

Why Wait?

Manage Your Customer Traffic and Improve Customer Experience with Q-Control™ from D&P!



WHY WAIT?

That's what customers think when they see long lines and rows of unstaffed counters or registers. The average consumer won't wait more than 14 minutes in line.¹

WHY WAIT?

Don't let your customers and clients ask themselves this question as they stand in long lines. Today, people rate time as their most precious commodity, and standing in long lines for anything is definitely an unwelcome chore.

WHAT ARE YOU WAITING FOR?

Research proves that an efficient, friendly check-out experience contributes to high loyalty, increased sales, and great reviews.² Erase those long lines with Q-Control™, the Crowd Management System from D&P!

D&P offers Q-Control in three versions to meet your specific need: Standard, Digital and Premium. All three versions are programmable up to 10 stations and customizable for your specific brand and message.

1. <https://www.qminder.com/long-waiting-times-sales/>
2. <https://www.nytimes.com/2012/08/19/opinion/sunday/why-waiting-in-line-is-torture.html>

D&P Custom Lights & Wiring Systems, Inc.



900 63rd Avenue North
Nashville, TN 37209
Office: 615-350-7800
Toll Free: 800-251-2200
Fax: 615-350-8310

info@dandpcustomlights.com

STANDARD, DIGITAL & PREMIUM VERSIONS



Q-Control™ Standard

Q-Control's custom alert lights for service counters provide a visual clue for customers to identify available cashiers. Three settings can be used to communicate: Off (not in service), On (currently serving a customer) or Flashing (available for the next customer).

Q-Control Light Shades are completely customizable – any combination of numbers or letters, colors to match your brand and removable caps with tailored messages such as Express Line.

Q-Control™ Digital

For state-of-the-art versatility and efficiency, Q-Control Digital offers digital monitors that provide visual and audio cues to identify available counters or stations, offering announcements like, "Now serving the next valued customer at Counter 4." You can also customize messages to reflect and strengthen your brand.



Q-Control™ Premium

In addition to all the features of Q-Control Digital, the premium system can be programmed to allow customers to hear crystal-clear messages about store specials, watch videos including news and weather feeds, or access instant digital coupons, all while waiting in line. This not only keeps lines short and moving, it improves the overall customer check-out experience, one of the highest factors in customer satisfaction and loyalty.

Q-Control Premium also provides each station or register with its own control panel, and any panel can operate all stations. When Register 1's line is long, a cashier or attendant can quickly open and activate another register from Register 1 or any other station.



D&P Custom Lights & Wiring Systems, Inc.
900 63rd Avenue North • Nashville, TN 37209
Office: 615-350-7800 • Toll Free: 800-251-2200
Fax: 615-350-8310 • info@dandpcustomlights.com