REALLY SIMPLE

FAST TRACK

QUEUEING

Creating a **safer, more effective shopping experience** for everyone

Brought to you by

COVENTRY BID
BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE

Objectivity   **Visit Coventry**

REALLY SIMPLE
FAST TRACK
QUEUEING

Really Simple Queueing is the new mobile friendly way to help shoppers to return to the city centre safely.

A single, city wide booking, queueing and check in service, it provides a safe and confident way for worried or 'at risk' customers to shop.

Really Simple Queueing (RSQ) is easy and convenient to use, and it offers the option of secure contact tracing too, allowing businesses to adhere to Government guidelines.

Why use Really Simple Queueing?

There's no cost to you at all

RSQ is absolutely free for businesses to sign up to and use - the emphasis is providing a simple system to enable shoppers to visit stores safely and conveniently.

Drives footfall to your store

By signing up, the RSQ system will give users the opportunity to visit your store, driving footfall to you without you having to advertise or do anything else.

Timed slots, simply meet and greet

The RSQ booking system will tell you exactly who is due to visit your store, and when. All you need to do is be on hand to welcome them on arrival and provide your normal service.

Generates revenue in golden quarter

There's no better time to get signed up to RSQ as it will drive shoppers to your store who may not have had the opportunity to spend in recent months.

