

New Qmatic Partnership with Brickstream Extends Customer Flow Intelligence Offer

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Bedfordshire – 24 April 2012 – Qmatic (<http://www.qmaticsolutions.co.uk>), has today announced a new partnership agreement with Brickstream to extend its existing range of Qmatic Customer Flow Management solutions. It allows organisations that experience high footfall, to analyse and evaluate footfall, queuing behaviour and manage peak traffic flows and bottlenecks; in turn optimising customer spending, service and reducing walk-aways.

Brickstream's discreet capture units and stereo video sensor technology provides accurate intelligence regarding queue formation, peak customer flows and service levels. This data ensures that informed decisions can be made at the right time, in terms of workforce planning or customer flow management, to improve customer service and reduce wait times. Customer Flow Management (CFM) solutions from Qmatic can range from barriers, through to both independent and networked virtual and linear queue management systems, to mobile phone applications, kiosk systems and new media.

The combined technology will primarily be aimed at industries, where there is high footfall and is already being used by retailers to monitor queue times, peak flows and average transaction times, enabling more effective deployment of resources in-branch.

David Anahory, UK CEO at Qmatic commented, "The partnership between Qmatic and Brickstream allows us to extend our offer to help clients better manage customers as they move through steps 2 and 3 (arrival and waiting) of the Customer Flow Methodology. Information about volume of customers or bottlenecks can be captured before they become an issue and the combined technology provides our customers with a solution that helps reduce congestion, reduce transaction times and provides a more efficient service."

The value of effective customer service, cannot be underestimated. Handled well, improved customer flow can increase transactions by one per cent; a significant number in a high footfall organisation. Handled badly, the expense associated with acquiring a new customer can delay customer profitability by up to 18 months.

Steve Forrest, Director for Global Business Development at Brickstream comments: "It is very difficult to entice a disappointed customer to come back to a store once they have had a negative customer service experience. Data analytics equip service managers with the information to deploy customer service resources proactively. As trends emerge, it also allows service managers to provide meaningful data at board-level to put forward a strong business case for extra resources. "

Qmatic (<http://www.qmaticsolutions.co.uk>)
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About Qmatic

Qmatic is the world leader and innovator in Customer Flow Management (CFM) solutions that are designed to increase sales and productivity while reducing costs for organisations in the retail, retail finance, public, healthcare and travel sectors. Its software, hardware and consultancy helps organisations such as , HSBC, Barclays, DVLA, Homebase , Boots , Marks & Spencer, Post Office and UK Border Authority to value time within the physical customer experience and derive real-time management information (MI) that powers meaningful business decisions. This MI can drive important considerations such as in-store/branch/location skills-routing, store layout and design, employee training and job satisfaction, customer loyalty and retention, brand equity, opportunity sales, real-time feedback and problem resolution as well as efficiency and cost control. Qmatic's services range from barriers, through to both independent and networked virtual and linear queue management systems, to mobile phone applications, kiosk systems and new media.

About Brickstream

Brickstream® offers the only comprehensive and automated customer behaviour measurement solution for brick-and-mortar outlets. Using discreet capture units and sensor technology, coupled with our patented BehaviorIQ™ software, Brickstream captures, transforms and analyzes customer activity data and converts it into actionable business knowledge upon which management can make informed decisions. Analysis of customer behaviour, including; where they go, how long they wait and what they do, enables those physical outlets to improve the customer experience to drive profitable sales growth through more effective service, marketing and sales strategies.

Brickstream is headquartered in Atlanta, GA, with European office in Newbury, Berkshire and serves retailers, retail banks, and consumer packaged goods manufacturers throughout North America and Europe. The Brickstream solution was developed over the last decade and is protected by numerous patents.

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