

VERINT.

Verint Appointment Booking and Queue Management

Drive Sales and Deliver
Exceptional CX Across All Channels



Retailers Face CX and Operations Challenges

Increasing Customer Expectations

Today's consumers are more demanding than ever. They expect fast, exceptional service across all channels, including your stores. When brands fail to deliver the same level of personalized service on any given channel, you run the high risk of losing customers.

69%

of consumers said they had switched brands after just ONE bad experience!¹

85%

of consumers walk out of stores if they must wait in a line.²

40%

of consumers find it very frustrating if their channel of choice isn't an option.³

(1) The 2023 State of Digital Customer Experience Report, Verint, 2023

(2) The Top Customer Insights to Help Unify Your Omnichannel Retail CX Strategy webinar, Verint, 2023.

(3) The 2023 State of Digital Customer Experience Report, Verint, 2023

Operational Pressures

At the same time, profit margins are tight, and retailers are struggling to find new ways to attract customers, increase store traffic and sales, and convert those shoppers into loyal brand advocates.

One way leading retailers can meet these goals and elevate the customer experience (CX) is with digital solutions that integrate online, mobile, and in-store experiences into a seamless customer journey. These solutions include:

Appointment Booking

Enable customers to book in-store appointments online, increasing convenience and enabling more personalized service.

Queue Management

Give customers real-time data about wait times and create a more relaxed, informed waiting experience.

Event Management

Host tailored events for select customers to drive traffic and increase engagement.

Verint Appointment Booking

Acquire Customers and Increase Conversion Rates

In the past few years, consumers have grown accustomed to the convenience and benefits of making in-store and virtual appointments with retailers. They expect to be able to easily book appointments from any channel at the times and places most convenient to them—especially for higher priced products.

With Verint® Appointment Booking™, designed for the enterprise, it is easy for your customers to schedule appointments for personalized services, 24/7, from the communication channel of their choice. The solution increases appointment attendance by sending tailored reminders via email or SMS texts to customers' mobile devices. The solution also captures the customer's intent for the appointment, enabling you to offer a personalized service.



Specsavers

Specsavers, a multinational optical retail chain, increased sales and improved the in-store experience.

[Read the success story here.](#)

Verint Appointment Booking can help you:

- Drive store foot traffic and acquire new customers.
- Increase conversion and average transaction value for your in-store and virtual services.
- Improve customer experience, retention, and productivity.

Verint Queue Management

Retain Walk-ins and Increase Spend

Did you know that up to 85 percent of customers walk out of stores if they have to wait in a line?⁴ Eighty-five percent! No business can afford to lose that much of their customer base, and the upside of retaining them is enormous.

Verint Queue Management™ can help you create a more relaxed and informed waiting experience by allowing your walk-in customers to join a virtual queue and providing them with their wait times and position in line. Customers can easily join the digital waitlist from a variety of channels, including your store host, a self-service tablet or kiosk, a smartphone, QR code, or SMS code.

You can also greet your customers more effectively by capturing the purpose of their visit and managing their expectations with updates while they wait in your virtual lobby. Learning more about your customers will help you offer more personalized service with tailored customer questions, easy follow-up bookings, post-visit messages, CRM integration, and more.

(4) The Top Customer Insights to Help Unify Your Omnichannel Retail CX Strategy webinar, Verint, 2023.

Verint Appointment Booking and Queue Management



Virgin Media O2 reduced walkouts by 67% and increased staff efficiency by 27%.

[Read the success story here.](#)

Verint Queue Management can help you:

- Retain customers and increase sales with better waiting experiences.
- Increase customer satisfaction and loyalty.
- Improve productivity with a less stressed and more efficient workforce.

