

SEDCO



CUSTOMER VISIT
MANAGEMENT



Driving down costs and improving
service levels within busy branches



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Customers feel welcome from the moment they step into your premises. No confusion where to wait. No wondering how long the wait. Shorter queues, faster flow and greeted like old friends.

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We help turn your customers into your friends

Customer Visit Management is all about customer relationship management. Queuing can destroy that special rapport you have nurtured, can devalue your investment in marketing. Queue frustration chokes business.

Now, imagine a branch environment where your customers feel welcome from the moment they step into your premises. No confusion where to wait. No wondering how long the wait. Shorter queues, faster flow and being greeted like old friends - all at the point of service.

Let us show you how Customer Visit Management solutions achieve all of that and more. How they can strengthen your brand, build customer loyalty and retention, while increasing sales revenue. How they can cut costs and transform productivity.

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Staff can engage in friendly conversation with opportunities for cross-selling, without wasting time discussing inappropriate products or services.

What's so special about Customer Visit Management?

Forget about traditional queuing systems that simply replace some of the frustration with a numbered ticket. Customer Visit Management is an integrated system that manages the whole customer experience from the moment they step into your branch.

Modules include queue management, digital signage, customer feedback and staff performance management. And clever software means that, working in unison, they offer a whole new range of opportunities and business benefits.

Queuing Management

For customers, effective queue management removes stress, cuts waiting time, keeps them informed. For your business, it improves flow, maximises service levels and boosts counter staff efficiency and sales performance.

A friendly, multi-language kiosk that's easy to use quickly identifies the service each customer is seeking. It can quickly find out who they are (including VIP customers), by card or by PIN code, reserve their slot and send them directly to the right employee. No fuss, no hassle.

And, surprise, customers receive a warm welcome by name, where counter staff have all the relevant information ready at their fingertips. With customer data at hand, staff can engage in friendly conversation, with opportunities for cross-selling, without wasting those all important moments face-to-face.

Meanwhile, in the background, software and counter staff have been quietly in control – managing and balancing queues and priorities at their workstations. CVM software provides queuing statistics and employee performance dashboards designed to motivate staff by acknowledging their performance.

Behind the scenes, branch managers have access to command and control software to improve efficiencies and drive down costs by monitoring employees, counters, services, customers and KPIs – all in real-time. And should a hitch occur in customer flow, managers are alerted before it has time to turn into a problem.

And head office has ready access to branch performance and regional comparisons, with full drill-down capabilities to any level within your organization.



Digital signage - keeping customers informed...

Digital signage achieves more than one objective. It keeps customers informed (the thing people hate most is not being kept in touch). Meanwhile, you can also help the time pass by informing and entertaining them, significantly reducing the perceived wait time.

And, of course, you can take the opportunity to advertise products and services. Our Digital Signage provides easy to use design software plus the ability to direct messages personalised to the population in each queue.

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You can broadcast messages that are personalised to the make-up of each queue.

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...and knowing what customers think...

Complete the picture by giving customers the choice to provide feedback about levels of service, using a small LCD touch screen before they leave - while their experience is still hot.

Being an integrated system, feedback is directly linked to the transaction, the employee and the customer. Over time, each customer can be profiled and individual employees monitored against levels of satisfaction.

What better way to get a true picture of what people really think of your employees, your branch, your service delivery? Getting into your customers' heads could be one of the most valuable contributions to your marketing strategy.

...while management keeps its finger on the pulse.

CVM doesn't just stop at the surface. We provide an in-depth resource for evaluating business performance.

Dashboard displays provide the overview while drill-down facilities provide the detail.

They provide that vital element for fine tuning your operation, including 'what if?' analysis and business intelligence tools to refine customer-oriented strategic planning even further.



System Integration

Because we are a technology company, we understand the importance, and the challenges, of systems integration. Our open standard architecture is your guaranteed route to integration with enterprise applications and processes, with all the benefits that integration can deliver.



Key Benefits

Reduce Cost

- Balance employees more efficiently across branches and busy periods.
- Improve employee productivity through self motivation and monitoring.
- Reduce employee workload through self service.

Increase Revenues

- Cross sell through advertisement and alert employees of potential customer interest.
- Enhance customer loyalty through a better in-branch experience.
- Capture customer attention and increase awareness through customized digital signage.

Optimize Processes

- Get the full picture and dig down into the detail using performance reports, dashboards, and maps.
- Forecast and simulate possible future scenarios for better decision support and planning.

Increase Customer Satisfaction

- Reduce actual and perceived waiting times.
- Entertain and educate your customers through digital signage.
- Greet and treat customers like friends.
- Focus on customers. Get customers' feedback with the possibility of follow up calls to unsatisfied customers.

Motivate Your Employees

- Measure performance through an objective evaluation system.
- Improve the levels of control your staff can exercise on customers flow and customers queues.



CVM Modules



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