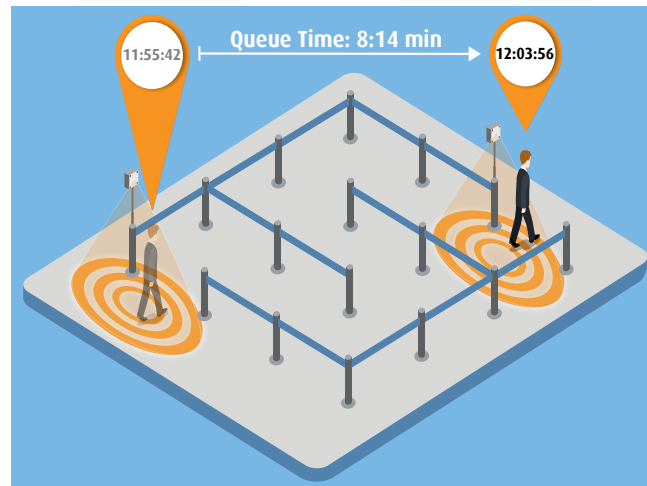


BlipTrack

Queue Measurement

In order to improve traveler satisfaction, efficiently allocate staff resources, comply with service-level agreements and evaluate key performance indicators, it is important that stakeholders are able to measure and subsequently improve queue and commuting times.



BlipTrack measures queue time, capacity and throughput, and works by placing BlipTrack sensors at strategic points in a specified area. The sensors detect Wi-Fi or Bluetooth devices, such as mobile phones and tablets. By re-identifying devices from multiple sensors, the travel times, dwell times and movement patterns become available.

Where queues are divided into multiple flows, such as regular and fast track in airports, queue times for each flow are provided. In addition, the solution is able to measure queues extending beyond a specified area and queues where split times are required.

Advanced filtering methods remove outliers and the solution is able to categorize data based on device type, location, patterns and historical data. BlipTrack enables data extraction in any combination—both in real-time and historically—to provide the desired output.

BlipTrack enables managers to provide optimum service by displaying queue wait times on signs, websites and mobile applications, allowing customers to reduce frustration by creating realistic queue time expectations.

BlipTrack provides reporting capabilities to managers with live and historical information in a web-based, intuitive user interface with graphs and dashboard views, including interactive heat-and-flow maps, allowing stakeholders to easily and effectively manage queues.