Test & Trace is included

RSQ knows when someone wants to visit a business that's required to collect contact details for NHS Test & Trace, and will ask them for their details when they make a booking.
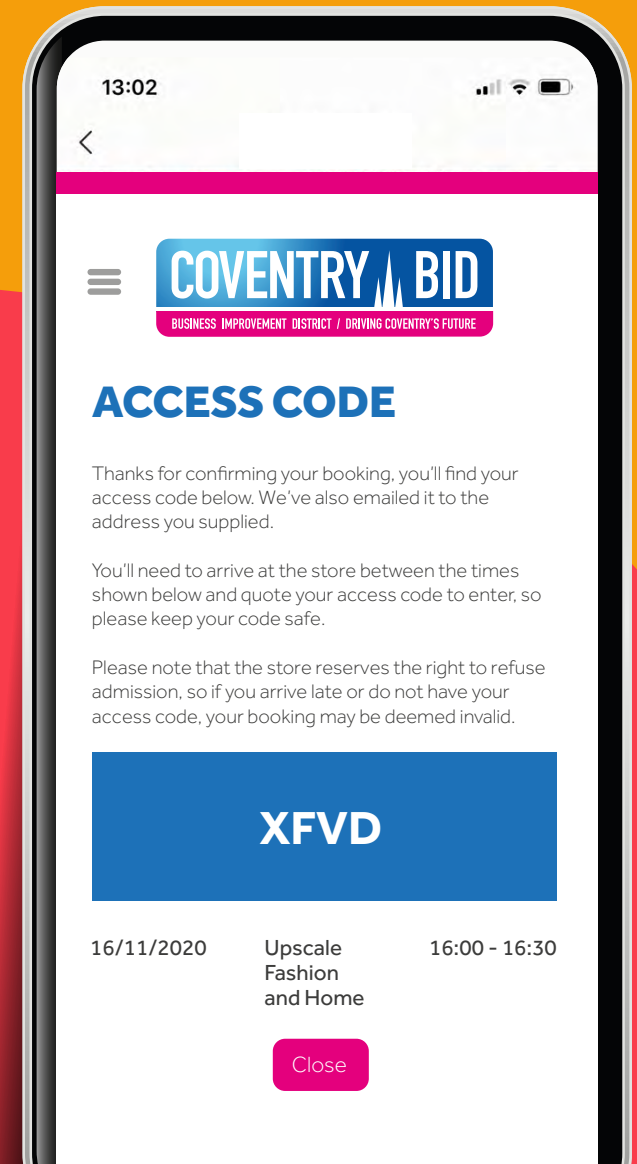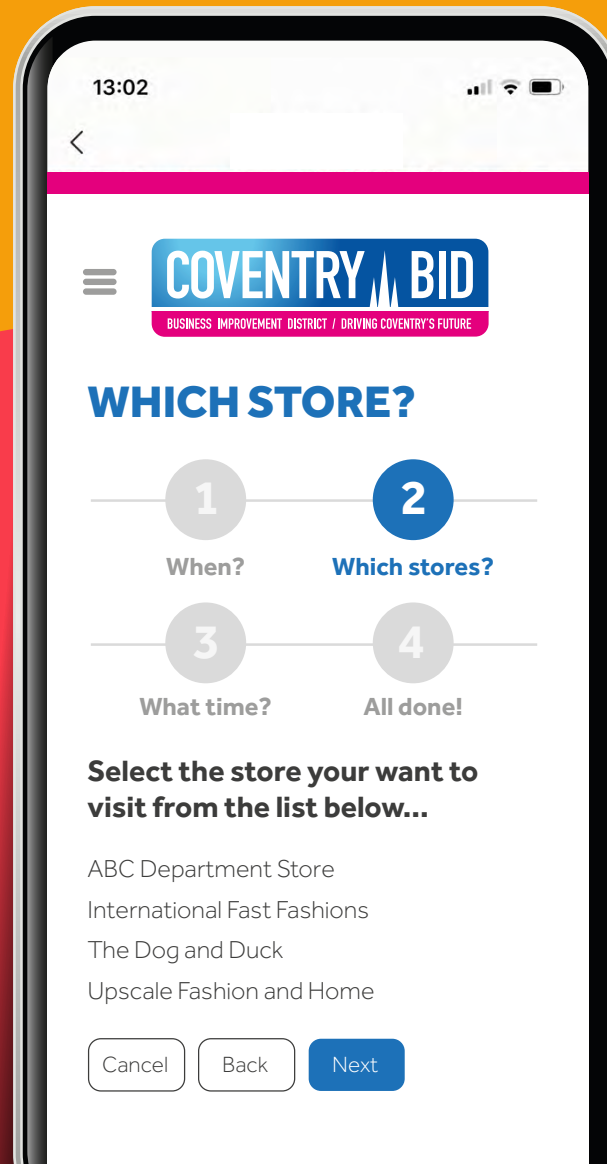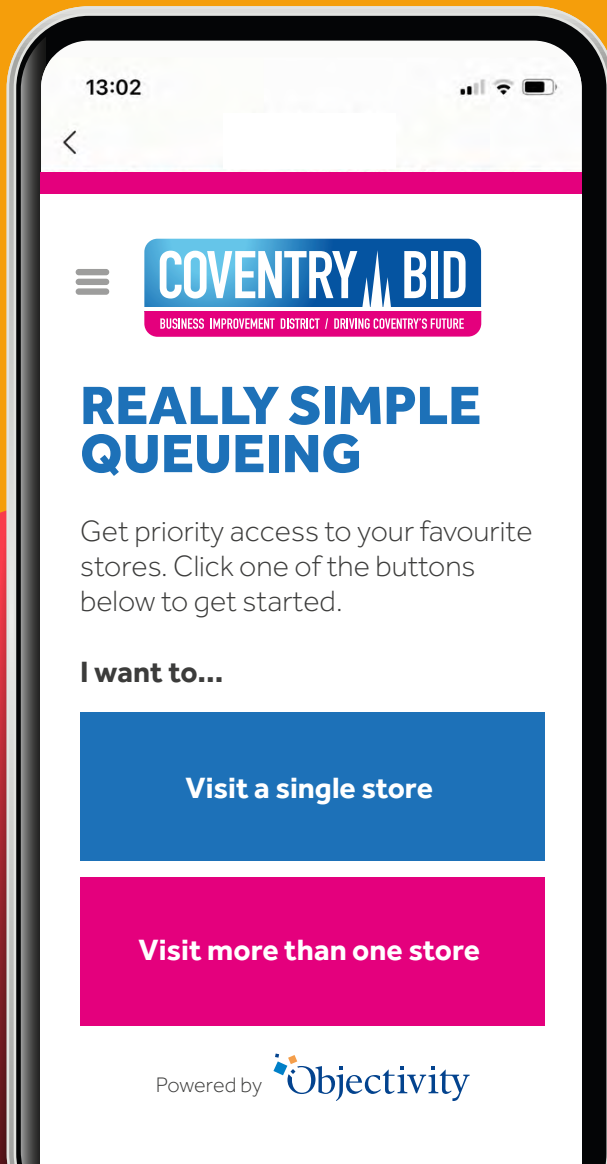
Increases confidence in shoppers

By shoppers returning to the city centre and seeing that it is a safe and Covid-secure environment, it will increase footfall and therefore spend. This generation of new income will help to drive businesses forward.

Where do you want to go?

When do you want to visit?

Multiple locations, **one access code.**

13:02

COVENTRY BID
BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE

REALLY SIMPLE QUEUEING

Get priority access to your favourite stores. Click one of the buttons below to get started.

I want to...

Visit a single store

Visit more than one store

Powered by **Objectivity**

13:02

COVENTRY BID
BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE

WHICH STORE?

1 — When?
2 — Which stores?
3 — What time?
4 — All done!

