

Digitizing In-Store Service Reception Experiences

Today organization with multi stores, customer services center or branches are facing multitude of challenges. They lack visibility of many aspect such as staff attendance, customer visit and appearance, access control to high value asset room, non-authorized access to computer room and many more. Using A.I and technology to transform customer service center, remote branches and store operation, by automating repetitive tasks and streamline manual process to improve operation efficiency, so organization can continue focus on delivering best customer services and experiences.



Use Case # 1

Customer register and queuing number

- Walk-in customer performs self-registration through the terminal
- Customer obtain the queue number by scanning the QR
- Terminal scan customer temperature and record entrance time automatically

Use Case # 2

Counter validation and business transaction

- Auto populate and fill up customer information from the screen
- Facial authentication and validation

Use Case # 3

Virtual Customer Services

- Customer can talk to the service representative that work remotely
- Common service can be offered through screen

Use Case # 4

Access Control

- Staff check in / Check out through facial recognition (no access card needed)
- Scheduled meeting for premier customer

Value & Benefits

- Deliver fast, secured and contactless onboarding solution for in-store transaction experiences
- All in one solution for customer and staff registration, access control, body temperature detection, time attendance, facial recognition and more.
- Accelerate business transaction by removing repetitive task and reduce errors.
- Optimize resources schedule and utilization

The essential enterprise such as utility, post and logistic, telecommunication and internet service companies, with multiple customer service centre, branches and stores across the nation have on-going administrative and challenges. Resources are always limited in remote stores; the enterprise does not have visibility on staff attendance, customer visit and appearance, access control to the high-value storeroom, branch computer room, not to mention, ability to service customer properly.

The current COVID situation required enterprise adhering to strict SOP has further complicated day to day operational challenges. Some enterprise practice work-from-home policy to reduce the risk exposure, however, on the contrary side, the store may need more resources to perform tasks such as recording walk-in customer detail (temperature, name, contact); manage crowd, regularly sanitizing workspace, ensure social distancing, tighten in-store security and etc.

However, the enterprise must continue to focus on driving operation efficiency, deliver better customer services and experiences, to stay competitive and maintain customer loyalty. One of the critical approaches is to transform the existing operation and administrative model – aggressively automate and streamline manual tasks through AI and technology.

Typically, the essential services include bill payment, opening account, postage, service registration, withdrawal, deposit, service transfer and more. Imaging every walk-in customer queuing at the store entrance, waiting to be temperature-measured, and then fill in their temperature along with some personal detail. The customer has to retrieve the counter number from the machine and wait for their turn to meet the customer service representative. When their number is called, depending on the type of business transaction, they have to fill in the personal detail again, submit their identity card to be validated.

Using A.I and facial recognition technology, the store can reduce the screening (temperature measurement, personnel record) time by 90%, eliminate customer to re-enter their detail; in fact, customer can validate their credential through face ID. To further accelerate the service, the store can channel standard services to the self-service terminal or kiosk (i.e. Visual Customer Service). Most enterprise will implement work-from-home practice as part of a measure to mitigate risk exposure. Virtual customer service can be delivered from home by rotating staff; hence this creates a win-win situation between customer and enterprise.

