Globe Telecom boosts customer engagement with Epson's Interactive Queue-Busting System

> " This lightweight wireless printer is palm-sized and ruggedised against accidental drops. "

Globe's new Generation Stores Enhance Customer Experience

As a leading full service telecommunications company in the Philippines, Globe Telecom has always been constantly searching for innovative ways to engage with customers and enhance customer experience. In 2014, Globe launched their Globe Generation (GEN3) stores, a store concept that was positioned to be more than a store. They were a never-before-seen innovation and were an experience. The move was highly successful, drawing large crowds to explore the various lifestyle zones while they waited to pay their bills.

Business Challenge on Customer Queuing System

The previous queue ticket system required customers to press one of three buttons - Cashier, Sales or After-Sales - and wait for their number to be called. In many cases, frustrated at the delay, they would simply end up leaving the store.

Globe needed urgently to find a an efficient queue monitoring system that would enable fast track customer turnaround time and improve the customer experience while they were in the store.

The system needed to be customer-friendly, encouraging customers to stay in the store as they explored the various zones. Furthermore, the queuing system needed to be portable, instead of stationing staff at a fixed spot - which would simply make the queueing worse.

It is all about the customer experience – Epson the right fit

Globe decided to approach Epson for a solution as they had previous positive experiences with Epson's products. The answer to the challenge proved to be Epson's new wireless mobile printer, the TM-P20.

"This lightweight wireless printer is palm-sized and ruggedised against accidental drops. It has best-in-class operational battery life of up to 16 hours for the Wi-Fi models, and 26 hours for the Bluetooth models," said Epson Philippines' Group Head & Product Manager for Professional Printers, Thea Austria. "The P20 is compatible with all of today's best-of-breed POS systems. Navigating the printer is a breeze with intuitive light indications, and the drop-in paper loading means easy paper changes on the go," she added.

These features made Epson's P20 an ideal choice for the busy environment of Globe GEN3 stores with non-stop customer interactions. A customised app was developed to address the need, and the Wi-Fi model was chosen for its strong Wi-Fi signal capabilities. Globe did actually explore some other printer options but rejected them due to unstable Wi-Fi connectivity issues. The iOS-based app is installed in the iPad Mini Tablets carried by the sales staff at each store and is connected to the Globe webApp linked to Globe Cloud.

A whole new world

Now, when customers visit the store, they can either queue at the entrance or approach any roving Globe salesperson. They are to provide the sales personnel with their name, mobile number and advise the purpose of their visit. At the touch of a button, the Sales Associate will print a queue ticket with a reference number from the portable P20 printer, and an SMS will be sent to the customer with their registration and queue details.

A clearly visible Queue Monitor in the store enables customers to quickly review the list of names, queue number and counters available. With this, they are free to roam around the store and explore the different lifestyle zones while waiting for their turn without having to queue.

Results a reality

Globe started testing the Epson P20 Wi-Fi units in April 2015. Following successful commissioning, a total of 138 units were deployed by May 2017, and an estimated 350 units by the end of 2017. Technical support is provided by Epson Philippines with downtime kept to a minimum.

As part of their process of continual improvement, Globe has introduced a new feature to the system – customers can now book an appointment in advance via the mobile application.

"The net result of our switch to the interactive queue-busting system using Epson's P20 mobile Wi-Fi printers is a highly efficient queue monitoring and a greatly improved customer experience in-store," said Jayson 'JD' Dael, Senior Manager for Retail Technology Support, Globe Telecom.

Ultimately, this has enhanced the company's reputation for friendly and efficient customer service - customers are no longer stressed by long queues for service and they are free to enjoy all the attractions of the GEN3 stores' lifestyle zones.

About Globe Telecom

Headquartered in Metro Manila and over 150 business centers and stores nationwide, Globe Telecoms provides full telecommunications services to over 60 million consumers and businesses across an entire suite of products and services including mobile, fixed, broadband, data connections, Internet and managed services.

www.epson.com.sg/tabletpos