Verint Event Management

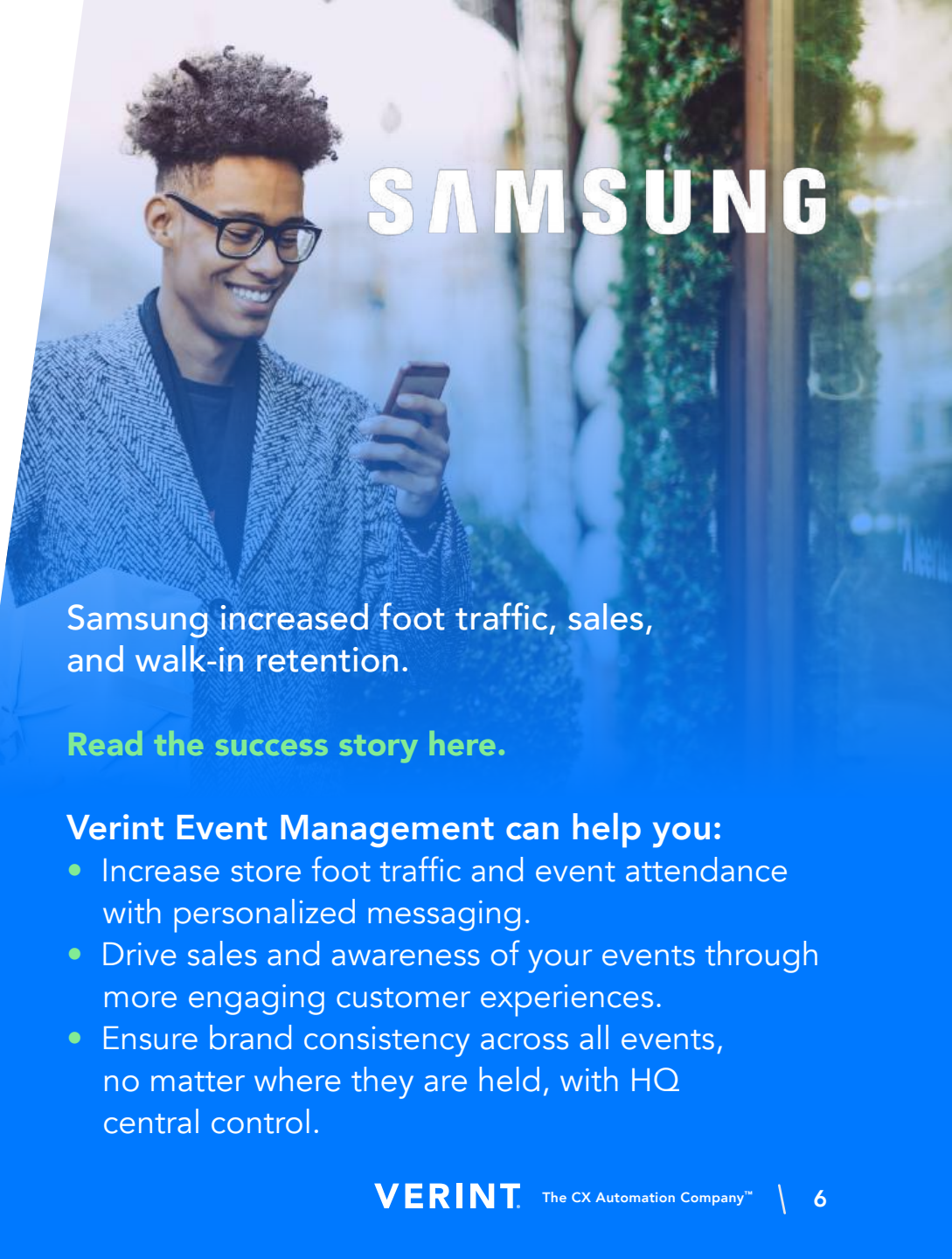
Boost Brand Loyalty

To respond to customer demand for entertainment and educational experiences, many brands host in-store and virtual events, classes, and workshops. Event booking systems are the foundation of offering these experiences and building meaningful and enduring customer relationships.

With Verint Event Management™, you can help your customers easily find and register for your various events. Drive brand loyalty by creating engaging experiences through hosting events and activities at fixed times that multiple customers join.

“Across all of our channels, either through .com or walking in store, the customer journey is very clean and efficient. The customer’s expectation when they come into the store is to have an amazing experience and when we have a tool like [Verint Event Management] that only really enforces that experience.”

Leader, Samsung CX



Samsung increased foot traffic, sales, and walk-in retention.

[Read the success story here.](#)

Verint Event Management can help you:

