Smart Queue

Presented by:
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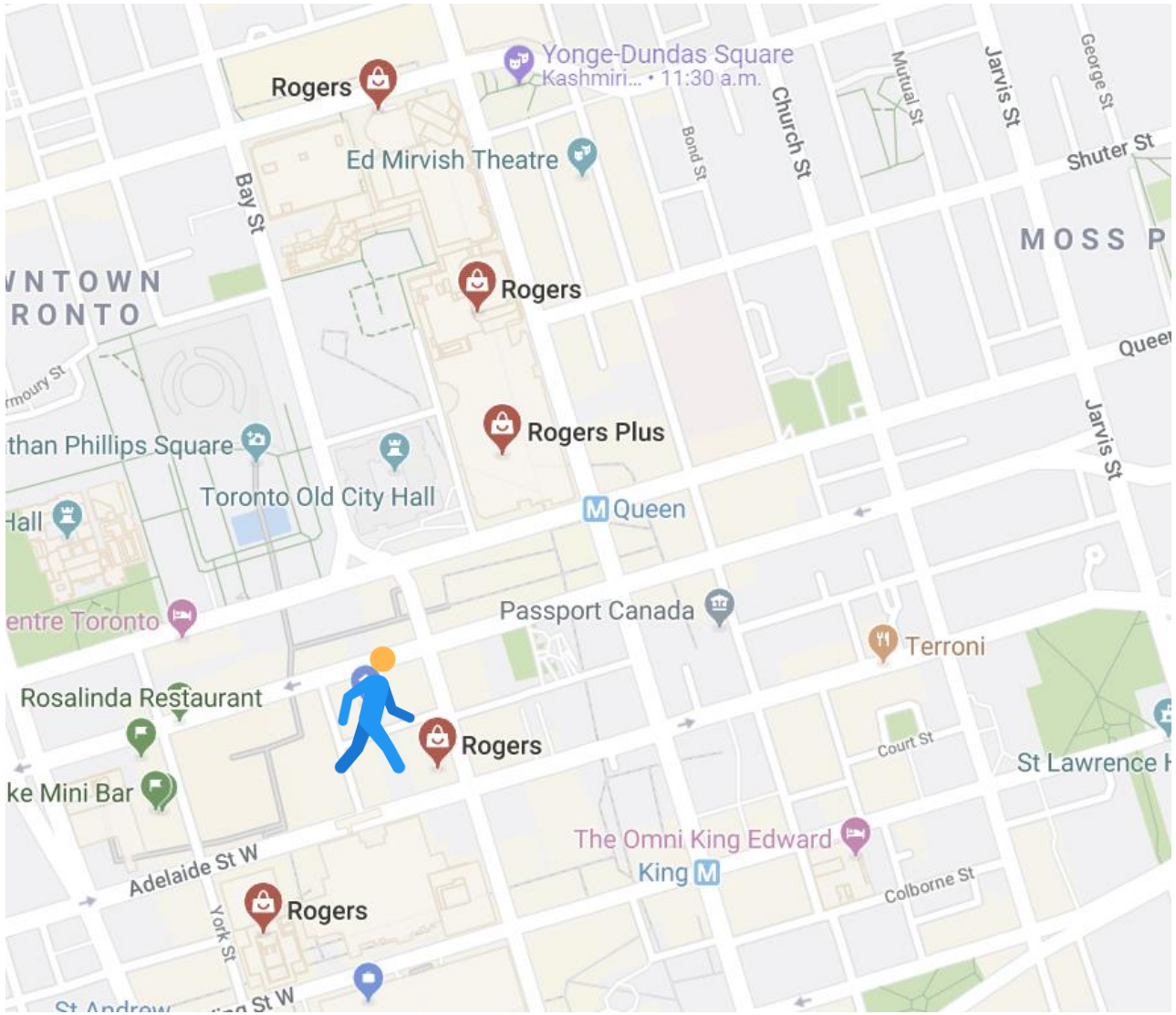
Meet Rogers Customer - Ryan

ROGERS™

- Ryan has been with Rogers for 3 years…
- Recently bought iPhone 11 from Rogers…
- Works around downtown Toronto and is out for lunch break to get his new phone set up…

