Queue·it

2023 customer survey report

How Queue-it empowers the world's biggest brands to deliver on their busiest days

LSE — THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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Introduction

It's not uncommon for people to view a virtual waiting room as a purely defensive tool. We get it. The solution prevents website crashes and slowdowns, errors like overselling and failed transactions, and bots and bad actors. These benefits are why most companies start using Queue-it.

But over the past 10+ years of working with companies and organizations on their biggest days, our customers have often told us the real benefits of a virtual waiting room come not just from what it prevents, but also from what it provides.

So in 2023, we surveyed our customers to find out exactly why they use Queue-it, what value they get out of a virtual waiting room, and the effect it has on how they run their major events.

This is what we found.

Survey run November 2023. Results based on responses from 71 individuals at 69 Queue-it customers. Responses of "I don't know" were excluded from the reported percentages unless otherwise stated

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Save more than just your website

On average Queue-it customers report a:

35%

Decrease in **server scaling costs**

26%

Decrease in **database scaling costs**

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Get peace of mind on your busiest days

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73%

Of respondents say running sales/registrations is **less stressful** with Queue-it

Sell smarter, not harder

75%
Of respondents say they **sell through product more efficiently** with Queue-it

50%
Average **reduction in staff needed on-call during sales/registrations**, freeing them to focus on driving added value to the business

Deliver a better customer experience

86%

Of respondents say their customers' **online experience improved** after using Queue-it

67%

Say they see **fewer customer complaints** for sales/registrations with Queue-it in place

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Cultivate trust with fairer sales

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80%

Of respondents say **their sales are fairer** with Queue-it

Get more meaningful insights into traffic

58%

Of respondents say their **insight into genuine & malicious traffic has improved** with Queue-it

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Get in control on your mission-critical days

Book demo

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