Select the store your want to visit from the list below...

ABC Department Store

International Fast Fashions

The Dog and Duck

Upscale Fashion and Home

Cancel Back Next

13:02

COVENTRY BID
BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE

ACCESS CODE

Thanks for confirming your booking, you'll find your access code below. We've also emailed it to the address you supplied.

You'll need to arrive at the store between the times shown below and quote your access code to enter, so please keep your code safe.

Please note that the store reserves the right to refuse admission, so if you arrive late or do not have your access code, your booking may be deemed invalid.

XFVD

16/11/2020   Upscale Fashion and Home   16:00 - 16:30

Close

How does Really Simple Queueing work?

Really Simple Queueing has been designed to meet the immediate needs of a world emerging from lockdown.

Customers use RSQ's web application to schedule visits to shops, other retail outlets, pubs, clubs, and restaurants.

■ As customers complete each booking, RSQ sends a confirmation code that they can use to enter the venue within a specific time period.

■ The in store experience is simple. A customer arrives at a venue, shows their confirmation code, and a member of staff checks them in.

■ Business Improvement Districts and shopping malls can offer RSQ to their retailers as an area wide service. This approach enables RSQ's "Shopping Trip" mode, which can be used to quickly build and book an itinerary covering multiple stores.

■ RSQ is a cloud based, web application meaning that installation is not necessary.

■ Licensing Authorities gain visibility of bookings across their licensees, allowing them to see patterns of activity throughout their area.

■ Staff get access to a priority queueing service, helping them manage queueing and capacity issues, while providing a safer and more pleasurable customer experience.

■ Really Simple Queueing is provided as a cloud based web application. It can be deployed stand alone, or integrated with your existing application landscape. Built with simplicity and privacy in mind, you can be up and running with RSQ in next to no time.

Frequently Asked Questions

How flexible is RSQ?

You can use RSQ to offer bookings across your whole trading week, or limit its use to certain days and times.

Booking slots are generated on a rolling seven day basis, so any changes to your opening times need to be made with a minimum seven days' notice.

How about privacy – what information does RSQ collect about shoppers and visitors?

RSQ was built with privacy in mind, shoppers and visitors do not need to create a user account or sign in to use RSQ.

Only information that is needed to make a booking and to comply with Government Test and Trace regulations is captured, and all personal information is deleted 21 days from the date of the related booking.

How do I get my store or venue listed on RSQ?

Simply complete the form on the next page and we'll start the ball rolling, you just need to answer a few simple questions about your store or venue and we'll do the rest.

What if I get listed on RSQ and then decide it's not working for me?

No problem, we can deactivate your listing at any time, with a few days' notice. Any people having booked slots will be automatically notified via email and their bookings will be cancelled.

Please don't hesitate to get in touch on the email below if there's anything else you'd like to know about the service, or if you're ready to join RSQ. We look forward to hearing from you soon.

For more information please visit
https://rsq.coventrycitycentre.co.uk

REALLY SIMPLE FAST TRACK QUEUEING

Contact details

Name   Email

Business name   Type

Address

Please answer the following questions:

- How many people are you currently allowed to have inside your business premises at any one time?

- On average, how many minutes do people spend in your business premises (an estimate is fine if you aren't sure)?

- How many people would you like to allow into my store through Fast Track Queueing?

         people every   mins

- Are you required to collect contact details from your customers for NHS Test and Trace.

         Yes   No

Opening times

Day	Daytime	Evenings (leave blank if all day trading)
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Are there any days when your business will not be open (for example, the 25th December or 1st January)?:

From	Until

Brought to you by **COVENTRY BID** BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE   Objectivity   **Visit Coventry**

Objectivity

Objectivity are an innovative, Coventry-based, IT company with 30 years' experience and over 600 employees.

With both public and private sector clients, Objectivity are a values driven IT outsourcing partner with an ethical framework that guides everything they do.

Their speciality is designing, delivering, and supporting IT solutions that help their clients grow.

They have the ability to cut through today's complexity, selecting the right technology to take their clients where they want to go.

They have an agile and people oriented philosophy, which provides flexible resourcing with a consistent quality of work.

Objectivity is proud to partner with Coventry BID in offering RSQ to the city of Coventry.

REALLY SIMPLE

FAST
TRACK

QUEUEING

For more information please contact
trish@coventrybid.co.uk
or visit **https://rsq.coventrycitycentre.co.uk**

Brought to you by **COVENTRY BID**
BUSINESS IMPROVEMENT DISTRICT / DRIVING COVENTRY'S FUTURE

Objectivity

Visit Coventry