



## EXECUTIVE SUMMARY

### Partner Designation

- Industry Innovations Partner

### Associated Cisco Solution

- IP Telephony: Unified Communications Manager (CallManager)

### Customer Benefits

- Increased sales and sales conversions by reducing customer frustration
- Improved customer service by matching customer needs with the right resources
- Increased customer retention by reducing wait times and providing accurate information
- Improved branch efficiency and increased manager control
- Improved tracking of staff productivity and effectiveness

### Targeted Industries

- Banking
- Retail
- Healthcare
- Leisure
- Public sector

### Geographical Regions Served

- Africa
- Australia
- Canada
- Europe
- South America
- United States of America

## Qm Group Matchmaker

### Partner Overview

**Qm Group is the world leader in the application of knowledge-based queue management for retail stores and bank branches. By analyzing customer flow and applying proprietary behavioral analysis, Qm innovates solutions that deliver superior performance in terms of customer service, productivity, sales uplift, and enhanced customer loyalty. In the United Kingdom, Qm's customers include the top 6 banks and 15 of the top 25 retailers.**

### Partner Solution Description

Qm Group Matchmaker® software automates the entry point into the bank or store of the future, providing an innovative solution for matching customers to sales resources.

The Matchmaker approach resembles the process of marrying expertise to call center inquiries. For in-person environments, Matchmaker gathers information from the customers, tracks sales and customer service resources, and generates messages back to the customer and to the voice-over-IP (VoIP) handsets of the appropriate personnel. Matchmaker brings appropriate, dynamic digital media into branches and stores, and provides a rich stream of data for tracking and analyzing the sales process.

Matchmaker can coordinate available resources in the local branch, other branches, or call centers. Business-specific criteria are used to determine the ultimate assignment of resources to customer requests. If a customer must wait, proprietary algorithms estimate the time to service and offer each customer a "waiting promise." Customers can move to a waiting area where digital signs display useful queue updates and confirmation information blended with video content.

The HSBC Bank has reported that productivity improved by 20 percent across all branches with Matchmaker. Other businesses have experienced similar gains in sales and productivity.

## Core Components of the Partner Solution

Each Matchmaker system is a distributed client-server customer queue management system based on Cisco® Unified Communications Manager (CallManager) technology. One computer acts as a server to manage client devices. The server handles all service control activity, and the clients carry out relatively simple display and interaction functions. In a typical deployment, customers interact with Matchmaker using a customer service point or automatic teller machines that are equipped with Matchmaker client software.

Matchmaker can be linked to a proprietary store-and-forward video engine to display queue information and other content to waiting customers. Cisco IP phones, with integrated Matchmaker functionality, allow staff to interact with the system.

Qm consultancy can help design deployments for a bank or retail branch network, and provide businesses with recommendations for layout and optimal customer service processes. Solutions include Qm-supplied staff training, system configuration, and ongoing services for software support and data analysis.

## Related Cisco Products

Matchmaker systems include:

- Unified Communications: Unified Communications Manager (CallManager), Unified Wireless IP Phone 7920, Unified IP Phone 7971G-GE

## Related Partner Information

- Case Study: "HSBC Improves Branch Service with Qm," [http://www.qmgroup.com/case\\_study\\_2.asp](http://www.qmgroup.com/case_study_2.asp)
- White Paper: "Leveraging Sales and Productivity Gains in Branch," [http://www.qmgroup.com/pdf/Qm\\_WP\\_Optimising\\_Sales\\_and\\_Productivity.pdf](http://www.qmgroup.com/pdf/Qm_WP_Optimising_Sales_and_Productivity.pdf)
- Company Website: <http://www.qmgroup.com>

## For More Information

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