HAWKTIVITY

QHawk
PREVENT LOST SALES

QUEUE MANAGEMENT
with Real-Time AI Vision

Long queues, slow service, and inefficient operations are silently impacting your profits.

SCAN ME

BENEFITS

- ○ Increase **Sales**
- ○ Reduce **Walk-Outs**
- ○ Improve **Speed of Service**
- ○ Boost **Customer Experience**
- ○ Eliminate **Bottlenecks**
- ○ Alerts & Dashboard in **Real-Time**

FEATURES

- ○ Measure **Queuing Time**
- ○ Measure **Queue Length**
- ○ Measure **Speed of Service**

QHawk　　　now
Queue too long (Rockville Mall)
🔴 Queuing time **above 5 minutes**
💡 Open another **Point of Sale**

| 5 min | 6 min | 3 | 5 min | 7 min |

10:05

QHAWK **CASE STUDY**

The QSR Problem

Hungry Lion, a quick service restaurant (QSR) chain with over 400 locations in Southern Africa, wanted to enhance their **customer experience.** They didn't know how long their customers were waiting in queue and to be served their orders. They knew this had to be effecting sales.

The Hawktivity Solution

We used computer vision to measure each customer's journey and waiting times, identifying bottlenecks in real time and alerting managers with actionable insights to address the problems when they occur.

25%
Sales Increase

A 25% year-on-year increase in sales across the pilot stores.

50%
Reduced Queuing Time

The average customer queuing time reduced by half, reducing walk-outs and lost revenue and increasing Point of Sale throughput during busy times.

Proactive Management

Real-time alerts enabled managers to quickly address potential issues before significant sales losses occurs.

Data-Driven Decision-Making

Ability to make informed, targeted adjustments to staff levels, store layouts, promotional strategies, and operations.