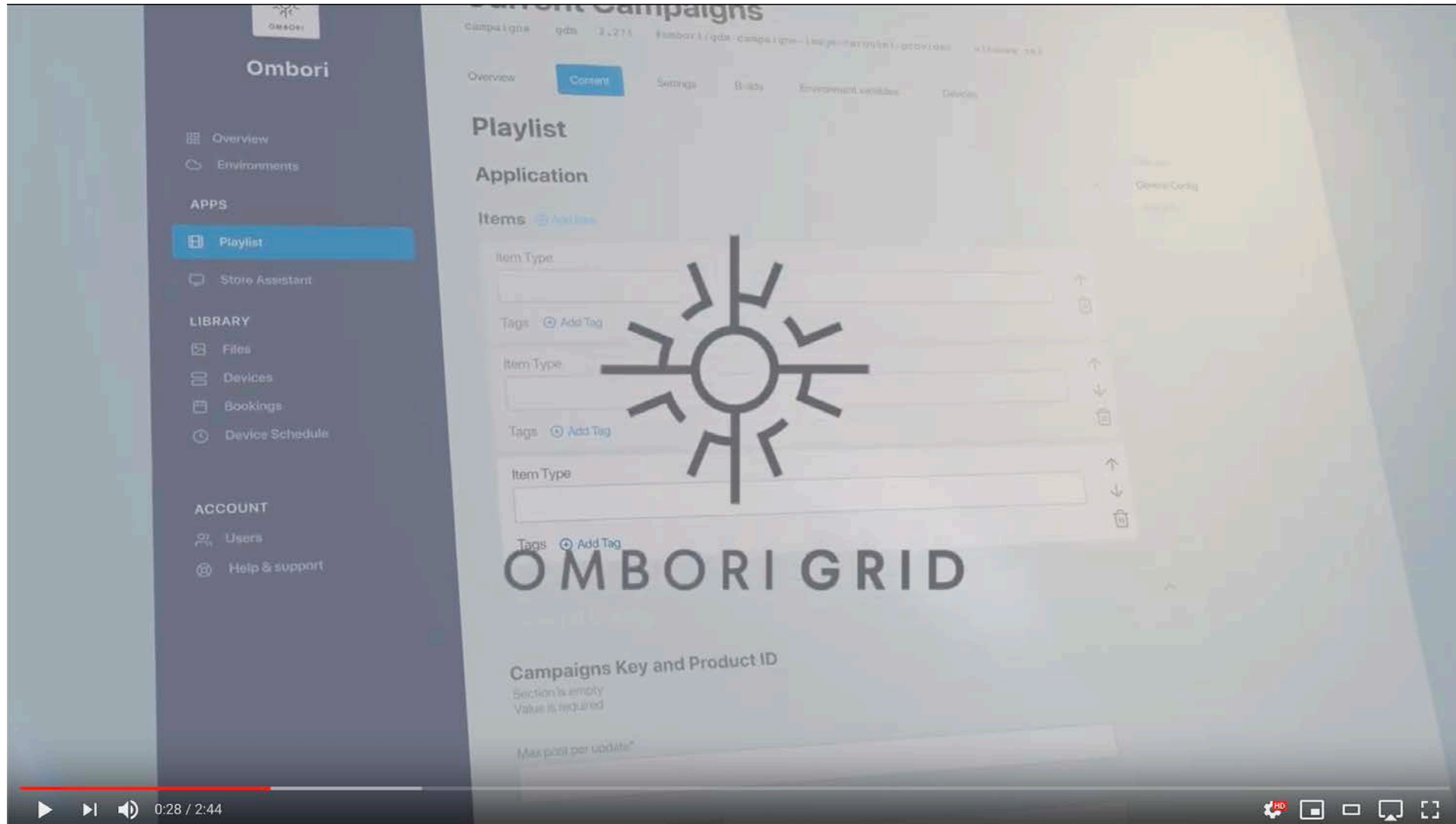




**Ombori Grid Queues**  
Covid-19 edition 2020-03-24

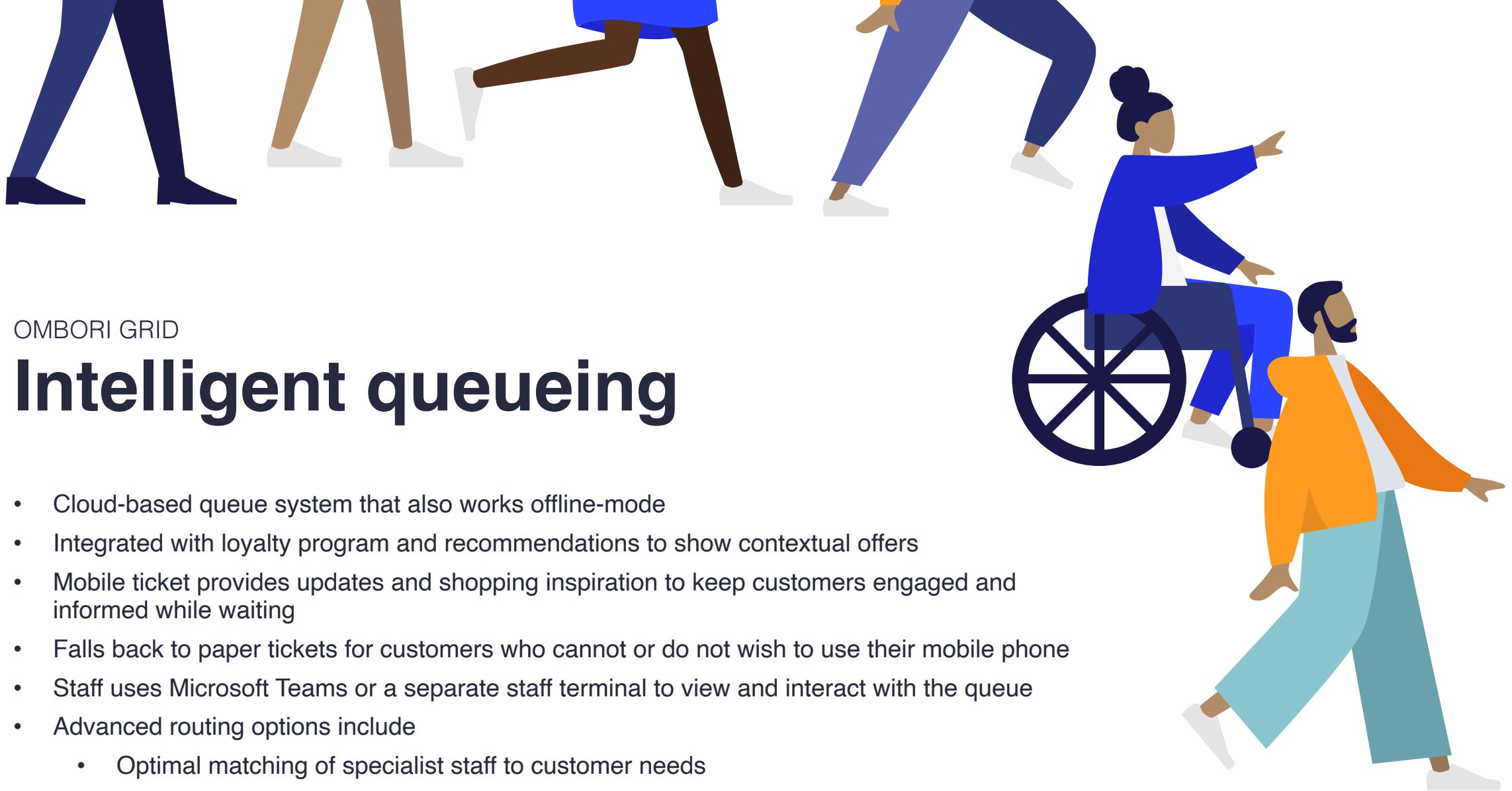
# Ombori Grid



Ombori Grid: <https://www.youtube.com/watch?v=Lqbs-wL5LYk>



# **A single platform for all in-store digital experiences**



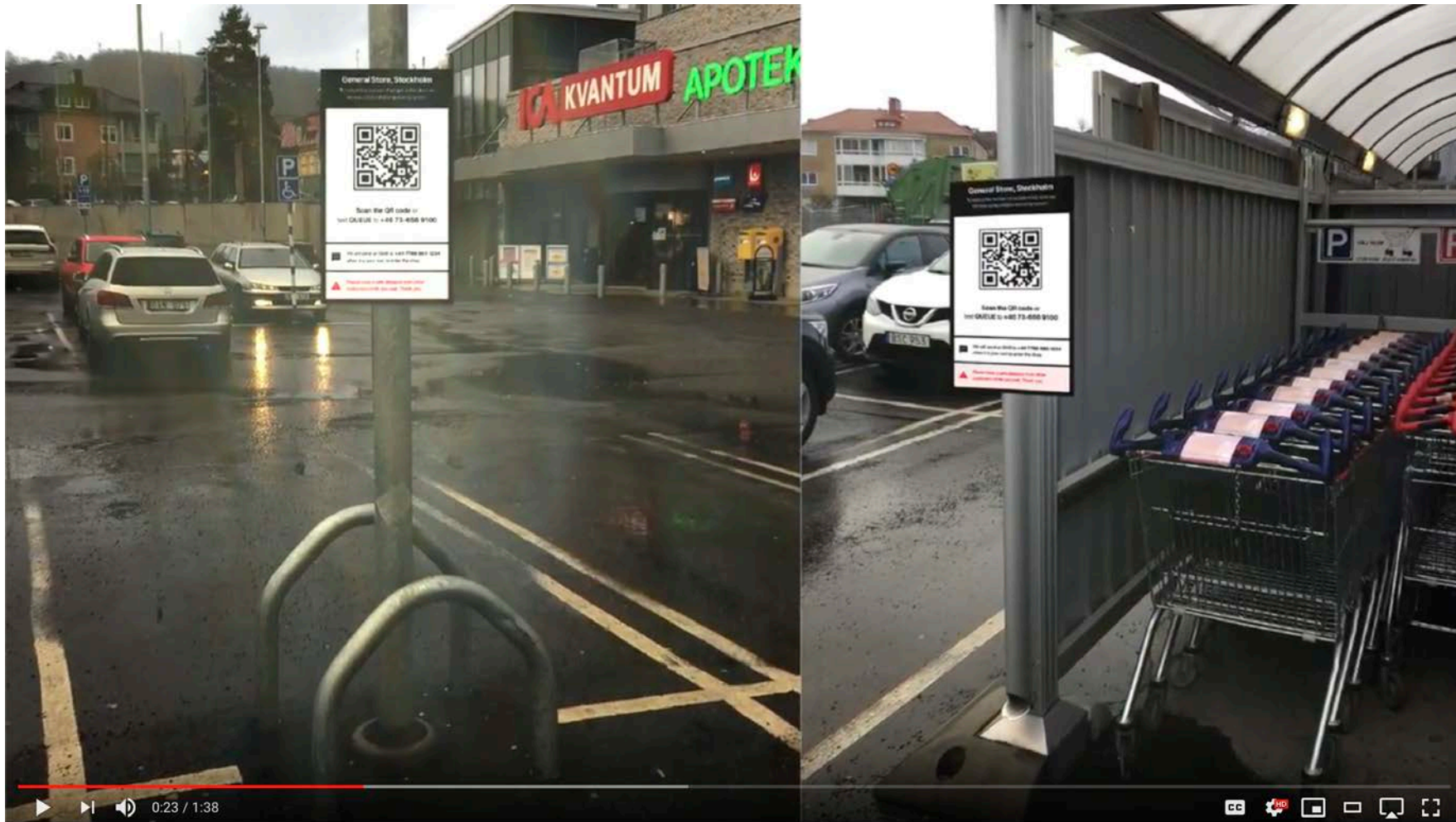
OMBORI GRID

# Intelligent queueing

- Cloud-based queue system that also works offline-mode
- Integrated with loyalty program and recommendations to show contextual offers
- Mobile ticket provides updates and shopping inspiration to keep customers engaged and informed while waiting
- Falls back to paper tickets for customers who cannot or do not wish to use their mobile phone
- Staff uses Microsoft Teams or a separate staff terminal to view and interact with the queue
- Advanced routing options include
  - Optimal matching of specialist staff to customer needs
  - Creating different queues for collection, returns, etc
  - Priority rules for VIP customers, cart amount or specific queues