When he searched on Google Map for the closest store…



Review summary

5
4
3
2
1

1.3

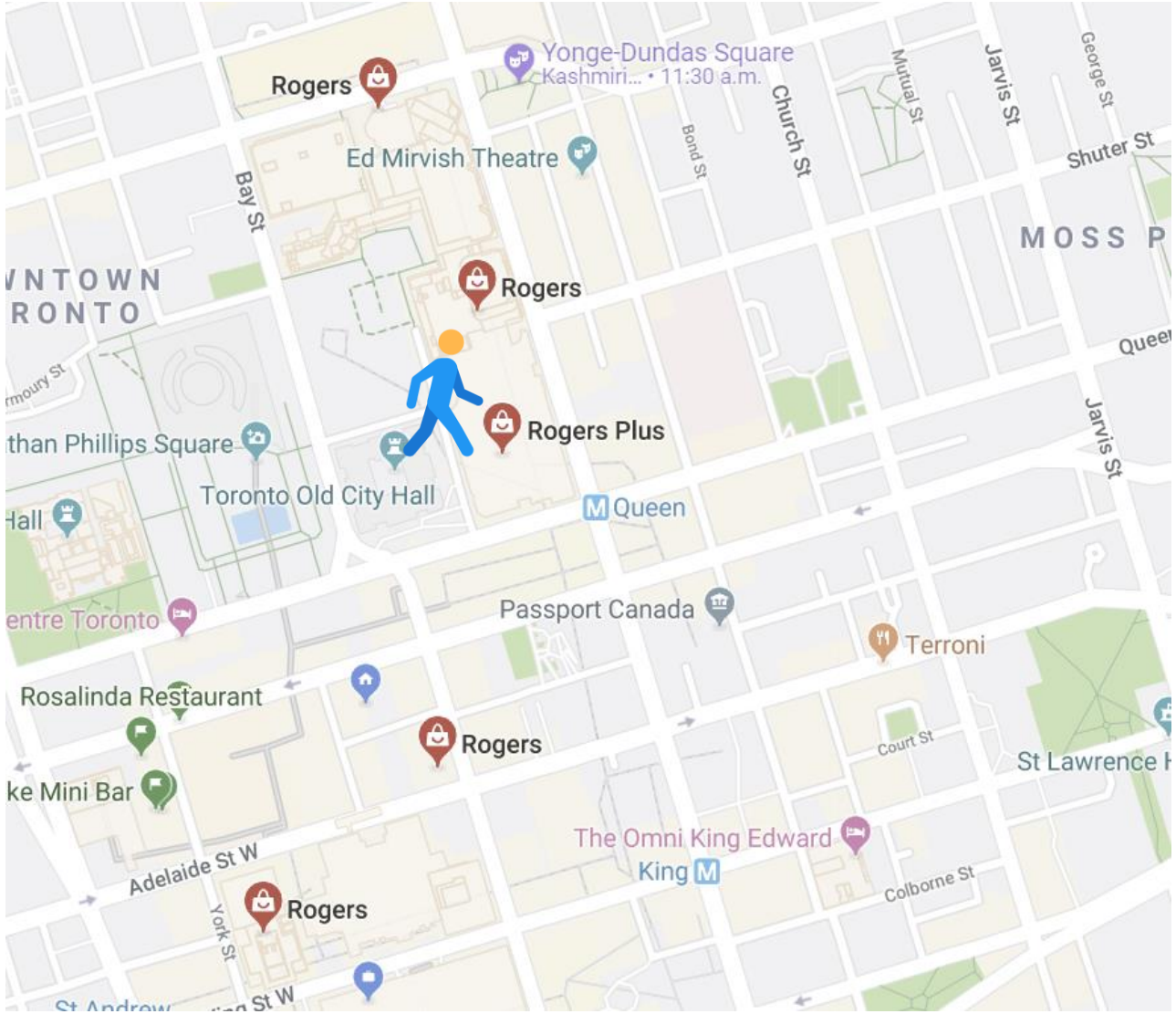
6 reviews

"There was a 25 minute **wait** for four **people**."

"Awfully slow **service**."

"Whoever implemented this awful idea - he should be fired from Rogers."

He tried the second closest…



Review summary

5
4
3
2
1

2.6

20 reviews

"I know this **place** is busy, but his **service** was prompt and professional."

