

Turning Your Small-Space Checkout Queue Into A Profit Center

 Lavi Industries



Your store's success can be **won or lost** at checkout.

Time spent waiting in the checkout line is idle time for customers. Too often, the queue is relegated to wasted space and lost revenue rather than an opportunity to increase profits and customer satisfaction, driving return visits and long-term success.

In-Queue Merchandising, when done right, can transform idle floor space into profit-generating, customer-satisfying space. It can keep customers engaged, reduce perceived wait times, and increase satisfaction and loyalty, all while boosting profits.

In-Queue Merchandising Can:



Increase revenue per square foot

Turn otherwise unproductive space into a revenue maker.



Capture more impulse sales

Target a captive audience to dramatically increase impulse sales.



Decrease perceived wait times

Engaged customers spend less time thinking about how long the wait is.



Decrease actual wait times

Single line queues are proven to decrease average wait time by as much as 35%.



Boost customer satisfaction

Efficient, merchandised queues create happy, engaged customers.



Five elements of an effective Queue Merchandising System.

Turning your checkout queue into a profit center requires that you have the right system in place. This system will serve both as the structure of your waiting line *and* as the place to display products for sale. To be effective, it should have the following characteristics:

1 Quick and easy installation

An in-queue merchandising system should install in an hour or so. Complex systems that take many hours or longer, or need more than 1 or 2 people to assemble will start to interfere with operations and cost valuable time and money.



2 Consists of just a few, modular pieces

Again complex systems usually cause complex problems. An in-queue merchandising system that has a simple, modular structure will save you hours of time with ordering, install, and set-up.



3 A flexible system that works in small spaces

Convenience stores don't usually have a lot of space at checkout. Effective in-queue merchandising systems will be flexible to fit in small spaces, turn tight corners, and maximize sales per square foot.



4 Integrates signage and wayfinding

Integrating advertising and branding into the queue can maximize the effectiveness of your marketing campaigns. After all, you're targeting a captive audience. A system that has many signage options will increase ROI.



5 Be Nimble With Mobile Displays

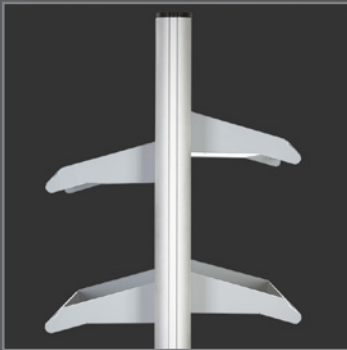
Mobile gondolas can add flexibility to your merchandising plan. In-queue merchandising systems that feature mobile options allow you to easily switch out displays or move them to other parts of the store quickly and easily.



Get Started With NeXtrac In-Queue Merchandising Systems

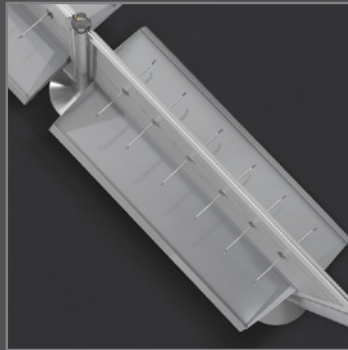
NeXtrac Merchandising Systems are proven to increase your bottom line:

↑ 130% Increase in Sales*



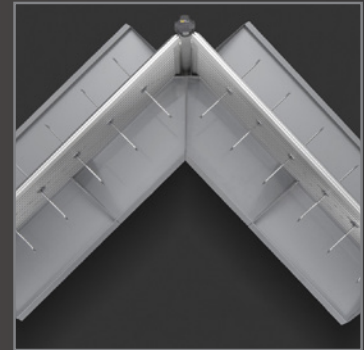
Slim, double-sided design fits virtually any space.

↑ 164% Increase in Transactions*



Small footprint maximizes sales per square foot.

↑ 107% Increase in Gross Profit*



Create custom angles using the same, modular pieces.



Easy to install — Sets up in minutes, not hours.



Mobile merchandisers keep your plan nimble.



Seamlessly integrate merchandising, branding, and queuing.

We invite you to learn more about in-queue merchandising and the flexible, versatile, affordable NeXtrac Merchandising System from Lavi Industries, the leader in queue management solutions for over 40 years.

CONTACT US TODAY!

