



Single line Queue Concessions



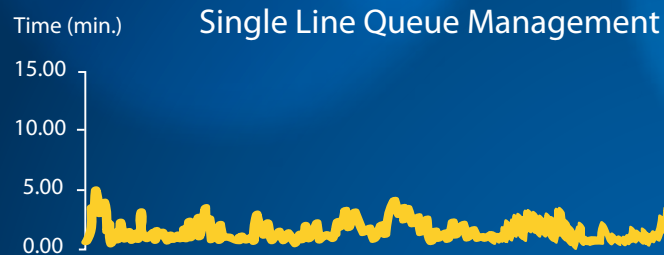
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Objective

Implementing the Single Line Queue system in concessions for the Traditional brand having as a main objective to improve the consumer experience with respect to times in row and standardize the operation model.

This material aims to help you to correctly perform the instalation at your site.

Advantages Single Line Queue Management vs. Multi Line Queue



- Controls time variation that the customers want in row.
- Ensures that less customers experience the maximum time in row.
- First entrance, first outputs.
 - Multi-row may cause anxiety in the customers (more time) since they may perceive that they are formed in the slowest row and that the rest is going faster.
 - Unfair waiting seems longer than waiting fairly. In the multi-row it is frustrating to see that a customer that arrived later got out before.
 - The single line queue eliminates the Jockeying (row changing), which increases frustration among customers and decreases the perception about the quality of our service.

Advantages Single Line Queue Management vs. Multi Line Queue

- According to the analysis made and the correct application of the operative model we can achieve a reduction:
 - More than **30%** decrease in the average time in row.
 - More that **60%** decrease in the maximum time that a customer may experience in row.
 - More than **40%** decrease on the amount of customers in row.



Index

- 1.** Single Line Queue Kit.
 - Installation elements.
- 2.** Installation inside concessions.
 - POS signaling and router.
- 3.** Installation outside concessions.
 - Rug, posts and interesting facts.
- 4.** Use recommendations.
 - High or low influx, initial barriers and host.

Single Line Queue Kit



1 rectangular rug with the message "Wait for your turn"



1 rectangular rug with the message "Welcome".



1 rug in "S" shape.

NOTE: The design of your Single Line Queue may have different messages or design to the one shown on top.

Single Line Queue Kit



14 posts



2 messages of "Wait for your turn" to be placed on the posts.



2 messages of "Exit" to be placed on the posts.



1 message of "Entrance" to be placed on the posts.



4 messages with "interesting facts" to be placed on the posts.

NOTE: You are considering that the sites have the Single Line Queue posts.

Single Line Queue Kit



1 message of "Wait for your turn" to be placed on posts.