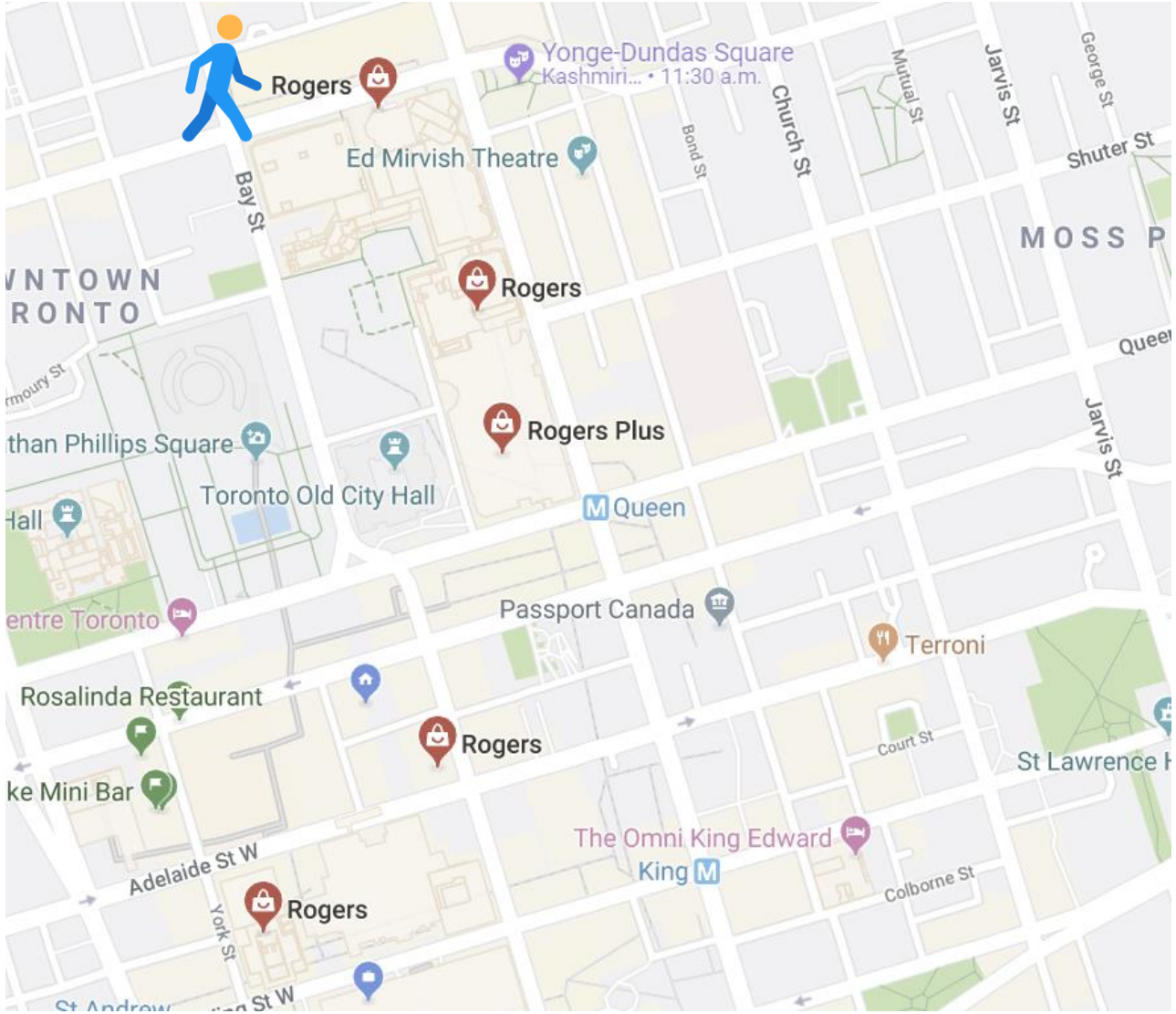
R

"I waited over an **hour** for a **staff**-person to even acknowledge me."

K

"Thanks to Annika I got the questioned answered"

Looks like the furthest is the best option…



Review summary

5	
4	
3	
2	
1	

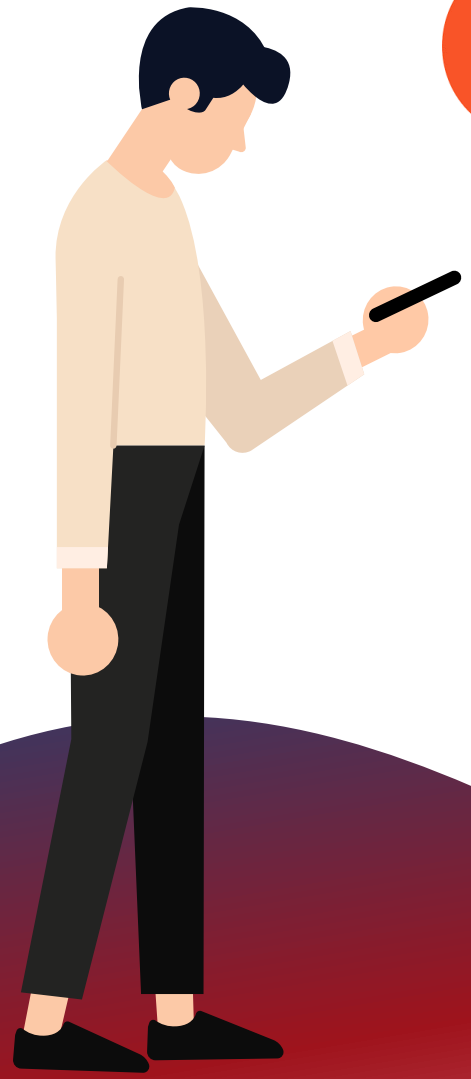
3.2

105 reviews

J "Excellent **service**, quickly solved my **service** issue."