# Ombori Grid Queuing

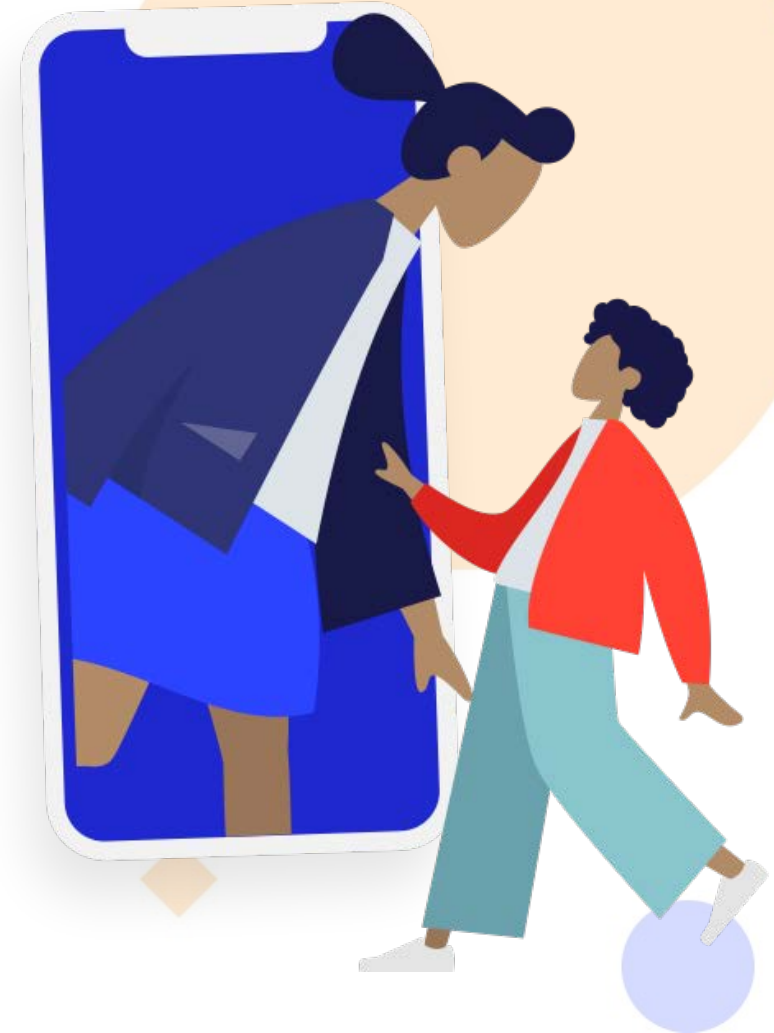
## Covid-19 Edition



<https://www.youtube.com/watch?v=QRgQ5sLN3bc>

# Goals

- **Manage customer flows:** only allow a few people in the store at any point in time
- **Avoid physical queues:** waiting in line can cause viral infections. using text messages to announce when it's time to approach the entrance
- **Ticketing or scheduled times:** Depending on the use case, use standard ticketing or scheduled timeslots
- **Empower staff:** use any personal device to manage the queue without any need to touch a shared device or customer tickets
- **Quick deployment:** cloud based solution with no hardware requirement in the store allows you to be up and running quickly
- **Future proof:** Expandable once this crisis has passed, the queueing system is Enterprise ready and build on MS Azure. It can integrate with digital signage, touchscreens, loyalty mobile applications and even run in offline-mode in the store



## General Store, Stockholm

To reduce the number of people in the store we are now using a digital queueing system.



Scan the QR code or  
text **QUEUE** to **+46 73-656 9100**



We will send an SMS to **+44 7788 990 1234** when it is your turn to enter the shop.

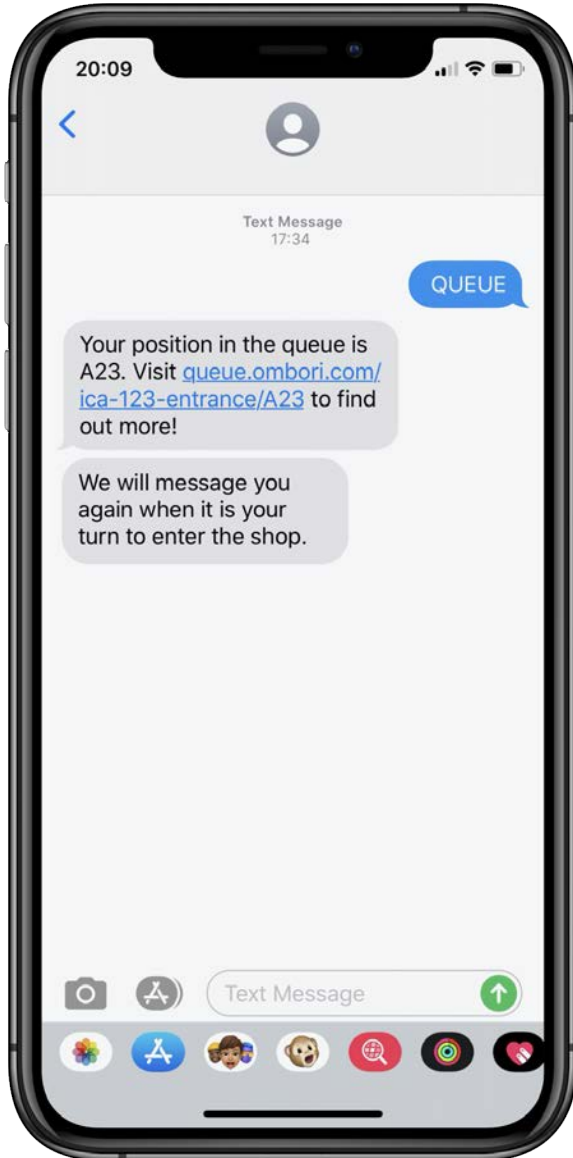


Please keep a safe distance from other customers while you wait. Thank you.

