

Q@HOME

Enabling safe social distancing, improved store operations and minimising lost sales



sopra  steria

During COVID – 19 and in the post pandemic world retailers, pharmacies, and hospitality businesses will need to balance strict social distancing guidelines with changing store operations and the in store/restaurant customer experience. We already know key workers, people who work shifts or those with young children, queuing and following strict social distancing guidelines is proving difficult. But what happens when guidelines are relaxed or measures remain in place for a prolonged period of time?

To help organisations with busy physical locations Sopra Steria and Salesforce have co-developed Q@Home. An application which allows retailers, pharmacies and hospitality businesses to manage capacity management, customer-flow and social distancing guidelines. The application is also proven to reduce lost sales and actually improve the customer experience by giving customers access to your physical locations at a time which suits them. It can also be integrated into your existing CRM platform enabling the capture of customer data for insights into changing shopping and dining behaviours.

UNDERSTANDING YOUR CHALLENGES



Social Distancing Guidelines



Queue Management



Servicing Vulnerable Customers



Customer Experience



Store Operations and Staff Availability



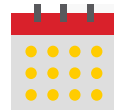
Changing Buyer Behaviours

WHAT IS Q@HOME AND HOW DOES IT WORK?

Q@Home is a cloud-based solution to handle shop, restaurant or physical location entrance reservations electronically.



1. Customer books a shop entrance time slot from home (by internet or by smartphone).



2. The app indicates available time slots to enter a shop, restaurant or physical location, allowing people to plan their trip and shops, restaurants and pharmacies to plan ahead for staffing levels.



3. Once the time slot is reserved, the customer receives an e-mail containing the following details - Selected location, Time slot to enter and Reservation number.



4. Equipped with a reservation number by email, the customer visits the shop, restaurant or pharmacy at their pre – booked time. When they arrive they will be checked in either via a QR code on screen or in person by an employee. When exiting the shop they will be checked out by an employee or via the QR code screen. The next customer can then enter.



5. In cases where an exit recording is missed or a reservation slot is unattended, the reservation system will update automatically. This prevents reserved time slots being held aside for people who have not checked-in.



6. For those people unable to book a slot via an internet connected device a dedicated phone number will be available for them to receive instructions relating to their entrance time slot and their reservation number.

OUR SERVICES TO HELP YOU WITH Q@HOME



Architectural design and development



Implementation – operational within 5 working days



System integration with your existing CRM platform



Management of information and reporting at each location

REALISING THE BENEFITS



Compliance with Social Distancing Guidelines



Gives vulnerable shoppers, key workers and those with dependents the choice of shopping at a time convenient for them



Match staff availability to busy periods for better store operational performance



Improve the customer experience from appointment booking to queue management



Deeper customer insights by linking visit times with purchases via existing CRM system



Prevention of lost sales as customers can have access to your locations at a time that suits them

SOPRA STERIA AND SALESFORCE

Since the COVID – 19 pandemic struck we have been working together to design, develop and deploy solutions which will help retailers, pharmacies and hospitality businesses remain operational or be ready to re-open as quickly as possible when lockdown is lifted.

The Q@Home solution has been co-developed by Sopra Steria and Salesforce. It can easily be integrated into your existing Salesforce service or community cloud platform and is already live in retailers, restaurants and pharmacies across Europe where partial lockdown has been lifted.

If you do not currently have a Salesforce platform do not worry we can integrate the Q@Home solution with all other major CRM system and platform providers.

The solution forms a key component of the Salesforce www.salesforce.com/work website which has been specifically set up to help businesses reopen the workplace as quickly as possible, while helping to keep employees, customers, partners, and communities safe and informed during the COVID-19 crisis.



More Information

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