"The **staff** at this **location** are friendly and knowledgable."

What went wrong?



Ryan Smith
Local Guide – 25 reviews

★☆☆☆☆ a year ago

Very slow service here, see if you can go to a different store. There are only a few staff, and not all are easily identifiable. When you come into the store, it's mostly people waiting around for their turn to be called. There is a queue, so when you come in, come right up to one of the screens that says "touch now to check in" and add yourself. There does not appear to be a greeter, although after 15 minutes someone did come up to ask if I was being assisted (I was already on the queue). There was a 25 minute wait for four people.

Like Share

Long wait time

*What if we can direct customers to the store with the **least wait time**?*

Staff distribution is not optimized

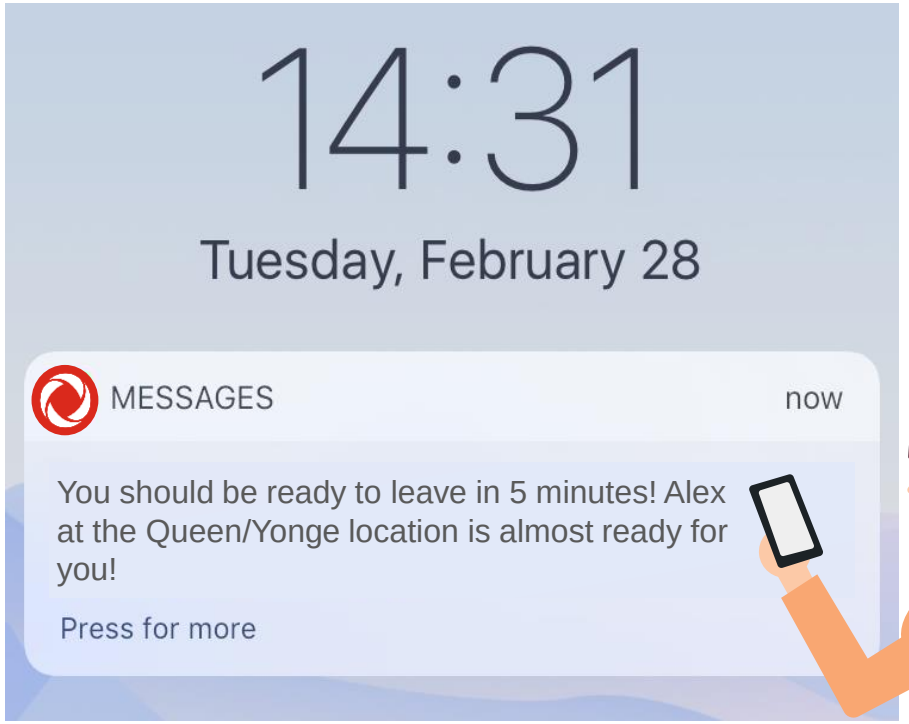
*What if we can **re-allocate staff** based on wait-time analysis?*

What is Smart Queue?

Smart queue is a mobile application that

recommends the fastest way of getting service, factoring in wait times and commute times.

It leverages IoT, Geo-tracking, Machine Learning, and is seamlessly integrated with Rogers App.



Predicted wait time +

Current travel time =

Ranked order based on least time

App Demo

Algorithm Demo

Next Step

Optimize wait time model

Re-calibrate model after rollout and optimize across all products/services

Reallocate staff in stores

Efficiently allocate staff to branches with high wait times

Integrate cross-channel services

Predict wait times across other service channels (phone, chat, etc.)

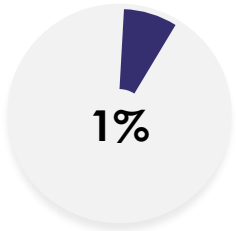
Business Value

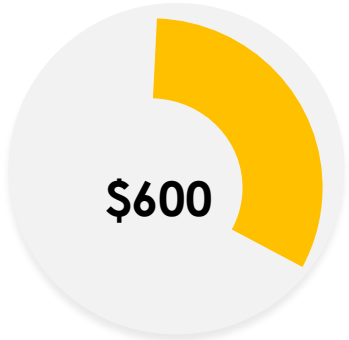
Assuming Rogers has 1 million digital users, we can achieve $750M incremental gain in Customer Lifetime Value by improving churn rate by 1%

Incremental Gain in Churn Rate

Average Revenue/Customer in a year

Incremental Gain in **Customer Lifetime Value**





Now I have a much better customer experience with Rogers!

Thank you!

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Appendix

… so how do we queue people in?