# Ombori Grid Queuing

## Covid-19 Edition

- Customized poster with logo and info
- Unique phone number for each retailer group.
- Store ID information on poster
- Legal text for GDPR and how we use the data
- Inform that you don't need to wait outside.



# Ombori Grid Queuing

## Covid-19 Edition

### Discuss:

- Text to include store you are queuing to.
- Possibility to cancel queue if you aligned for wrong queue by answer text message with LEAVE
- If maximum capacity is not reached text will inform that you are welcome straight away

### Second message:

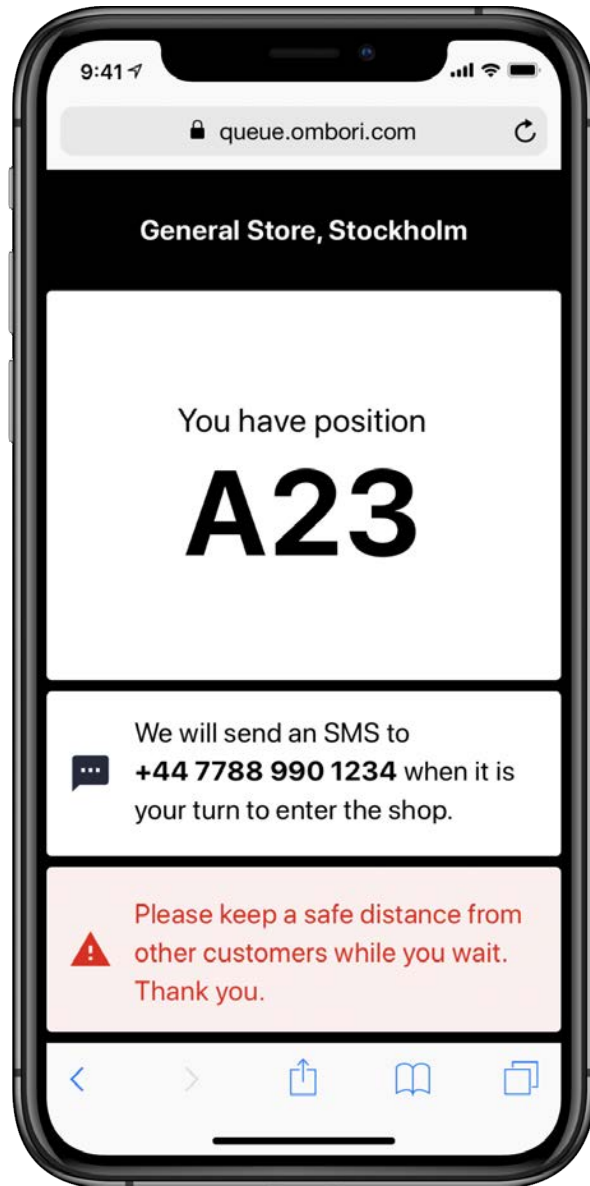
We are getting ready, please proceed to entrance of the store and wait for your turn.

This to have customer ready to not delay entrance (so they are ready with shopping trolley for example)