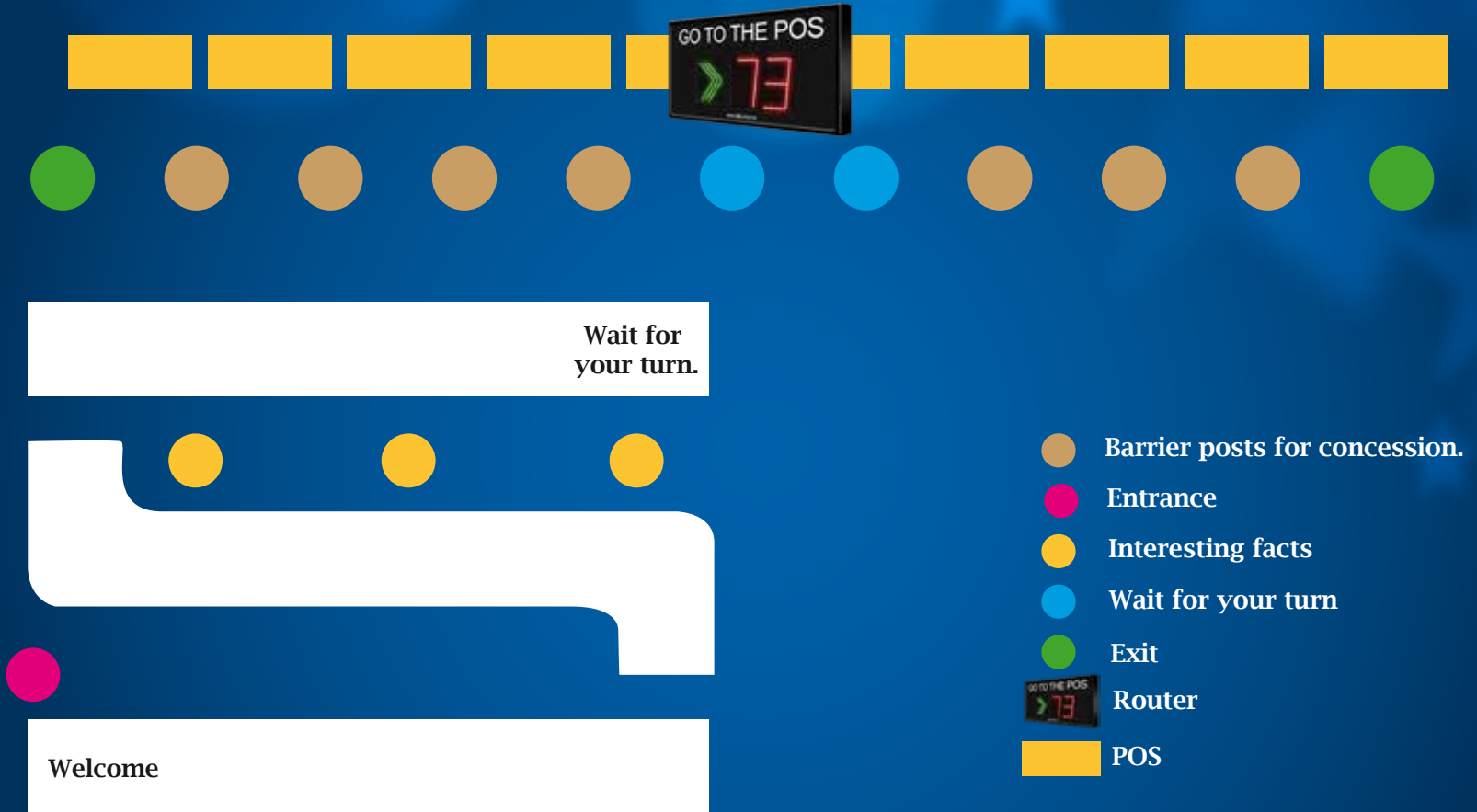
Numbers sign double-sided (depending on the POS)



1 router.

Single Line Queue Installation

The router must be placed at the center of the concession.



NOTE: There may be special cases where the characteristics of the lay out is not possible to install as exposed. Communicate with your Operations Manager or Strategy Management to receive support.

Installation inside concessions

1. Router installation.

- Place the router at the center of the concession as shown in the photo.



NOTE: Make sure that the router is placed at the center of the concession.

Installation inside concessions

2. Installation of the sign "Wait for your turn"

- Place the sign "Wait for your turn" just below the router.



Wait for
your
turn

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 /cinepolisonline
 @cinepolis

NOTE: The sign must be double-sided and placed under the router.

Installation inside concessions

3. Numbers signaling installation.

- Place the number signs on top of each POS as shown in the photo.



NOTE: The numeration should start from left to right.

Installation outside concessions

Example of numbers signs placement.



NOTE: The numbers signs should be double-sided.