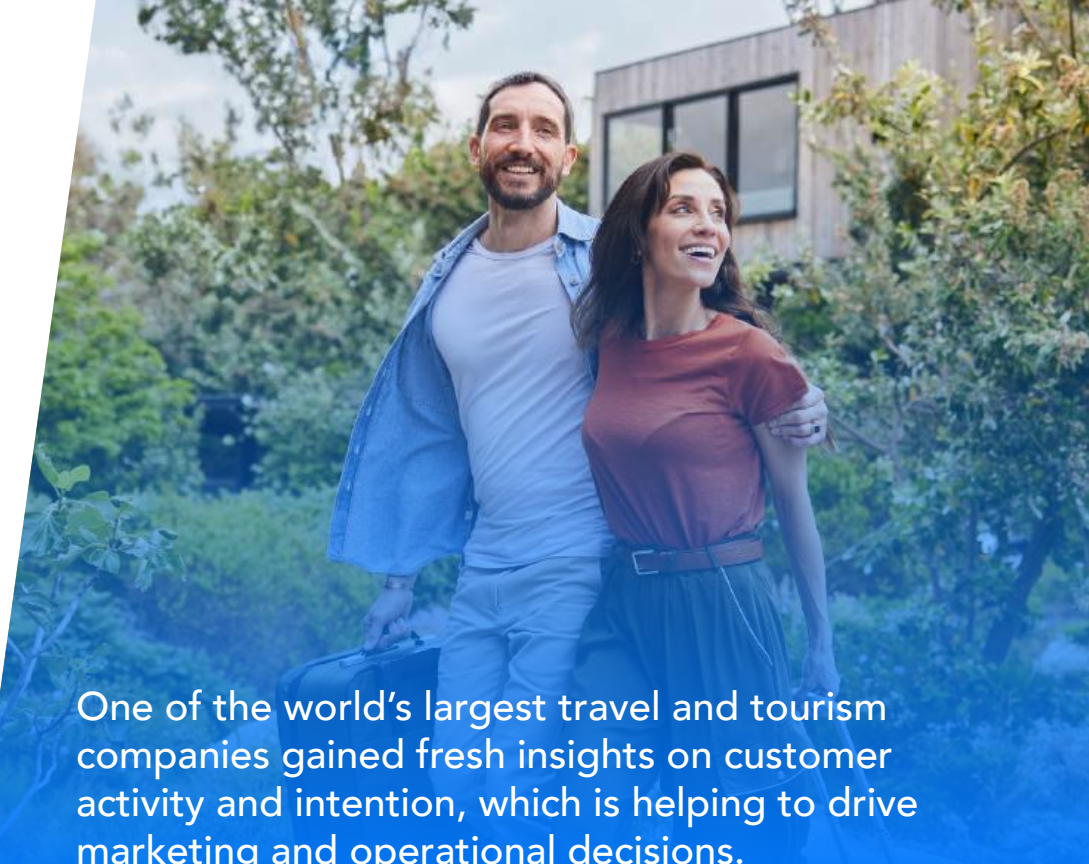
- Increase store foot traffic and event attendance with personalized messaging.
- Drive sales and awareness of your events through more engaging customer experiences.
- Ensure brand consistency across all events, no matter where they are held, with HQ central control.

Data Insights

Capture Rich Data Analytics and AI-driven Insights in a Single Platform

Most retailers know only their footfall, shift, and sales data. But what happens between the door and the checkout? How and when do customers interact with store associates? This data is all too often unknown. Retailers that best leverage data will be better positioned to outsmart their competition.

Verint unlocks data insights that can help you get to know your customers and store operations better to increase profitability and brand relevance. By capturing customer intent for scheduled appointments, walk-in visitors who enter a queue, and special events, and combining that data with your CRM data and the outcomes of the given service, you can create a rich, centralized source of insights.



One of the world's largest travel and tourism companies gained fresh insights on customer activity and intention, which is helping to drive marketing and operational decisions.

[Read the success story here.](#)

Verint Appointment Booking and Queue Management helped the travel agency:

- Increase appointment conversion rates by **48%**.
- Reduce wait times by **57%**.
- Reduce customer walkouts by **65%**.

Answer Your Most Pressing Questions

Customer Experience Insights

- Who visits your stores and why.
- Which channels your customers used and where they came from.
- Who served them and how long the service took.
- Who is canceling or walking out and what their feedback was.
- Which customers made a purchase or booked a follow up.

Operational Insights

- Staff performance during customer service interactions.
- CX insights into wait times, show and cancel rates, topics of appointments and interest, and more.
- Sales and conversion rates for customers who book an appointment or join a queue vs. those who don't.
- Understanding repeat customers, their preferences, and potential needs that your business can provide to them.



Key ROI Drivers for Retailers

Verint Appointment Booking and Verint Queue Management solutions can help you achieve your sales, service, and productivity goals.

Increase Sales

- Leverage digital appointment booking to promote services and drive customer acquisition and sales. Customers with scheduled appointments are 48 percent more likely to convert and close a sale.⁵
- Drive foot traffic, customer retention, and transaction value with informed queues.

Improve Customer Loyalty

- The ability to schedule appointments online or through a mobile application meets customers' desire for convenience and "in the moment" responses.
- Integrating online and mobile convenience with in-store experiences creates a more seamless customer journey, which can result in higher Net Promoter Scores and higher customer lifetime value.

Boost Store Associate Productivity

- Understanding customer intent ahead of time increases the efficiency of customer interactions.
- Increase workforce productivity by aligning staff expertise to customer needs.

