

*Customer Service  
Simply Profitable  
with TOM Pro*

Costs

**GREAT  
ROI!**

Revenues

- ✓ Faster service starts, no time spent deciding who's next
- ✓ Shorter service times, match service types to staff expertise
- ✓ More efficiency, staff can do other work until alerted to customers needing service
- ✓ Browsing sales, customers notice merchandise when not queuing
- ✓ Contact sales, less stressed staff and customers one on one
- ✓ More customers, less walking away when service status is known

An illustration of a person in a red uniform standing behind a counter with food items. A purple oval bubble is overlaid on the scene.

Service Alerts

A small digital display showing the number 19 in red, with the text "Red Zone (min)" above it.

Red Zone (min)  
19

An illustration of a large digital display showing a person's face. A purple oval bubble is overlaid on the scene.

Service Announcements

A digital display showing the number 082 and the letter A, with the text "Serving Counter" above it.

Serving Counter  
082 A

A large, central purple oval bubble containing the main text.

**Five customer service areas where TOM Pro contributes to a great ROI**

An illustration of a person sitting at a desk with a computer monitor. A purple oval bubble is overlaid on the scene.

Service Management

An illustration of a person standing at a counter interacting with a staff member. A purple oval bubble is overlaid on the scene.

Service Reception

An illustration of a person in a blue jacket and red cap walking, a person in a green shirt interacting with a device, and a person in a black dress pushing a shopping cart. A purple oval bubble is overlaid on the scene.

Service Entrance

# Service Entrance

Counters	Persons waiting	Estimated waiting time	Called numbers
 Delicatessen	3	6 min	145
 Cheese	1	2 min	212
 Fish	0	0 min	443

- Welcome customers with good to know information
- Show customers that service is efficiently organised
- Remove uncertainty and guessing, reduce walk aways



## Service Entrance



- **Elegant, robust ticket printer for long-term reliability**
- **Angled touch screen is easily seen from above by giants**
- **And the 95 cm height gives those who are not so tall easy access too**

## Service Entrance



- **Customers arriving from different directions?**
- **Add a ticket printer to the network – up to 4 per system**



## Service Entrance



- Make service more efficient with separate logical service types, up to 8 per system
- Present customers with a clear service selection menu, made more distinctive with your customised information and style



## Service Entrance



- **Trouble free ticket printing, non-jamming, long life performance**
- **Versatile tickets, 80mm wide, from 50 mm up to 160 mm long, easily customised**
- **Big practical ticket rolls, 200m long, simply loaded with automatic feeding**



Welcome in your  
ESII Supermarket

You asked for  
*Delicatessen counter*

You will be called by number

# C41

3 person(s) waiting  
Estimated waiting time **06min**

Special offer today:  
50% off on smoked ham!

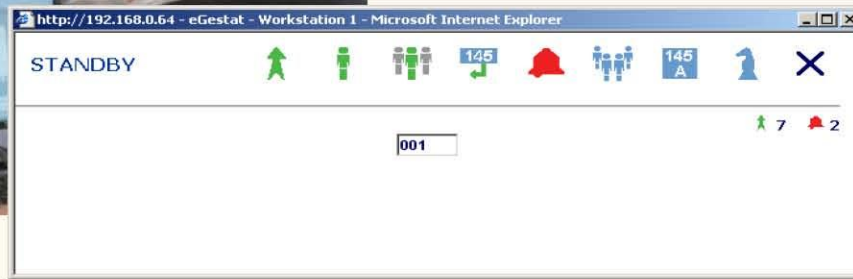
03/01/2008

09:51

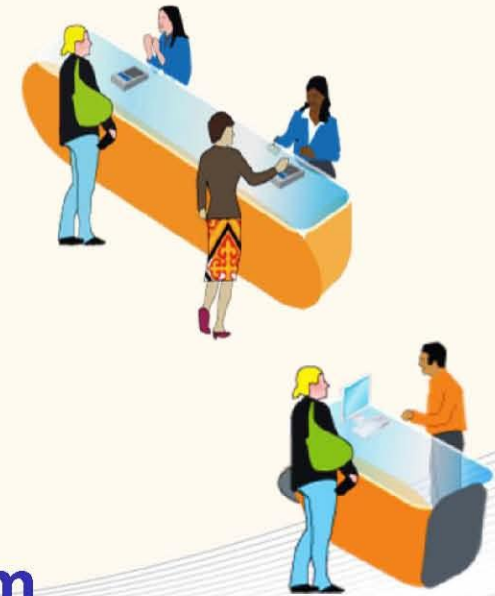
ESII [33] 04 67 01 04 70

# Service Reception

Software call console



User-friendly  
service reception  
tools



- No software to install, runs in computer web browser
- Simple, intuitive user interface
- Clear display of service call information, service status and system alert messages



