

Qmatic Success Story

Emerge Queue



Emerge Queue provide reduced waiting times, smarter technology and enhanced patient experience to South Africa



As providers of Qmatic queue management and customer experience products in South Africa and neighbouring countries, EmERGE Queue helps organisations in a wide variety of industries. From healthcare to banking and telecoms, EmERGE Queue help to improve their customer's connectivity and experience at every stage of the journey. Based in Stellenbosch, South Africa, the business has 13 permanent members of staff and makes use of a large number of trusted business partners to produce quality results.

EmERGE Queue have been a top-level partner of Qmatic since the foundation of the partner scheme in 2014, and have been working closely together since 2009.

THE CHALLENGE

EmERGE Queue strongly believe that the business process begins as soon as a customer enters the branch, not when they start talking to a member of staff. If the process for reaching that member of staff is too slow or uncomfortable, people will leave and go elsewhere.

Every EmERGE Queue customer approaches them with the same core problem: Long queues, frustrated customers, unclear waiting times and queue jumpers. EmERGE Queue help to solve this problem using a mixture of expertise and Qmatic solutions that'll help stop the build-up of frustrated customers.

THE SOLUTION

Although no two customers have identical problems, and all require varied solutions, the majority of issues can be solved relatively easily. The first step is usually to remove the traditional linear queue and replace it with a virtual environment.

More than
65 customers in
multiple countries

But this is often only the first step. Using analytics and extensive consultation, Emerge Queue can then provide additional services, such as appointment booking, mobile queuing and advanced data tracking. This means customers can get a better idea of what is happening in their business, as well as keep a much closer count on the number of customers waiting to be seen, how long they're waiting and what resources are required.

As a business, the priority for Emerge Queue is solving problems and providing valuable solutions. While there is a technical element involved, the business is only successful if their customers leave with an enhanced journey management system.

“When we started, our market was still very new and Qmatic’s offering was a brand new concept – there wasn’t a lot of companies that had service and queuing solutions. We saw the gap in the market in South Africa and for the first couple of months we actively marketed the solution. Now, the solution sells itself. We stopped marketing 7 years ago and the business is still coming in.”

Eugene Swanepoel – Managing Director, Emerge Queue

★ THE RESULTS

Every client that works with Emerge Queue might start with the aim of simply reducing the time customers queue, but they often walk away with so much more than just that. As a result, they usually see a reduction in unhappy customers, as they don't have to wait for an uncertain amount of time in a slow moving, uncomfortable queue.

What's more, the businesses often find that with an increase in customer satisfaction, comes an increase in repeat and new business, leading to a significant boost in business profitability and a strong return on investment. What's more, it's easier for businesses to track and plan for these increased customer numbers, because Qmatic solutions provide valuable data analysis.

They are able to better allocate staff, or provide training if some are struggling to keep up with demand, to make the experience better for everyone, not just customers. As a result, Emerge Queue saw more than 110 million customer journeys through Qmatic systems in 2018, which is twice the population of South Africa.

These incredible numbers show that Emerge Queue punches well above its weight in the region. Despite only having 13 members of staff, it is often compared to international businesses with thousands, or even tens of thousands of employees.

👍 THE BENEFITS

- Allowed Emerge Queue to compete with bigger opposition
- Helped generate new business opportunities without marketing
- Significant improvement in waiting times
- Live tracking of customer numbers
- Greater ability to deploy resources appropriately
- Improved quality of training standards

“A major part of our successful business is the open relationship between Emerge Queue and Qmatic – it's like having a business partner that works side by side with you to ensure mutual success. This has allowed us to become the biggest provider of Customer Experience Management solutions in South Africa, achieving a combined turnover in the region of ZAR 100 million per annum (approx US\$ 6.5 million).”

Eugene Swanepoel – Managing Director, Emerge Queue

Contact us to find out more

www.Qmatic.com
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