a green shopping bag.

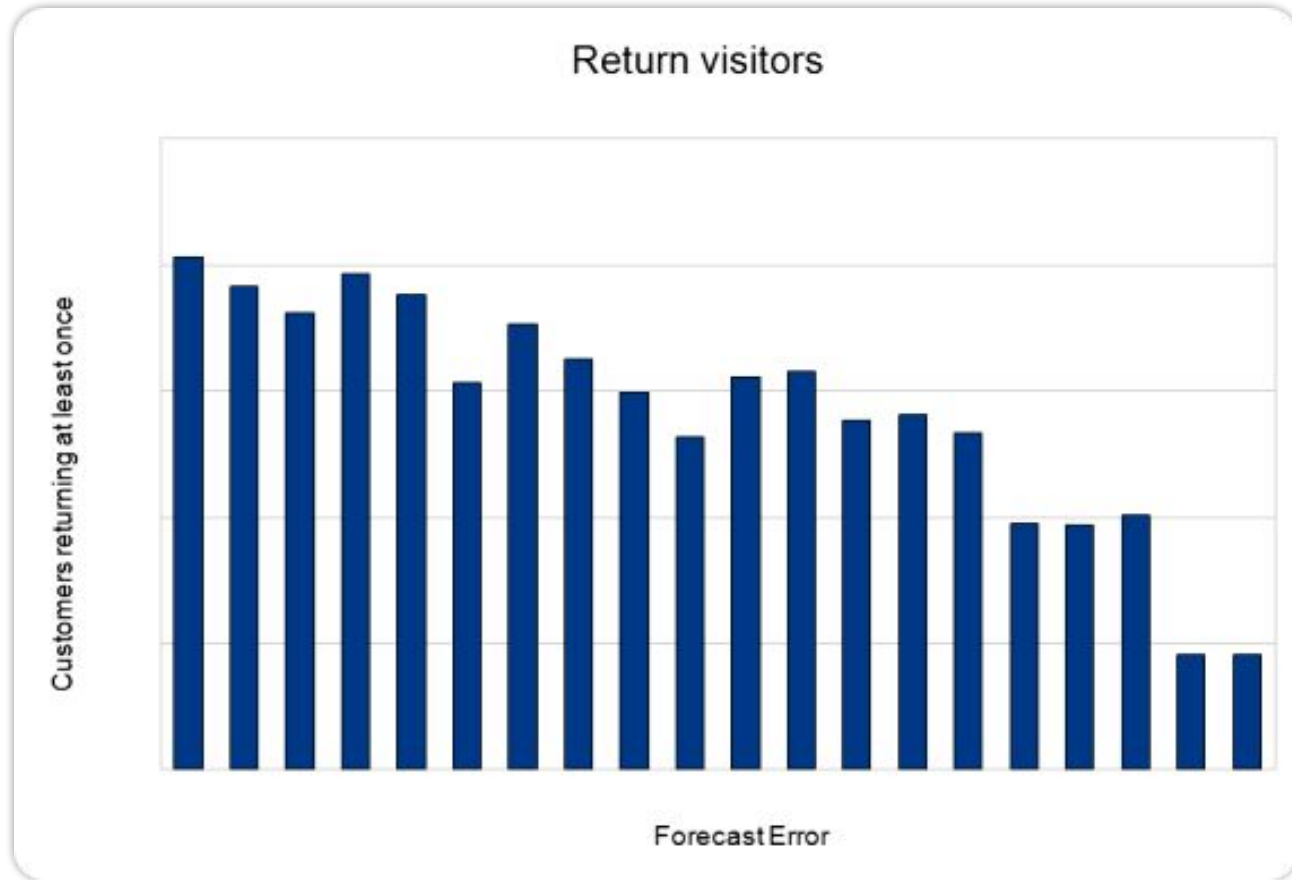
Direct customers to less busy locations



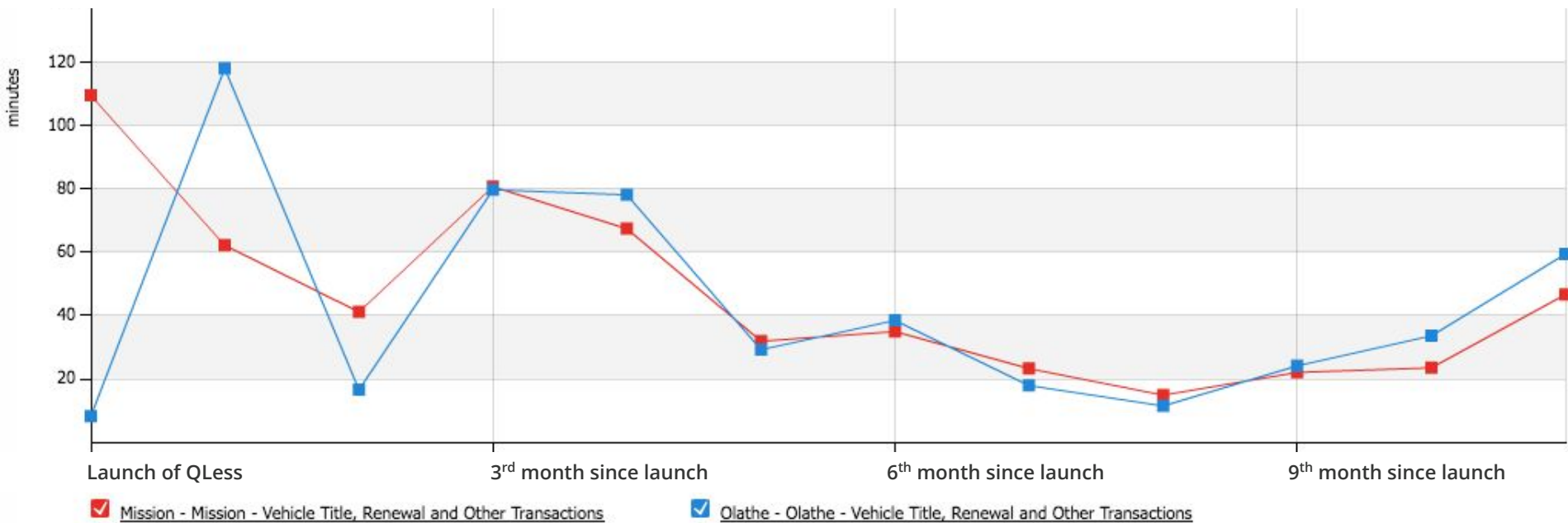
- View forecasted wait times in real-time
- Load balancing



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

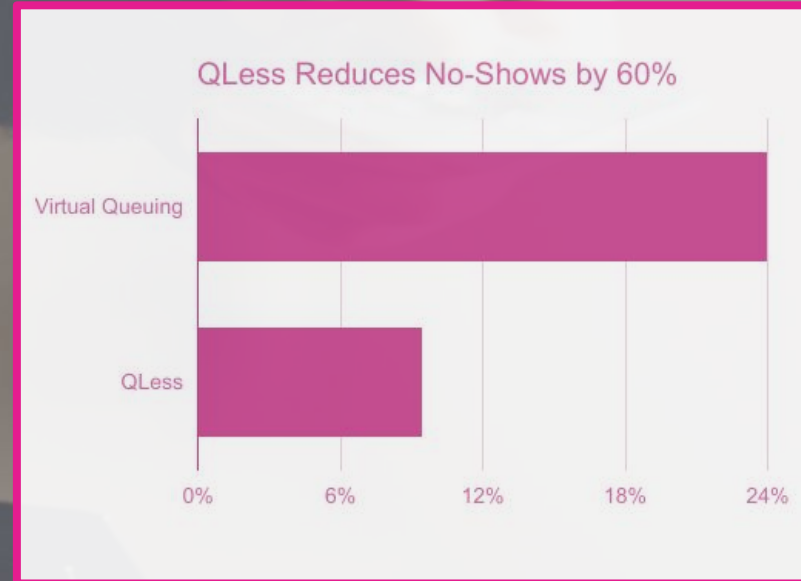
- Managed queues encourage impulse purchases



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



The logo for Maxon Shooter's Supplies and Indoor Range. It features the word "MAXON" in large, bold, red capital letters. Below it, the words "SHOOTER'S SUPPLIES" and "AND INDOOR RANGE" are written in smaller, bold, black capital letters. To the left of the text is a circular graphic with a crosshair, resembling a target.