Installation outside concessions

4. Single Line Queue rug instalattion.

- Place the Single Line Queue rug ensuring that the sign "Wait for your turn" is facing the router. The distance of the rug with respect to the counter must be of **1.70 mts.**

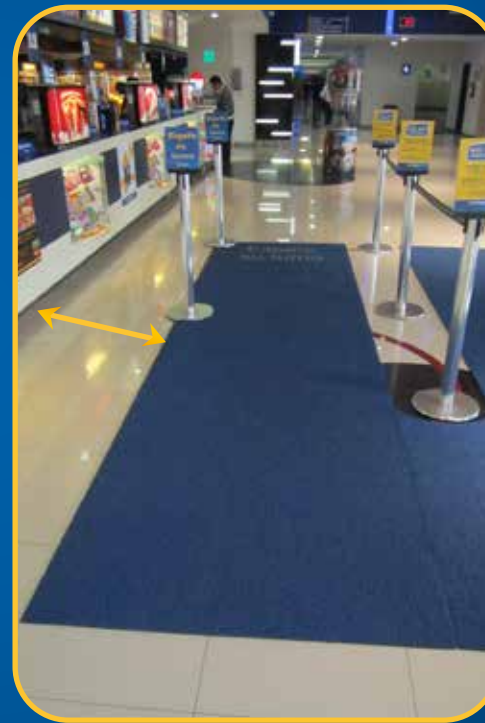
1.70 mts.



Installation outside concessions

Example of the Single Line Queue placement.

1.70 mts.

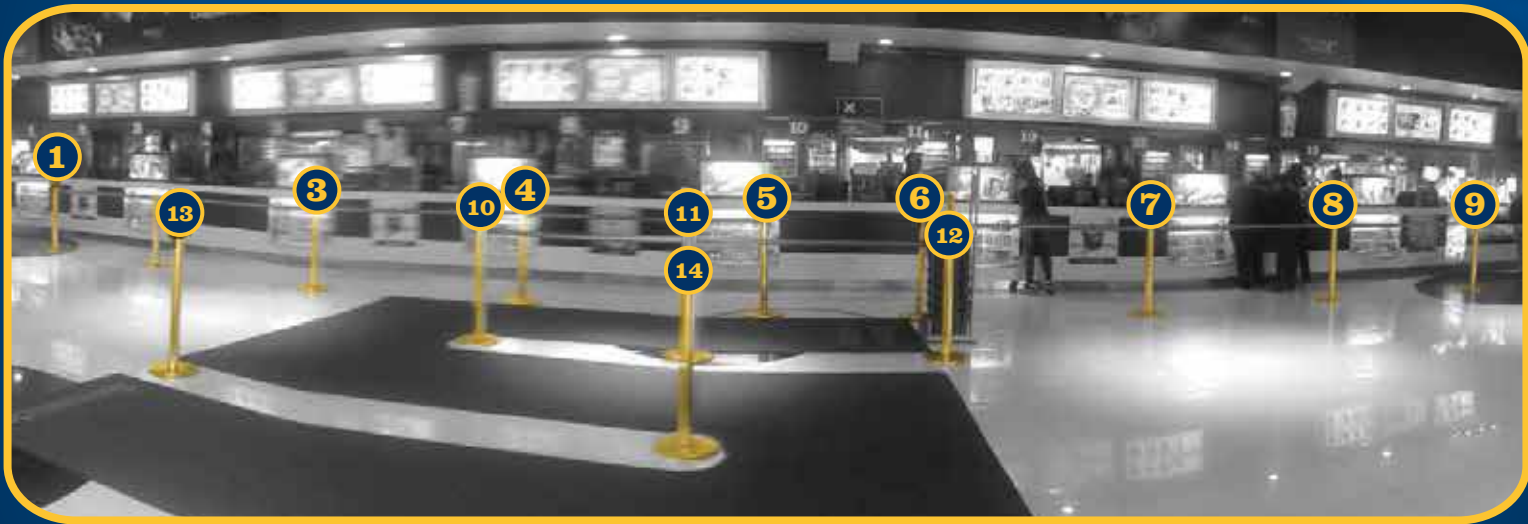


NOTE: If the rugs are folded they might be secured to the floor with double-sided tape.

Installation outside concessions

5. Posts installation.

- Place the 14 posts ensuring that it is ordered as it is in the photo.



Installation outside concessions

6. Strip installation.

- Place de strip to connect the posts 10-11-12 as it is shown in the photo.



