



The Safe Queue app aims to help businesses to control flow during the pandemic | Photo source Enclayve Group

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A MOBILE QUEUING PLATFORM REMOVES NEED FOR STANDING IN LINE



The Safe Queue app can help restaurants and retailers avoid overcrowding and long queues during the COVID pandemic

Spotted: One of the biggest repercussions of the COVID-19 pandemic is the need for social distancing, which has ultimately resulted in long queues when performing simple daily tasks, with businesses adhering to protocols to maintain a safe environment. This situation inspired Los Angeles-based entrepreneur and technologist David Chura to develop Safe Queue, a mobile app that digitalises the queuing system.

The Safe Queue app allows businesses to easily create a digital queue when they open the management link. It is then completely under their control when and how many customers can enter their environment, a limit which is instantly visible to users. For customers, the app uses the GPS on their phones to determine when they are within 1000 feet of the destination, at which point they can join a virtual queue of their choosing. This ensures that they can stay at a safe distance from the venue, while also able to track their position in the queue. When it is their turn to enter, they simply have to confirm their entry at the door with a QR code issued by the app.

The beauty of the app is in its simplicity and privacy. No time is wasted having to log in, which means that no personal details are passed on.

Written By: Serafina Basciano

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Email: feedback@enclayve.com

Website: enclayvegroup.com

Takeaway:

The social distancing measures that have been implemented due to COVID-19, though necessary, have come with many challenges for both businesses and customers. The use of Safe Queue could make such a huge difference to both parties, providing both convenience and safety to customers, and helping businesses manage a safer space, in which they can control their capacities and build customer confidence.