# Ombori Grid Queuing

## Covid-19 Edition



### In the web interface on the phone (if they use)

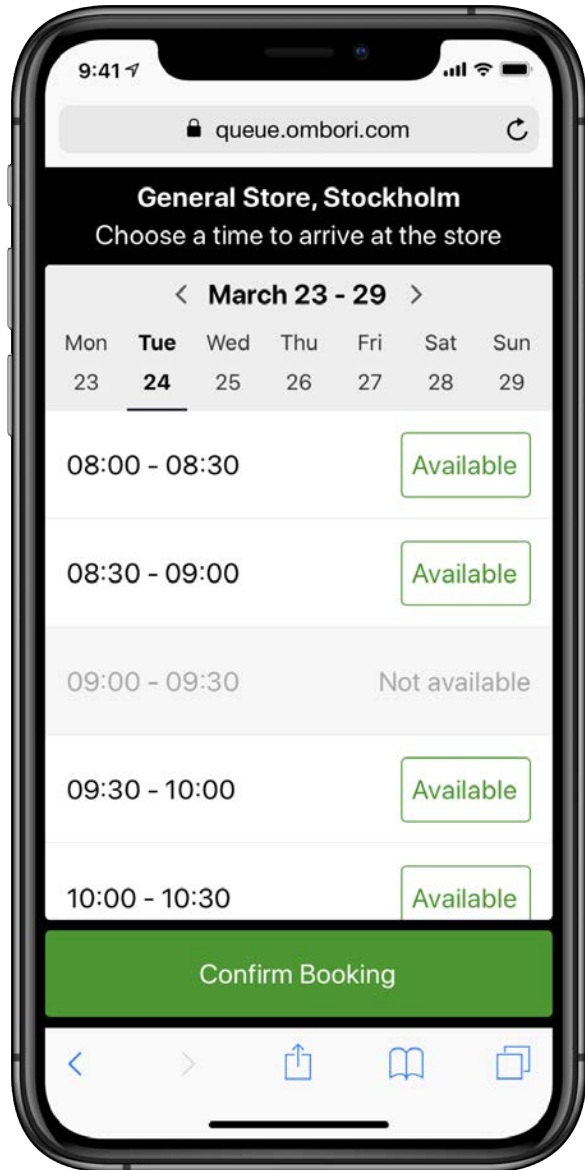
- Inform which store you are queueing to.
- Possible to drop out of queue if changed your mind.
- Provide store information to the customer:
  - Maximum capacity
  - Current load
  - Approx waiting time
  - Number of waiting customer to get in
  - Maximum shopping time.

### Second message:

We are getting ready, please proceed to entrance of the store and wait for your turn

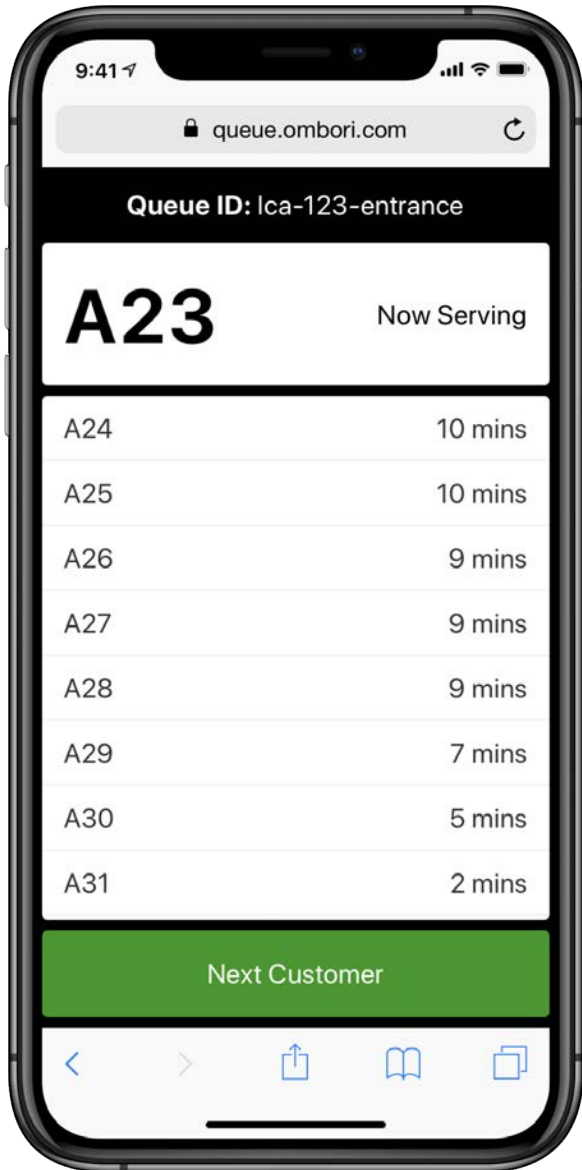
### Third message (or updated via gui)

It is now time to check out you have been shopping for 20 min.