Installation outside concessions

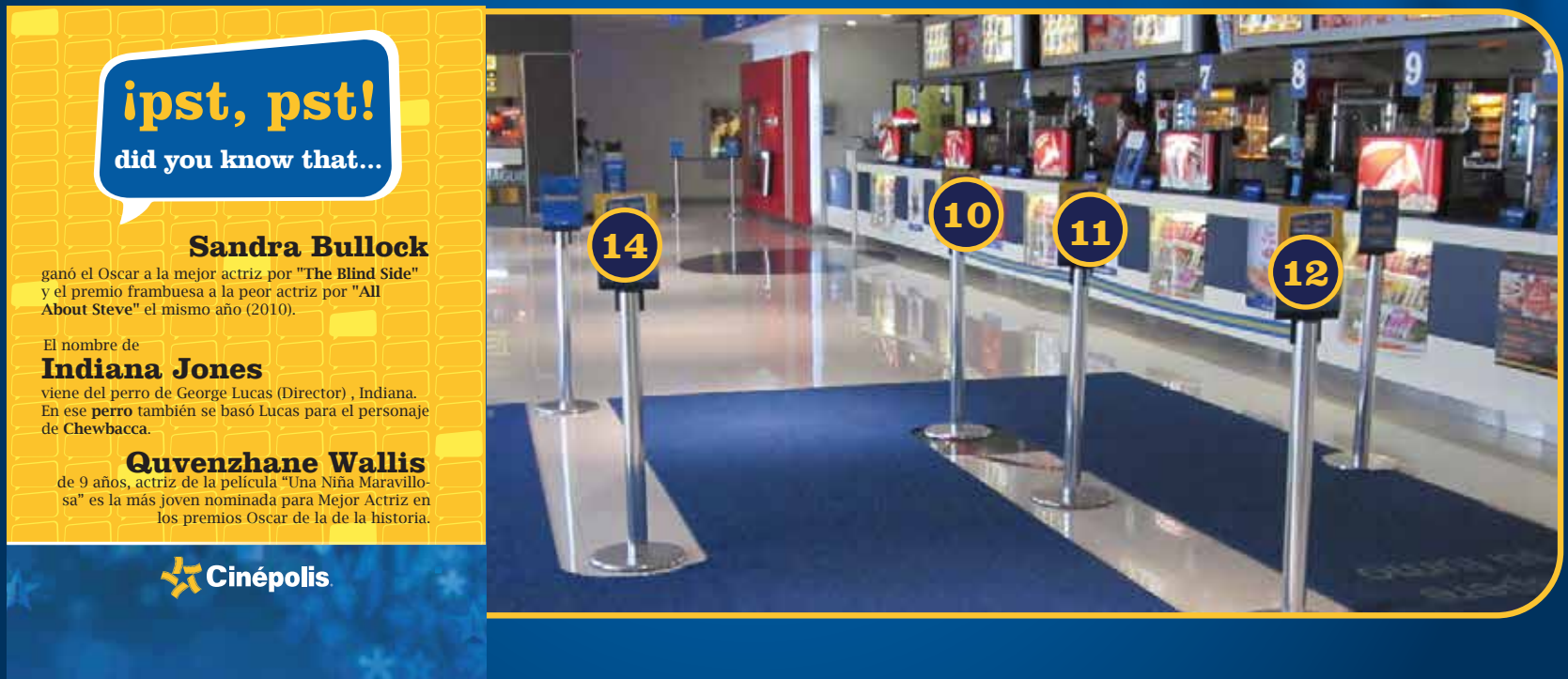
Example of strip placement.



Installation outside concessions

7. "Interesting Facts" signs placement.

- Place the "Interesting Facts" signs only in the posts 10-11-12 and 14 as it is shown in the photo.



Installation outside concessions

Example of the "Interesting Facts" signs placement.



Installation outside concessions

8. "Entrance" sign placement

- Place the "Entrance" sign only on the post 13 as it is shown in the photo.



Installation outside concessions

Example of the "Entrance" sign placement.



Installation outside concessions

9. "Wait for your turn" sign placement.

