



Meeting Every Queue Management Need

# ICT7310

## Interactive Customer Terminal



Touch Screen



Wireless

1234

Counter Display



Feedback

A system that revolutionizes customer experience at service counters with Interactive Customer Terminals (ICT). The innovative ICT features advanced TFT LCD multimedia panel with touch screen to *inform, advertise, and measure customer satisfaction*. In a competitive marketplace, effective advertisement and customer satisfaction measurement are two key elements of business strategy. Now they are combined in a single system with the advantage of headquarters or central office monitoring and analysis in real-time through the internet/WAN.

- **Direct Advertisement** Customers waiting at your service points are your captive audience for direct and effective advertisement.

- **Cross-sell Advertisement** When ICT is used in conjunction with queue management, cross-sell or targeting advertisement is possible because the service type or customer identity is known.

- **Customer Feedback (Survey)** Effective and adaptive customer satisfaction measurements or surveys are achieved through the interactive terminals. Customer identification through queue management produces relevant and accurate analysis of customer perception.

- **Customer Feedback (QoS)** A unique feature of ICT is to poll customers for the Quality of Service provided by tellers or counter officers on each and every visit. This is achievable because of simplicity-customer are asked one simple question: *“Are you Happy with My Service?”*

- **Customer Display** An ICT acts as a counter display in queue management by showing Queue Number and Counter Number in high resolution graphics with multiple language option.

- **Real-time 24/7 Availability** Downloading of advertisements and questions and uploading of customer response through the Internet/WAN make customer satisfaction measurement simple, easy and readily available.

## Features

- Multimedia advertisement
- Adaptive customer survey
- Quality of service (QoS) polling
- Counter display function in QMS
- Headquarters or branch control
- Daily, monthly and periodic analysis reports
- Web based real time QoS status
- LAN or wireless connectivity
- High quality screen images
- Multilanguage option

## Technical Specifications\*

| Parameter          | Description                         |                   |
|--------------------|-------------------------------------|-------------------|
| Model              | ICT7310                             | ICT7310W          |
| Screen size        | 10.1"                               |                   |
| Screen inclination | 60°                                 | Nil               |
| Touch screen       | Integrated                          |                   |
| Display brightness | 350 cd/m <sup>2</sup>               |                   |
| Controller         | Integrated, flash memory            |                   |
| Audio              | Built-in speaker, adjustable volume |                   |
| Data interface     | 10/100mbps Ethernet & WiFi          |                   |
| Operating voltage  | DC 9V - 24V                         |                   |
| Power consumption  | 11W                                 |                   |
| Casing             | Moulded plastic, beige colour       |                   |
| Mounting           | Desktop                             | Wall mount        |
| Dimension (HxWxD)  | 195 x 290 x 150 mm                  | 178 x 290 x 48 mm |
| Weight             | 1.51 kg                             | 845 g             |

\* Subject to change without prior notice