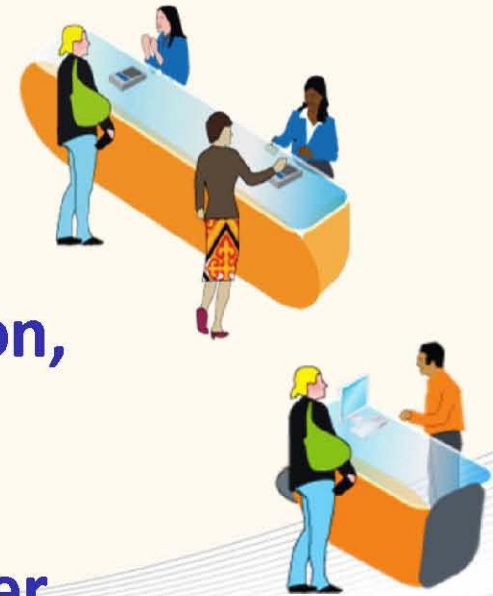
# Service Reception

Hardware call consoles



Purpose made service reception tools

- Simple, intuitive user interface
- Model range allows feature choices
- Clear display of service call information, service status and system alerts on featured models
- Easy, one cable plug-in (no extra power supply) or wireless connection to system



# Service Reception

Software call console



Hardware call consoles



System intelligence makes work easier

- Optimise customer flow with service strategy settings
- Match services to staff, assign service priority per counter
- Set backups for service alert levels; customers waiting or waiting time
- Cover large reception areas, use up to 24 consoles per system

# Service Announcements

## Versatile options for making service call announcements

- Main displays, guide customers to the calling service counter
- Counter displays, show customer calls at the service counter
- Animated video announcements, add information and promotions that get attention



# Service Announcements

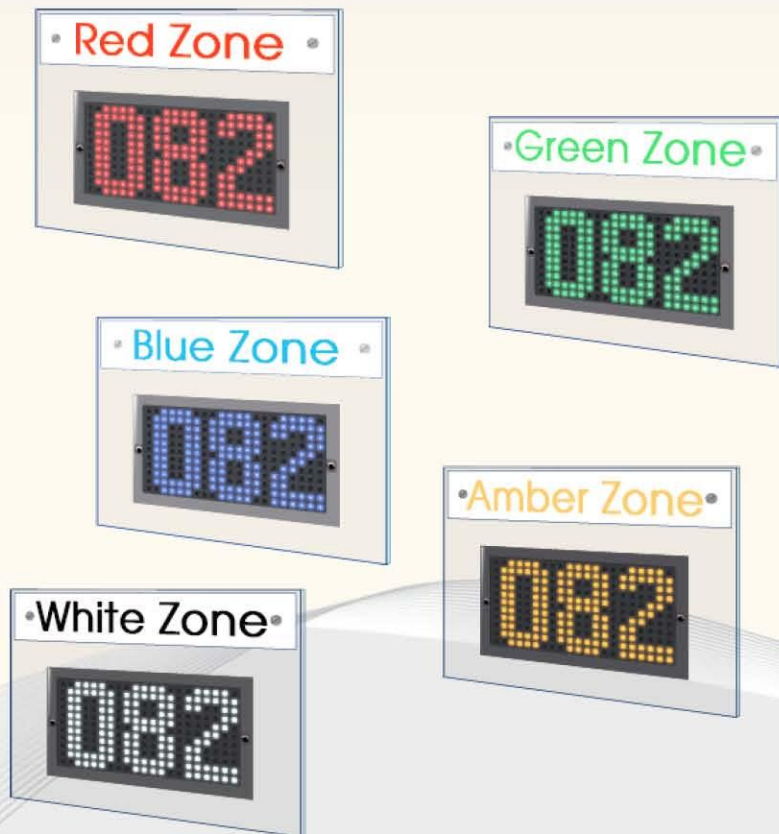
## Main displays to guide customers



- Big 10 x 6 cm characters announce called number & calling counter, selected audio tone is sounded
- Can alternate blink arrow for more guidance
- ID banner option for clear indication
- Display colour choices to distinguish services

# Service Announcements

## Counter displays to show calls at the service counter



- Big 10 x 6 cm characters announce called number, selected audio tone is sounded
- ID banner option for clear identification
- Display colour choices to distinguish services