MAXON

SHOOTER'S SUPPLIES
AND INDOOR RANGE



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



● Before QLess...



● After 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.



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.

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



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

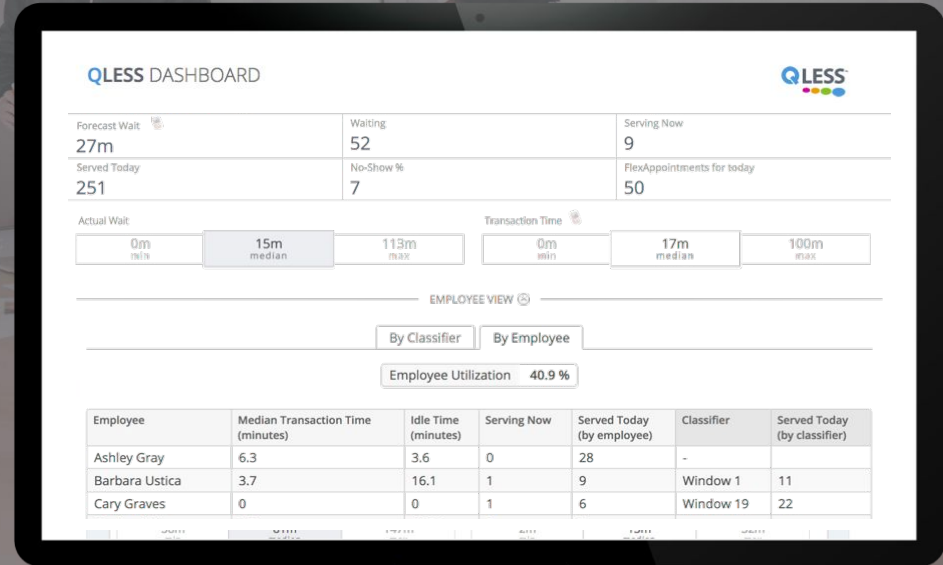
The current wait to be seen as soon as possible for this service is 29 min. Which would you like to do?

Join the line to be seen as soon as possible

Schedule an appointment for another day and time

Build a better team

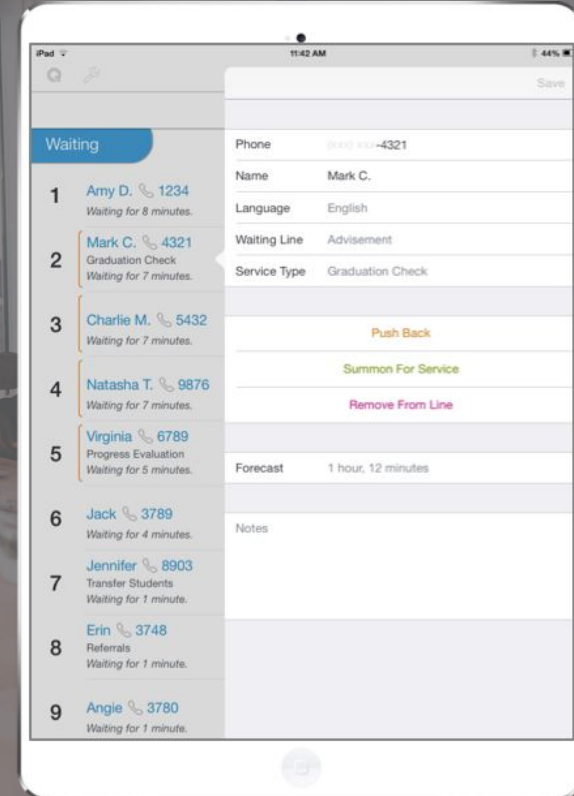
- Real-time Dashboard
- Analytics and reporting – you can't optimize what you don't measure
- Happier staff is more productive and has less turnover



