

Electronic Call Forward:

Increasing revenues & speeding queue flow



96%
reduction in
walkaways

Queue flow
increased
by 25%

Increased
revenues
through
additional
transactions

Should I stay or should I go? Reducing checkout walkaways with Tensator

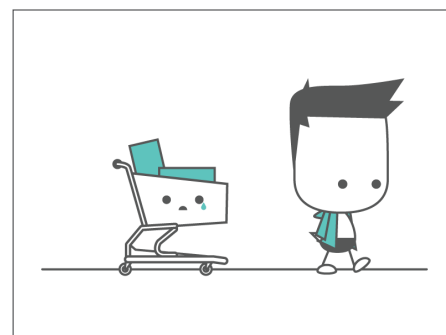
A leading retailer operating 800 stores nationwide was challenged by long waiting lines which were causing 'walkaways' from time-starved shoppers and recruited Tensator to resolve the issues using its Electronic Call Forward (ECF) system.

Who cares about 'walkaways', anyway?

Customers who select merchandise and enter the checkout but abandon items before reaching the register represent a daily profit loss easily avoided by recalibration of in-store checkouts.

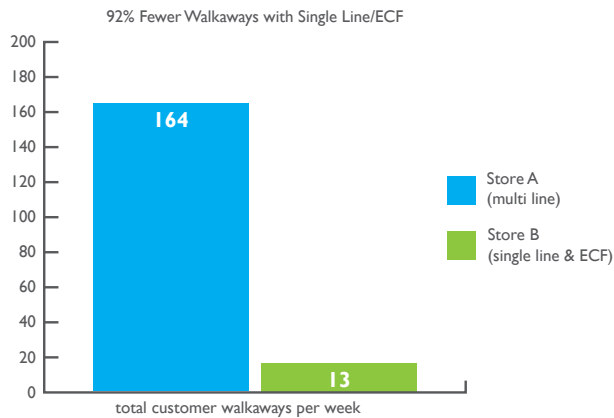
Path-to-purchase solution: Tensator Electronic Call Forward System

Tensator recommended a switch from multi-lane queues to single line queuing paired with the Tensator ECF. It allows a sales associate to call the next customer forward by pressing a button; the customer is then directed to the available checkout position by an audio message and visual displays. ECF speeds queue flow, eliminating customer hesitation as they search for an available cashier. When combined with a single line queue system, ECF can speed queue flow by up to 25%.

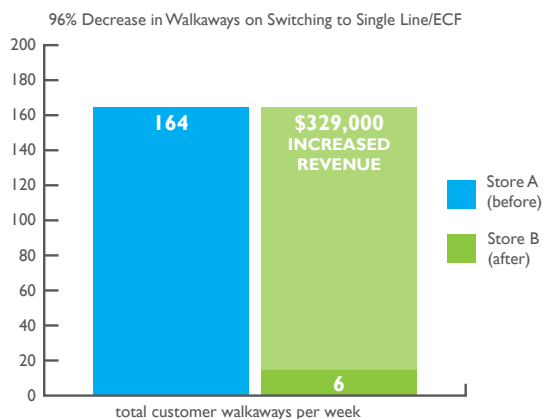


Out of here!

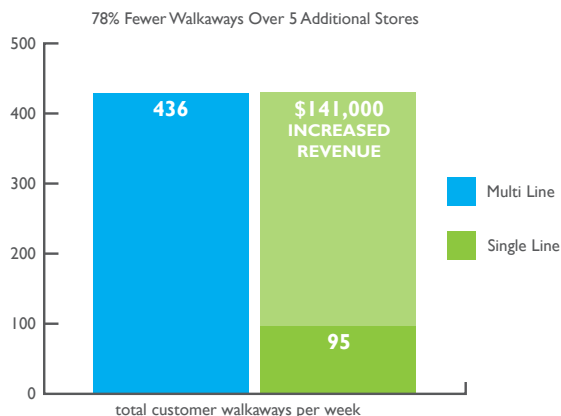
2-3 minutes: Time it takes for a customer to abandon a perceived 'too slow' line



Two similar format stores were compared over one week, the first using a traditional multi-line 'supermarket' type layout and the second, fitted with a Tensator single-line/ECF format. The second location with ECF installed recorded 92% fewer walkaways.



The multi-line store was then outfitted with a single line/ECF format and research repeated. This store's walkaways dropped by 96%, 158 additional transactions per week were recaptured by the reduction in walkaways. Using an example average transaction value of \$40 this equates to \$329,000 of incremental revenue per year.



During the rollout program, the 'before & after' research was continued at five further stores which resulted in an average 78% reduction in walkaways. 68 additional transactions per week were generated at each of the five stores. At the example average transaction value of \$40 this equates to \$141,000 per year of additional revenue for per store.

Final score

The revenue generated by the reduction in walkaways provided a three month ROI on equipment implemented. The Tensator ECF solution also greatly improved customer satisfaction within the test locations. This client has now converted over 80 stores to the single line/ECF format and continues to roll out ECF in new stores.

"The qualitative and quantitative results from the pilot test were impressive. We would talk with customers, and they would say the single line was better and the number of walkaways declined to "next to nothing." It's a very compelling story for us."

– Director of Store Planning & Design