



Contact: Shala Nicely
Nicely Done, LLC
+1 404 643 5313
shala@nicelydonellc.com

Queuent's New Patent for Mobile Phone Paging Solves Key Customer Queuing Problem

Customers are easily contacted on cell phones by Queuent's mobile phone paging system when service is ready, allowing them to continue shopping instead of standing in long lines.

ATLANTA (December 11, 2008) – A customer who is waiting in line at a retailer or restaurant is a customer who is not shopping. Long lines and wait times lead to lost sales and customer dissatisfaction. However, with the announcement of Queuent's (www.queuent.com) new mobile phone paging patent, retailers, restaurants and other service businesses can easily interact with waiting customers on their mobile phones when service is available, eliminating the need for a physical queue.

Queuent's technology, currently in use at leading restaurants around the country, allows customers to wait anywhere, transforming the typical customer queuing challenge into an opportunity to increase sales, improve efficiency, and achieve higher customer satisfaction. For instance, when restaurant tables become available, the host can cue the Queuent system to contact the waiting guests via their mobile phones. The voice or text message the guests receive notifies them that seating is available and prompts them to accept, delay or cancel. The benefits are substantial: a study Queuent conducted found that offering to call guests on mobile phones instead of requiring them to wait in range of a legacy paging system reduced the number of guests who chose not to wait by 74%.

The patent granted to Queuent for interactive queuing through public communication networks covers computer telephony or messaging to the mobile phone of any person physically waiting for any service. Companies using Queuent's patented technology can easily contact waiting customers on their mobile phones via voice or text messages to let them know the status of the wait or that their turn has come. The waiting customers are then presented with options such as to accept, delay or cancel via their mobile phones. Queuent offers its patented technology as

stand-alone software, or the technology can be integrated into the current system used by retailers or restaurants for managing their waiting customers.

Queuent's technology can also provide dramatic benefits for service businesses that cater to walk-in customers, for retailers that offer in-store health clinics or customer service counters, and for entertainment complexes such as casinos and theme parks. Customers who must wait in a physical area for service are not able to browse the aisles of the store or find other services they would like to use. With Queuent's mobile phone paging technology, customer satisfaction and retention are dramatically improved, as customers who would normally find the wait time prohibitive or leave dissatisfied now have an option that meets their needs.

"We have offered Queuent's mobile phone paging technology as an integrated option for several years now," states Dave Arthurs, President of GuestBridge, Inc., a developer of restaurant reservation and table management software. "Mobile phone paging has become one of the most popular options that our customers purchase. Queuent offers industry-leading, proven technology that is easy for us to implement and easy for our customers to use. Restaurants save money by not having to replace lost coaster pagers, and they gain revenue through reducing the number of parties who abandon from the wait list."

About Queuent

Queuent's pioneering interactive queuing technologies enable businesses to easily and efficiently call waiting guests on their mobile phones to notify them that service is available, eliminating lines and the need for legacy paging systems. Our mobile phone paging solutions provide new ways to increase revenue, improve customer satisfaction and increase process efficiency and throughput. Visit www.queuent.com for more information or call us at 1-800-741-3422.

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