

Wait Time Analysis

Typical solutions for measuring customer wait times are cameras, mystery shoppers, or surveys. These approaches are expensive and difficult-to-deploy across the entire branch network. Furthermore, they are not as reliable because they use sampling, not the total population, to measure wait times.

Kiran's Wait Time Analysis uses advanced analytics and queuing methodology to address the number one factor impacting customer satisfaction—wait time. Our service helps your bank to accurately determine whether on-the-ground service levels were met, exceeded, or fell short of the target service level on an intra-day basis for each branch in the entire network.

Applications:

One common application is guidance for where and when to deploy shared (pooled) resources. Another application is identifying branches where self-service technology may be most appropriate to mitigate service issues.

Deliverables:

- Comprehensive and up to near real-time reporting of wait times
- At aggregate, daily and hourly levels
- Viewable at all levels of the network hierarchy, down to the branch
- Tabular, graphical and heat map views



Key Benefits

- Gives decision makers the visibility to quickly identify and act on customer wait time issues
- Is a fraction of the cost of alternatives
- Is easy to deploy