⁽⁵⁾ Supercharge Bank Branches: Maximize Appointment Booking, Verint, 2023.

Sample Results from Top Retailers

48% increase in sales conversion rates

60% increase in new customer acquisitions

33% increase in average transaction value

60% reduction in walk-out rates

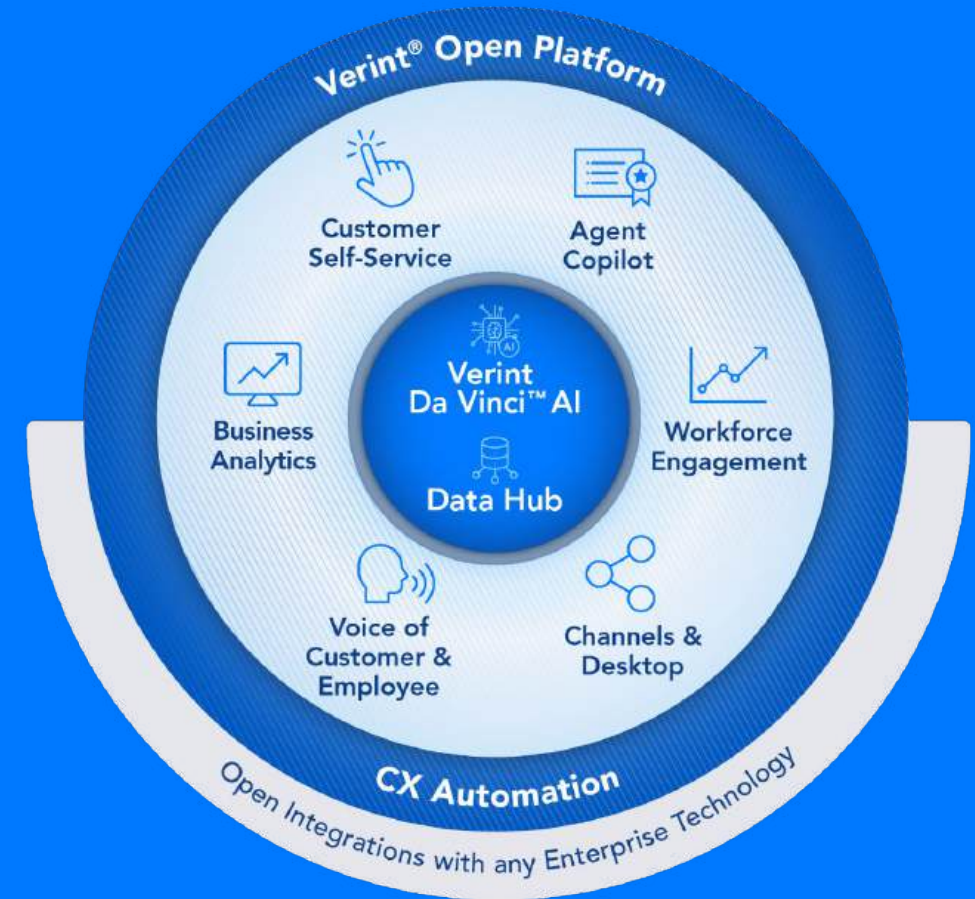
Part of Verint Open Platform

Verint Appointment Booking and Verint Queue Management applications are part of a patent-protected platform of cloud solutions that enable the world's most iconic brands to deliver customer experience (CX) automation for elevating the customer experience, reducing operating costs, and delivering AI Business Outcomes, Now™.

Verint solutions for appointment booking and queue management can be easily and fully integrated into retailers' existing ecosystem, without disrupting daily operations, to create seamless customer journeys.

Thanks to our open cloud architecture and modular solutions, Verint can enable you to quickly adopt the capabilities you need, at your own pace, to achieve the outcomes you seek.

[Learn more at Verint.com](https://www.verint.com)



VERINT.

Americas

info@verint.com

+1-770-754-1900

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+(852) 2797 5678

 [verint.com](https://www.verint.com)

 [x.com/verint](https://twitter.com/xcomverint)

 [linkedin.com/company/verint](https://www.linkedin.com/company/verint)

 [verint.com/blog](https://www.verint.com/blog)

Net promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc. Bain & Company, and Fred Reichheld.

© 2024 Verint Systems Inc. All marks referenced herein are trademarks, registered or otherwise, of Verint Systems Inc. ("Verint"), its subsidiaries, or its respective licensor owners. All Rights Reserved Worldwide. Unauthorized use, duplication, or modification of this document, or any part, without the written consent of Verint is strictly prohibited. By providing this document, Verint is not making representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change and not all functionality is available in all configurations. 10.2024

