Business Strategie

Why CleverQ?

cleverQ offers an innovative solution for optimising customer flow, reducing wait times, managing appointments and provides Business Intelligence (RealTime and on record). Our platform allows businesses to streamline processes, increase customer satisfaction, and lower operational costs. cleverQ provides significant advantages in high-traffic areas such as retail, healthcare, and the public sector.

Revenue Potential

Our business model is scalable and has strong revenue potential, especially in industries with high customer traffic. Based on market data and growth projections, we estimate revenue growth of 20-30% annually in the U.S. over the first three years. Our SaaS model enables recurring revenue through monthly or yearly subscriptions.

Business Model

cleverQ operates on a Software-as-a-Service (SaaS) model, where customers subscribe to our software to manage queues and appointments. We offer various pricing models that are flexible based on the size of the business and its specific needs. In the long term, we plan to integrate additional services such as data analytics to provide companies with deeper insights into their operations.

In the restaurant business, CleverQ offers several key advantages that can significantly enhance both the customer experience and operational efficiency:

1. **Queue Management**: For restaurants with high foot traffic or those that don't take reservations, managing walk-in customers is a challenge. cleverQ's queue management system allows customers to join a virtual queue through their mobile devices, reducing physical crowding and improving the waiting experience. Customers can be updated in real-time about their place in the queue, allowing them to plan their time better.

2. **Appointment Scheduling**: For restaurants that take reservations, cleverQ's appointment scheduling feature ensures smooth handling of bookings. The system can manage reservations efficiently, preventing overbooking and enabling restaurants to maximise their seating capacity. It also sends automated reminders to reduce no-shows.

3. **Reducing Wait Times**: By managing both reservations and walk-ins through a digital system, cleverQ helps restaurants reduce wait times, providing a smoother experience for diners. Restaurants can also use customer flow data to better plan for peak times, optimising staff allocation and kitchen preparation.

4. **Improved Customer Experience**: Customers appreciate the convenience of knowing their wait time in advance and receiving notifications when their table is ready. This transparency enhances the dining experience and builds customer loyalty, as they feel more in control of their time.

5. **Data Insights**: Restaurants can leverage the data collected from cleverQ to better understand customer behaviour, peak dining times, and other trends. This information can help with better decision-making in terms of staffing, menu planning, and promotions.

6. **Integration with Online Ordering and Payment**: If combined with solutions like UEAT (recently acquired by Moneris), cleverQ could integrate online ordering and payment capabilities, allowing customers to place and pay for their orders before arriving, further streamlining the dining experience.

In summary, CleverQ can help restaurants enhance customer satisfaction by reducing wait times, improving reservation management, and offering data-driven insights that optimise operations.

Business Case:
Optimizing Order Preparation in QSR with the VC-3D Pro Sensor and cleverQ

Problem
Quick service restaurants (QSR) are under constant pressure to process orders quickly and efficiently to avoid long waiting times. The ordering process often only begins once customers have made their selections, which increases preparation time and delays kitchen operations.

Solution
By integrating the cleverQ and a VC-3D Sensor, QSRs can capture information about the number of customers, their gender and the presence of children as soon as they enter the restaurant. This data is forwarded to the kitchen team in real time, even before the actual order is placed. The kitchen can already make preparations based on this information, such as preheating appliances, defrosting products or pre-portioning frequently ordered items.

Advantages of the solution

1. **Reduced waiting times**:
The kitchen can immediately start preparing basic or frequently ordered products based on the profile of the incoming guests (e.g. men, women, children). This reduces waiting times, as some of the orders are already being prepared before the customers arrive at the counter.
2. **Optimization of kitchen processes**:
Thanks to the advance processing of orders, the kitchen can plan resources better and use equipment more efficiently, as certain preparations can be set in motion in advance. This reduces bottlenecks at peak times.
3. **Improved customer satisfaction**:
Faster order processing leads to greater customer satisfaction, as guests receive their orders more quickly. This improves the overall image of the QSR and increases customer loyalty.
4. **Better resource utilization**:
The advance information enables kitchen staff to work more efficiently, avoiding the unnecessary preparation of food or wasting resources.

Conclusion
The integration of cleverQ and the VC-3D Pro sensor into QSR enables advance order preparation, which shortens waiting times and optimises kitchen processes. This increases efficiency, reduces costs and significantly improves the customer experience.

Here's how cleverQ can contribute to the technological synergy between Moneris and UEAT:

1. **End-to-End Process Optimization**: cleverQ can integrate its queue management and appointment scheduling software with UEAT's ordering and payment systems. For example, customers could not only place orders and make payments online but also book appointments or reserve their spot in a queue through CleverQ. This is particularly useful for restaurants, healthcare providers, or retail stores, where minimizing wait times enhances the customer experience.

2. **Data Integration and Analytics**: cleverQ can help combine appointment scheduling and queue management data with UEAT's order and payment data. This would provide valuable insights into customer behavior that can be leveraged for better customer management, operational optimization, and personalized offers. Businesses can use this integrated data to improve efficiency and customer relationships.

3. **Multichannel Integration**: The partnership could enable UEAT's ordering and payment services to be accessible through various channels (mobile, online platforms, in-store terminals). cleverQ's expertise in managing customer interactions across channels could synchronise these touch points in real time, ensuring a smooth, consistent customer journey.

4. **Automated Notifications and Updates**: cleverQ can support automated notifications triggered by UEAT's payment systems, such as order status updates or appointment reminders. For example, a restaurant using both systems could send automatic updates about the order status or notify a customer when their table is ready, enhancing the overall customer experience.

5. **Reducing Overload and Wait Times**: By integrating CleverQ's queue management capabilities, Moneris with UEAT can handle peak times better. Customers can place orders and make payments while being efficiently guided to their physical location (restaurant, store, etc.) through cleverQ's scheduling and queue management system, reducing congestion and waiting times.

These technological synergies would allow Moneris and cleverQ to jointly offer a more comprehensive solution to various industries, improving the entire customer process from ordering to payment to customer flow management.