

North America Queue Management System Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The North American queue management system market was valued at approximately \$291.94 million in 2023 and is projected to grow to about \$496.69 million by 2031, reflecting a compound annual growth rate (CAGR) of 6.9% during the forecast period from 2023 to 2031.

The Growing Demand for Improved Customer Experience

In today's competitive business landscape, organizations are increasingly aware of the importance of managing customer flow and minimizing wait times to enhance overall customer satisfaction. Each customer interaction—whether it involves returning a product, seeking repairs, or asking questions—significantly influences the relationship between the customer and the business. Research from Qtrac indicates that 93% of consumers are more likely to return to a business that provides exceptional customer service. Conversely, a study by Zendesk reveals that 73% of consumers are inclined to switch to a competitor after experiencing several negative interactions with a business. This underscores the critical need for businesses to maintain high standards of customer service and ensure positive experiences consistently.

In a market where consumers have numerous choices, the impact of customer experience on retention cannot be overstated. The decision to switch brands often stems not just from a single negative experience but from a series of unsatisfactory interactions. To prevent losing customers, businesses must proactively address potential issues, solicit customer feedback, and implement necessary improvements. By prioritizing outstanding service and demonstrating a commitment to customer satisfaction, companies can cultivate loyalty and reduce the risk of customers turning to

competitors. This shift towards enhancing customer experience is driving the adoption of queue management solutions across various sectors.

Addressing the Challenges of Increased Population

The rapid growth in population is a significant factor contributing to disorganized queues in various settings, including hospitals, retail stores, clinics, and airports. This disorganization often leads to frustration among customers and a decline in service quality. During peak business hours, the surge in customer traffic can overwhelm staff, who may struggle to manage queues effectively without automated systems. According to data from Midlands Technical College in January 2022, poor customer service, particularly due to long wait times, results in substantial financial losses for businesses, estimated between \$75 billion and \$1.6 trillion annually. This loss is attributed to factors such as inadequate service, cost-cutting measures, and a lack of understanding of customer needs, which ultimately drive customers to competitors.

To combat these challenges and enhance service quality, many organizations are turning to queue management solutions. These systems help streamline operations, improve customer flow, and ultimately enhance the customer experience.

Overview of the North American Queue Management System Market

The North American queue management system market is segmented into the United States, Canada, and Mexico. The region is a leader in adopting and developing advanced technologies, which is expected to drive significant growth in the queue management system market. Businesses across various sectors are implementing these systems to improve customer retention rates. Additionally, government entities are also adopting queue management systems to enhance the quality of services provided to citizens.

For instance, in healthcare settings, queue management systems offer real-time updates on queue status, keeping patients informed about their wait times. This feature gained particular importance during the COVID-19 pandemic, as it helped manage patient flow effectively. The U.S. government has been proactive in investing in the healthcare sector, with initiatives aimed at improving service delivery. In 2022, the U.S. government allocated significant funds to support global health initiatives, contributing approximately \$1.56 billion annually to enhance the global health workforce. Similarly, in February 2023, the Canadian government announced a \$149 billion investment over ten years to bolster its healthcare system. Such investments are expected to further drive

the adoption of queue management systems in the region.

In Mexico, the manufacturing sector is experiencing growth due to government initiatives aimed at attracting foreign direct investment (FDI) and leveraging its proximity to the U.S. This favorable environment encourages businesses to invest in automation, including queue management systems, to enhance operational efficiency.

Market Segmentation Analysis

The North American queue management system market is categorized based on type, component, application, and country.

Type: The market is divided into virtual queuing and linear queuing, with the virtual queuing segment holding a larger market share in 2023.

Component: The market is further segmented into solutions and services, with the solutions segment dominating the market share in 2023.

Application: Key applications include banking, financial services, and insurance (BFSI), healthcare, retail, restaurants, utility services, airports, government offices, and others. The retail segment accounted for the largest market share in 2023.

Country: The market is segmented into the U.S., Canada, and Mexico, with the U.S. leading in market share in 2023.

Key Players in the Market

Prominent companies operating in the North American queue management system market include Q-MATIC Group AB, Qminder Ltd, Q-nomy Inc, Skiplino, Wavetec, Aurionpro Solutions Ltd, Advantech Co Ltd, SEDCO Co Ltd, Lavi Industries, AKIS Technologies UAB, WaitWell, Verint Systems Inc, QLESS, OFFTEC Holding Group, and Waitwhile Inc. These companies are at the forefront of providing innovative queue management solutions that cater to the evolving needs of businesses and consumers alike.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America queue management system market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America queue management system market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America queue management system market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

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