# Service Announcements

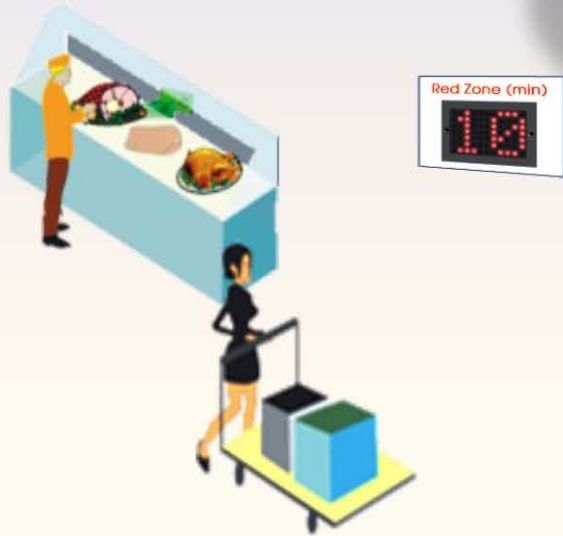
## Animated video announcements



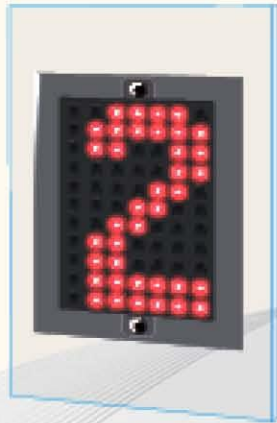
- Big, effective service announcement displays on large TV screens showing multiple calls
- Increased impulse sales from POS promotions that are naturally in focus
- Audible announcement reinforcement with optional voice calls



# Service Alerts



**Let staff do other work until alerted to service needs**



**Alert to number of customers waiting or waiting time with a Signal Display**

# Service Alerts

## Signal displays to show service status and alerts



- Versatile, display one or two characters
- Effective, visual and audio alert signals
- ID banner option for clear identification
- Display colour choices to distinguish services



# Service Management



Monitoring - eGestat - Formation/Training - Windows Internet Explorer  
http://192.168.0.199/mon.asp

Monitoring

eGestat - Formation/Training Thursday, 09 April, 2010 11:23 PM

Total number of visits : 0

Service	Waiting visitors	Maximum waiting time		Average waiting time		Average interview time	Interviews
		Current	Predicted	Current	Predicted		
Marketing	5	00:04:30	00:11:46	00:04:21	00:09:37	00:02:38	17
Support Technique	2	00:04:01	00:41:57	00:03:54	00:34:04	00:05:00	
Formation	3	00:04:10	00:37:02	00:04:02	00:25:32	00:03:00	
R&D	1	00:03:57	00:32:07	00:03:57	00:32:07	00:00:00	
Total	11	00:04:30	00:41:57	00:04:08	00:28:32	00:04:24	17

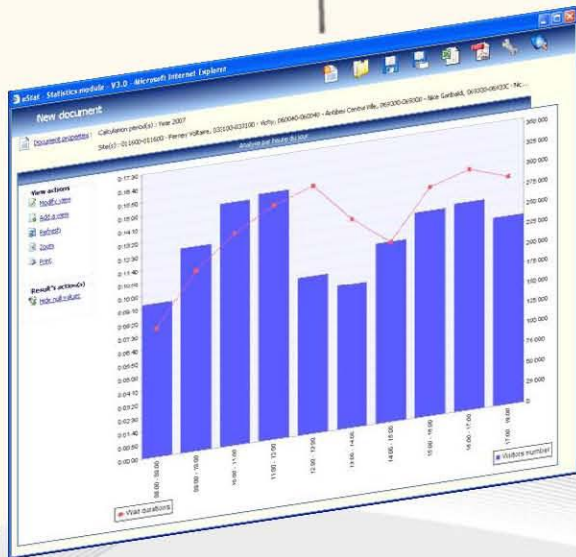
Workstation	Status	Since	Ticket	Service	Average interview time	Interviews
A	CLOSED	23:22:06				
B	CLOSED	23:22:06				
C	CLOSED	23:22:06				
D	CLOSED	23:22:06				

Alarm	Description
Automatic ticket dispenser 1	Absent


- Intelligent real time monitoring
- No software to install, runs in computer web browser
- Current and predicted service status and day's summary
- Service counter status and day's summary
- Current alerts and predicted alert situations

# Service Management




**Activity analysis which helps to increase service efficiency**

- Quick start using templates
- Easy analysis selection by customer flow, waiting time, service time, service agent...
- Versatile time frame selection by day, month, year, specified periods, comparative periods...
- Flexible report views, table summary or graphical charts
- Easy sharing of results, export reports as excel or pdf files



Let staff do other work until alerted to service needs...




Versatile options to guide customers, animated video for promotions that get attention ...


**Five customer service areas where TOM Pro contributes to a great ROI**



Intelligent real time monitoring, activity analysis to help increase service efficiency...



User friendly, purpose made tools, system intelligence makes work easier...



Welcome customers with service status, easy service selection...

