

Service Delivery Showcased at Ashford Gateway Plus Event

Submitted by: Proud PR

Tuesday, 14 August 2012

Local Authority Opens its Doors as Working Case Study for Qmatic on 6th September 2012

Bedfordshire – 14 August 2012 – On 6th September 2012 Ashford Gateway Plus will open its doors for an exclusive insight to how it manages the physical flow of citizens using Qmatic citizen flow management (<http://www.qmaticolutions.co.uk/events/how-improve-efficiency-public-services-delivery>) (CFM) technology. The event will include a tour of Ashford Gateway, and presentations from Ashford Borough Council, the London Borough of Bromley, customer experience evangelist, Terry Green as well as Qmatic. A networking lunch and Q&A will follow.

Designed to assist local authorities understand how they can improve customer service while reducing costs through efficiency, the event will explain how transformation can work through effective citizen flow management. Terry Green will go on to talk about what customer service might look like in 10 year's time.

Julie Rogers, Strategic Customer Service Manager at Ashford Borough Council will present on a decade's experience with the technology to deliver shared services, co-location, community hubs and explain how to model and deliver multi-channel services.

Based in Ashford town centre, the Authority's hub comprises many community services under one roof including: library and archives; registration of births, deaths and marriages; adult education; skills plus; housing; Ashford Day Opportunity Centre: health services and a social enterprise café, Food with Friends. There are also more than 50 flexible partners, predominantly charities and voluntary sector organisations, such as Citizens Advice and Shelter that work from the hub.

David Anahory, CEO, Qmatic UK said, "It will be a great opportunity for peer-to-peer networking, and attendees will also receive a complimentary copy of our recent research paper 'Citizen Flow in Local Government' in which 43% of local authorities reveal they would derive tangible cost savings from efficiencies and 40% say that effective CFM would result in less duplication between public services. Streamlining the physical delivery of services makes perfect sense in the public sector where there is tremendous pressure to do more with less."

CFM encompasses the gathering of management information, waiting, queue management and routing citizens to correct person or department. Solutions 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.

To book your place at the event, call Simon Phillips on 01234 757 110, email [marketing.uk\(at\)qmatic.com](mailto:marketing.uk(at)qmatic.com) or visit the Qmatic UK web site (<http://www.qmaticolutions.co.uk/events/how-improve-efficiency-public-services-delivery>).

What: Working case study of citizen flow management at Ashford Gateway Plus

Who: Julie Rogers, Strategic Customer Service Manager at Ashford Borough Council
Terry Green, customer experience advocate, mentor and author

Duncan Bridgewater, Head of Customer Service at the London Borough of Bromley

Steve Williams, Qmatic

When: 6th September 2012

Where: Ashford Gateway Plus, Ashford

More Information:

<http://www.qmaticolutions.co.uk/events/how-improve-efficiency-public-services-delivery>

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 Ashford Borough Council, Canterbury City Council, DVLA, Ipswich Borough Council, Post Office, Swindon Borough Council 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.

Headquartered in Sweden, Qmatic operates out of 120 international locations. Its solutions have been successfully deployed in 51,000 sites across 122 countries. It is estimated that more than two billion users; a quarter of the world's population, pass through Qmatic's systems every year. See www.qmatic.com/uk.

Qmatic UK is based at Derwent House, University Way, Cranfield Technology Park, Bedford, MK43 0AZ. Phone: 01234 757 110. Twitter [Qmatic_UK](https://twitter.com/Qmatic_UK).

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