- Place the "Wait for your turn" sign only on top of the posts 5 and 6 as it is shown in the photo.



Installation outside concessions

Example of the "Wait for your turn" sign placement.



Installation outside concessions

10. "Exit" sign placement.

- Place the "Exit" sign only on top of the posts 1 and 9 as it is shown in the photo.



Installation outside concessions

Example of the "Exit" sign placement.

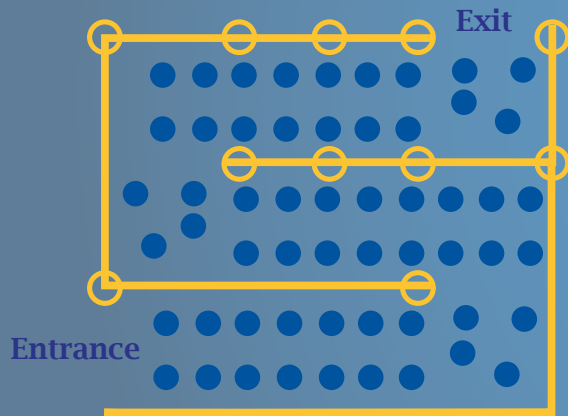


Recommendations

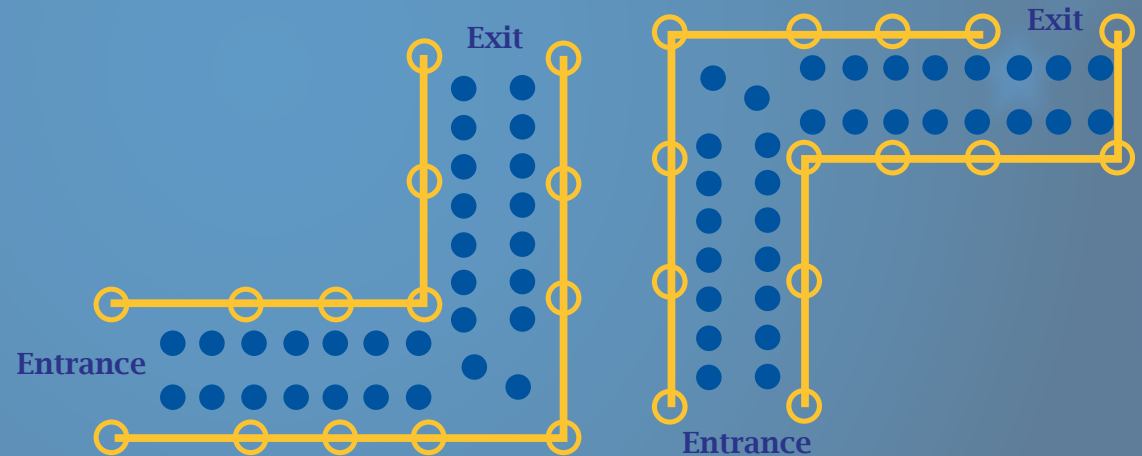
It is very important to consider the attendees flow per day since it will determine which Single Line Queue model will be used. The rug has the feature to be placed in "S" or "L" shape.

- High influx (S) → In days with high attendees flow; Friday, Saturday, Sunday and Wednesday.
- Low influx (L) → In days or schedules of low attendees flow; Monday, Tuesday and Thursdays.

Single Line Queue S



Single Line Queue L (two options)



Low influx schedule
4pers. x m2=32 pers.

Recommendations

When there is low influx it is recommended to use the "L" model as it is shown in the photo.



Recommendations

It is recommendable that a period of time is defined in order for the customers to get use to the Single Line Queue. During this time, a barrier and a host should be part of the Single Line Queue.

- The barrier will serve to accustom the customers to the Single Line Queue and to avoid that they go directly to the POS.
- The host will help the customers and invite them to use the Single Line Queue.

Cleaning

- Daily, at the end of the day, the rug should be **vacuumed**.
- Once a month, the rug should be **cleaned** by the corporate supplier (deep cleaning).



NOTE: The barrier should be used both in the "S" and "L" models.