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





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



IMPROVE CUSTOMER
SATISFACTION

up to **100%**

REDUCE
WALK-AWAYS

up to **75%**

BOOST STAFF
PRODUCTIVITY

up to **90%**

REDUCE ON-SITE
WAIT TIMES

up to **97%**

SaaS to the Future

A background image showing a car crash at night. A car is visible, heavily damaged and covered in a large cloud of white smoke or steam. In the background, there is a building with a lit sign that says "Ritz-Carlton". The scene is illuminated by streetlights and the car's headlights.

Never obsolete

**Alignment of
interests**

No hidden IT costs

**Instantaneous
updates**

Omnichannel Is Key: 100% Adoption At All Locations



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



FAST COMPANY

WALL STREET
JOURNAL

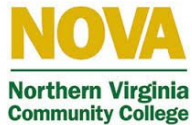
CNN Money

The Best Use QLess

EDUCATION



VASSAR



GOVERNMENT



HEALTHCARE



RETAIL



LOGISTICS



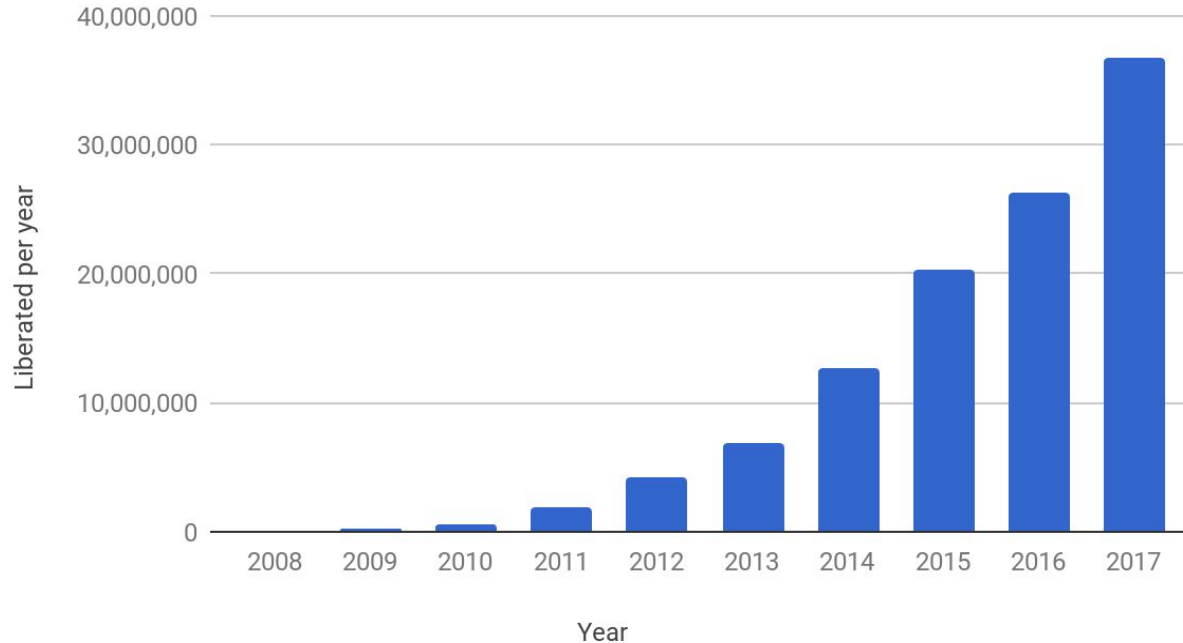
DP WORLD



The World Is Going QLess



Liberated per year



>100M Served

Q & A



A group of five people, three women and two men, are sitting on a stone ledge outdoors. They are dressed in casual, contemporary clothing like jackets, sweaters, and jeans. The person second from the left is holding an open book, while the others are looking at their smartphones. In the foreground, on the ground, there are several colorful shopping bags in shades of yellow, orange, green, blue, and white, some with patterns. The background is a blurred outdoor setting.

Thank You!