

# Wait Time Analysis

Are your customer wait times too long or too short?  
How can you staff your branches for consistent wait time experience?

**Kiran Analytics can help you.**

## Key Benefits



Identify and act on customer wait time issues quickly



Balance the trade-offs between customer satisfaction and labor costs



Deliver consistent average customer wait time across the network



### Trade-offs Between Customer Satisfaction and Cost

Customer wait time is one of the most reliable leading indicators of customer satisfaction in retail delivery because customers don't like to wait. When banks reduce their branch staff levels, customer wait times typically increase, which is a negative influence on customer satisfaction. On the other hand, overstaffing to minimize wait times results in excessive labor costs.

Setting and managing service levels is an act of balancing trade-offs. Optimizing customer wait times across the entire branch network and monitoring them with wait time analytics can create a competitive advantage.



### Manage Customer Wait Times With Analytics

Kiran's Wait Time Analytics service uses advanced analytics and queuing methodology to accurately determine whether on-the-ground service levels for each branch in the entire network exceeded the target service level, met the target, or did not achieve the target on an intra-day basis.

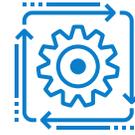
Unlike other approaches that are unreliable, difficult to deploy, and expensive, our Wait Time Analytics service is reliable, easy-to-deploy, and cost effective. The comprehensive and near-real-time reporting of wait times are visible at all levels of the network hierarchy, down to the branch, at aggregate, daily and hourly levels.

# Customized Advisory Services that Drive Retail Bank Transformation



## Branch Operations Field Study

Provides a detailed view of customer arrivals and wait times, branch workflow, staff utilization, sales, service and non-customer facing activities.



## Back-office Process Improvement

Identifies inefficiencies and provides solutions, leading to improved customer service, workforce productivity and cost savings.



## Contact Center Process Improvement

Ensures that banks achieve the optimal balance of operational efficiency and customer experience using analysis and insights.



## Position Planning

Determines the specific roles to best address customer demand, achieve sales goals, and leverage opportunity for growth.



## Sales & Service Productivity Assessment

Provides an assessment of branch performance, sales productivity, current processes and systems.



## Distribution Optimization

Analyzes the branch and ATM network, services and operating hours, sales targets and customer service levels.



## Market Analysis & Industry Benchmarking

Evaluates market opportunities and sets realistic sales and service goals. It is typically coupled with our Distribution Optimization or Workforce Optimization services.



## Open Hours Optimization

Determines branch operating hours that are aligned with the market opportunities using analytics-based branch clustering methodology.



## Technology Utilization

Provides valuable insights to balance branch efficiency and optimal staffing levels to deliver outstanding customer experience.



## Wait Time Analysis

Utilizes a customizable analytics based methodology to address the number one factor impacting customer satisfaction—wait time.