

Wat elke retailer moeten weten over de wachtrij

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Een lange rij voor de kassa is één van de grootste irritatiebronnen voor klanten en caissières. Deze infographic laat zien wat de effecten van wachten zijn op klanttevredenheid, het stresslevel van werknemers en de verkopen.



Queue Management Essentials for Retailers

People hate waiting in line

Of 10 everyday waiting experiences, customers found checking out at a retail store the 2nd most frustrating wait – behind only the wait at the DMV

Long queues can lead to



A decreased perception of the level of customer service & satisfaction



Increased stress on associates, causing them to be more rushed and provide poor customer service



Increased abandonment or walk-off rates



A negative impact on the perception of your brand as a whole



Reduced customer loyalty, and



Reduced quality word-of-mouth marketing.

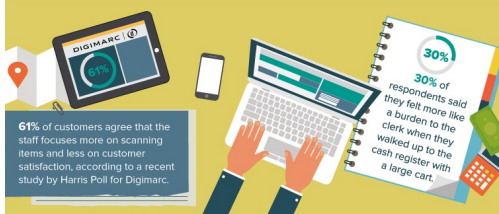
Queues can be too short

The checkout line is a great place for impulse purchases, which are less likely to happen if there is zero wait time. You also need to consider your staffing, both staffing costs and staff happiness.



Unhappy associates lead to unhappy customers

Putting the pressure on your staff to reduce queue times has a negative impact on your customer's satisfaction.



3 Essential Queue Management Metrics

1. Store Traffic



This metric serves as a baseline for how many people are in your store, how many people make it to the queue, and how many shoppers convert to buyers.

2. Queue Length



The physical length of your queues (not the expected wait time) has been shown to be the biggest factor in initial queue abandonment. It's also the most significant reason for balking, or causing your customers never to join the line.

3. Queue Wait Time



How long are your customers waiting to try on clothes or make a purchase? The longer the wait time, the lower your customer satisfaction levels will be.

Learn how to optimize queue length and boost your bottom line:
<http://alerttech.net/optimal-queues>



