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Zain to launch modern queue system

Written By: Margaret Kalekye , Posted: Thu, Dec 10, 2009

Zain Kenya is set to roll out a modern queue management system in all its outlets to enhance customer experience and increase operational efficiency.

A statement from Managing Director Rene Meza said the system has already been piloted in the Nairobi outlets and will be rolled out countrywide from next month.

"Improving customer experience in our stores is core to our strategy. By improving queue management we shall greatly minimize waiting times and also ensure that customers are routed efficiently and effectively", said Mr. Meza.

The system dubbed Opti-Q, is operated centrally offering a detailed view of the customer experience and can also be used to track and measure performance over time.

Meza said the new system will greatly enhance service delivery in the outlets countrywide.

Queue management systems are increasingly becoming popular in the service industry as a means of managing customer queues and providing management real-time access to information like customer waiting time, average service time and employee efficiency.

Early this year, Zain Kenya embarked on a shop expansion and modernization programme as part of Ksh 2 billion investment during the first quarter of this year.

Under the program, three centres were opened in Nairobi and Nyeri. The company's other customer centres are located in Mombasa, Nyeri, Nakuru, Eldoret and Kisumu.



Caption: A statement from Managing Director Rene Meza said the system has already been piloted in the Nairobi outlets and will be rolled out countrywide from next month.