



Case Study

Retail Queue System

Background

The Spar supermarket on the Kilmacud road in Stillorgan is a busy 2,000 store which is designed to ensure the best possible layout for customers while also optimising its business potential.

With 4 or 5 busy tills working closely together, customers had been concerned that they weren't being served in the correct order when other customers skipped the queue ahead of them. Management realised they needed to implement a queue management system to ensure customers were served in the correct order as quickly and efficiently as possible. To leave the area blank without impulse treats on display would have been a 'sin', so they wanted a system that would also create the opportunity for impulse sales.

Shop Equipment Limited provided an ideal solution with the introduction of an innovative design solution for queue management that was proving popular in other European countries. Simon Scanlon the store manager told us his experience of using the system to address these two issues.

The Results

Many convenience stores have seen average customer spend levels decreasing in recent years, however Simon believes the queue management system is certainly increasing the potential for sales at the till.

Confectionary is a category that is performing better each year compared to others which are suffering. The queue system has the potential to add another couple of euro to the average customer's basket – particularly as it allows higher priced confectionary such as hanging sweet bags to be featured very prominently. The design capacity of the Shop Equipment solution allows the store to feature much more product than the individual display units previously available from suppliers.



Simon confirmed that the Shop Equipment queuing system is doing its primary job of managing customers 'perfectly' for them. It is extremely flexible, so can be designed to work within any amount of space available. Units start from one metre length, so even small stores can benefit from it. Simon would be happy to recommend it to other store managers looking to increase their till queuing efficiency and also tap in to the 'huge opportunity' for impulse sales.