# Ombori Grid Queuing Covid-19 Edition

- Book an available time for arrive at the store
- Claim your ticket when it's your slot in the schedule



# Ombori Grid Queuing Covid-19 Edition

- Staff access site via handheld or computer.
- Provide information to door guard:
  - Maximum allowed people
  - Current people in store
  - Number of customer in queue

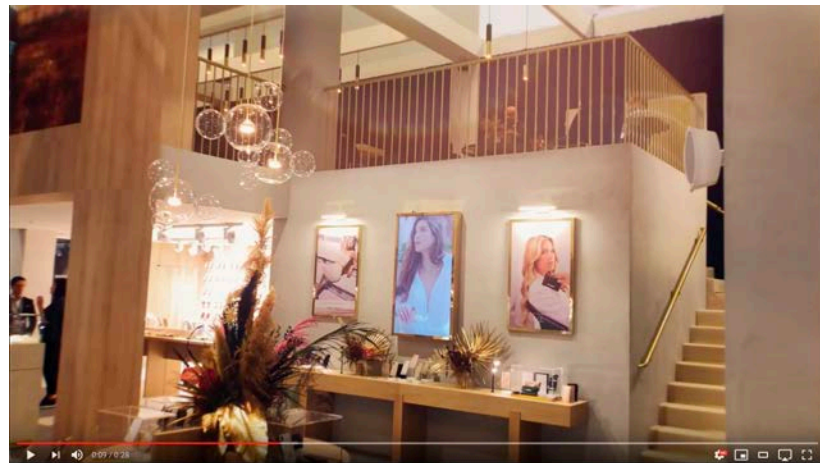
## Flow:

1. System automatically call customer to line up in front of store.
2. Staff only click on number visitors per ticket
3. Once customer exit just click on the number

OPTIONAL

# Digital Signage

- Optional integration with digital signage to show the current queue positions
- Set environmentally aware triggers to display content when it is relevant and engaging to consumer (date, weather, location, etc.)
- Show different content depending on time of day or weekday, for example breakfast / lunch menus
- Flexible templating system allows for creation of web-apps, such as animated offers with mobile companies, that can be managed by anyone from the CMS
- Mobile companions creates a bridge between online and offline. For example scan a QR code to show a recipe based on the “offer of the week” in a grocery store



