

BlipTrack

Queue Prediction

The uncertainty around how long a queue process will take weighs heavily on the mind, particularly when confronted with what appears to be a lot of people in line in front of you.

Today, many transportation hubs and recreational industries display wait times to ease customers minds. This is typically done by measuring the wait time of people leaving the queue. However, these wait times may not be accurate for those entering the queue, especially if the flow of people changes.

BlipTrack put lines in perspective, eliminating guesswork about how long the process will take, so customers know exactly how long they have to wait. The solution works by measuring the number of people in line, using BlipTrack sensors and the average throughput of the area. With these two measurements, accurate wait time, for those entering the line, can be displayed. For example, if there are 100 customers in line and the processing rate of the area is 15 people per minute, the predicted wait time is 6,5 minutes.

BlipTrack enables stakeholders to provide optimum service by displaying real-time wait time on signs, mobile applications and websites. The estimated wait time allow customers to reduce frustration by creating realistic wait time expectations. Ensuring that customers experience a quick and easy passage will significantly increase the opportunity for a positive experience, with more satisfied and recurring customers as a result.

The solution also gives early warning if lines are becoming congested, allowing management to respond promptly and effectively to irregular operations and disruptions, to ultimately reduce processing times.

Queues that are divided into multiple flows, for instance regular and fast track lines in airports, wait times for each flow can be provided. In addition, the solution is able to measure queues extending beyond a specified area and queues where split times are required.

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.



Predicted wait time displayed at JFK Airport in New York.