<https://www.youtube.com/watch?v=tK-OACD60B0>



ITAB

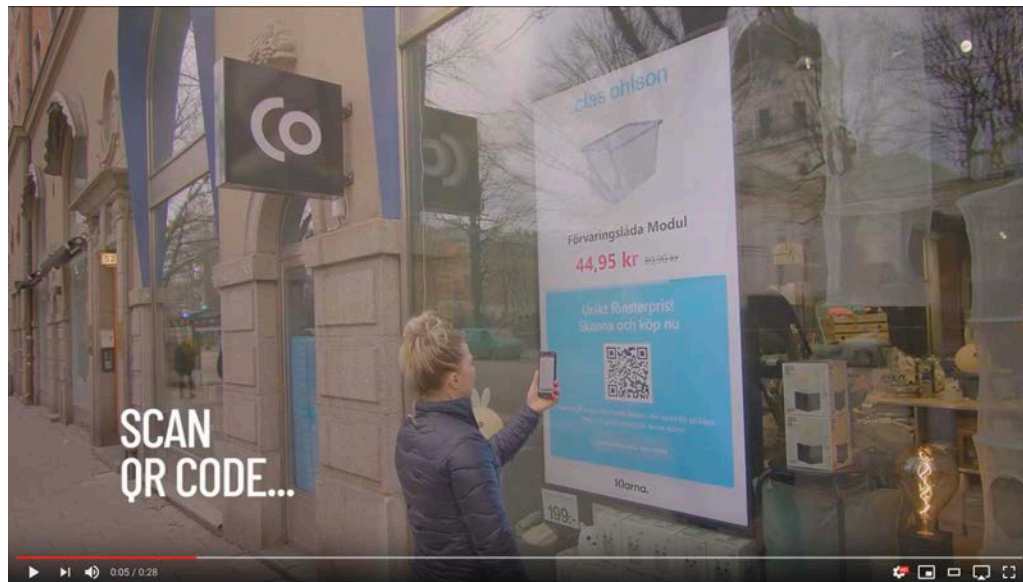
OMBORI

Microsoft

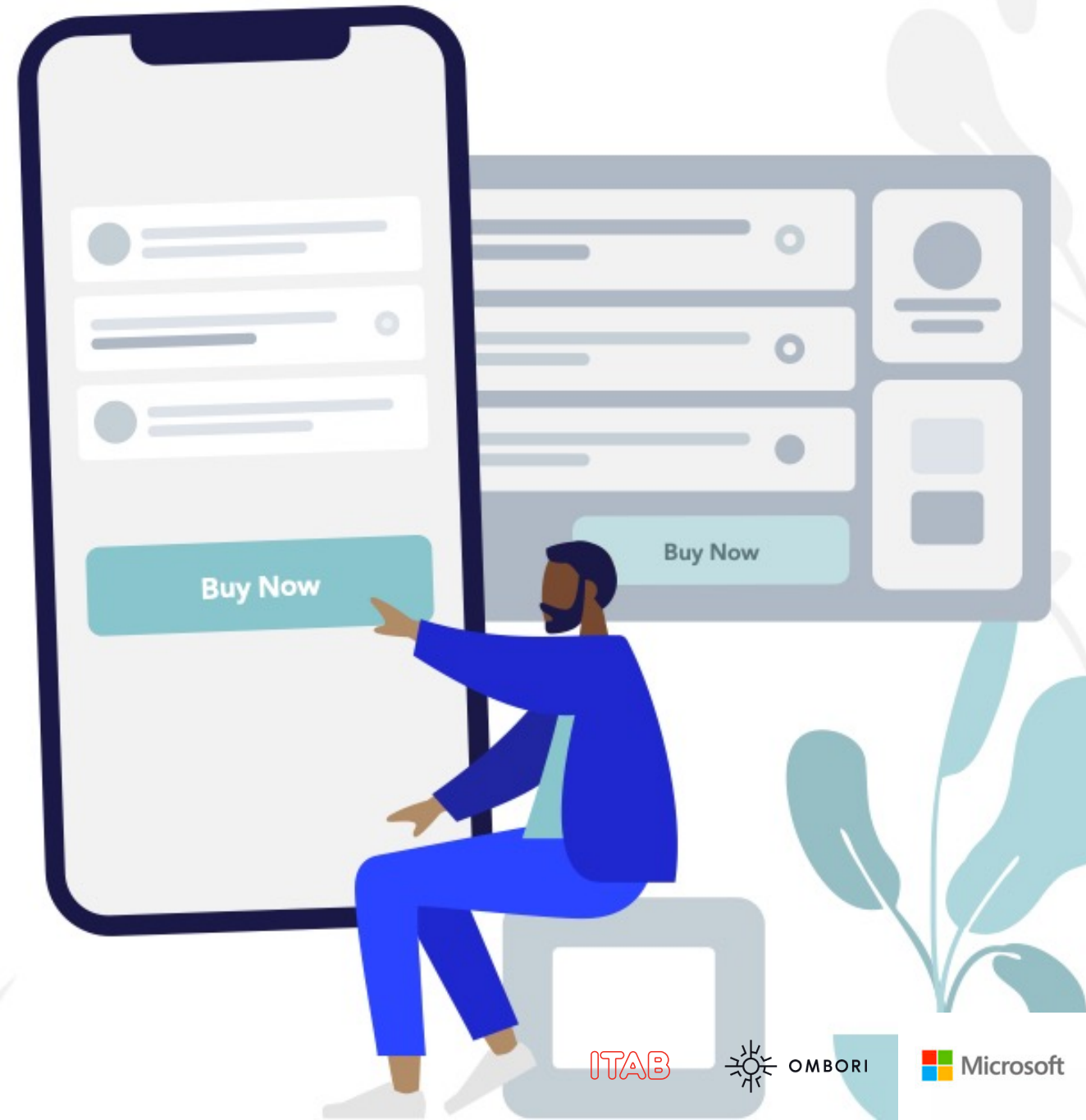
OPTIONAL

# Window Shopping

- Mobile phone controlled signage display
- Allow the customer to place instant online orders
- Home delivery or pickup at store



<https://www.youtube.com/watch?v=1zdA77VXwIM>



ITAB

OMBORI

Microsoft

OPTIONAL

# Grid Analytics

- Track usage of queues across stores and entrances
- Data is easily viewed in our dashboard, or piped to our clients own Azure tenant for augmentation with other customer data
- Can be used with Microsoft Power BI or Azure Analysis Services





OPTIONAL

# Microsoft Teams

- Optional integration between Ombori Grid and Microsoft Teams
- View dashboard and usage
- Manage queues
- Manage digital signage

# Pricing

1. Queuing License is free for 6 months to support businesses during Covid-19.
2. After 6 months a per-store and month license fee applies
3. Optional integration, customization, design and setup billed hourly
4. Optional digital signage integration billed per screen and month
5. Per message inbound and outbound SMS cost (varies per country)





# Thank you

[ombori.com](http://ombori.com)