Queue·it

2024 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 2024, 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.

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Save more than just your website

On average Queue-it customers report a:

37%
Decrease in **server scaling costs**

33%
Decrease in **database scaling costs**

31%
Decrease in **bot mitigation costs**

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Get peace of mind on your busiest days

76%
Of respondents say running sales/registrations is **less stressful** with Queue-it

36%
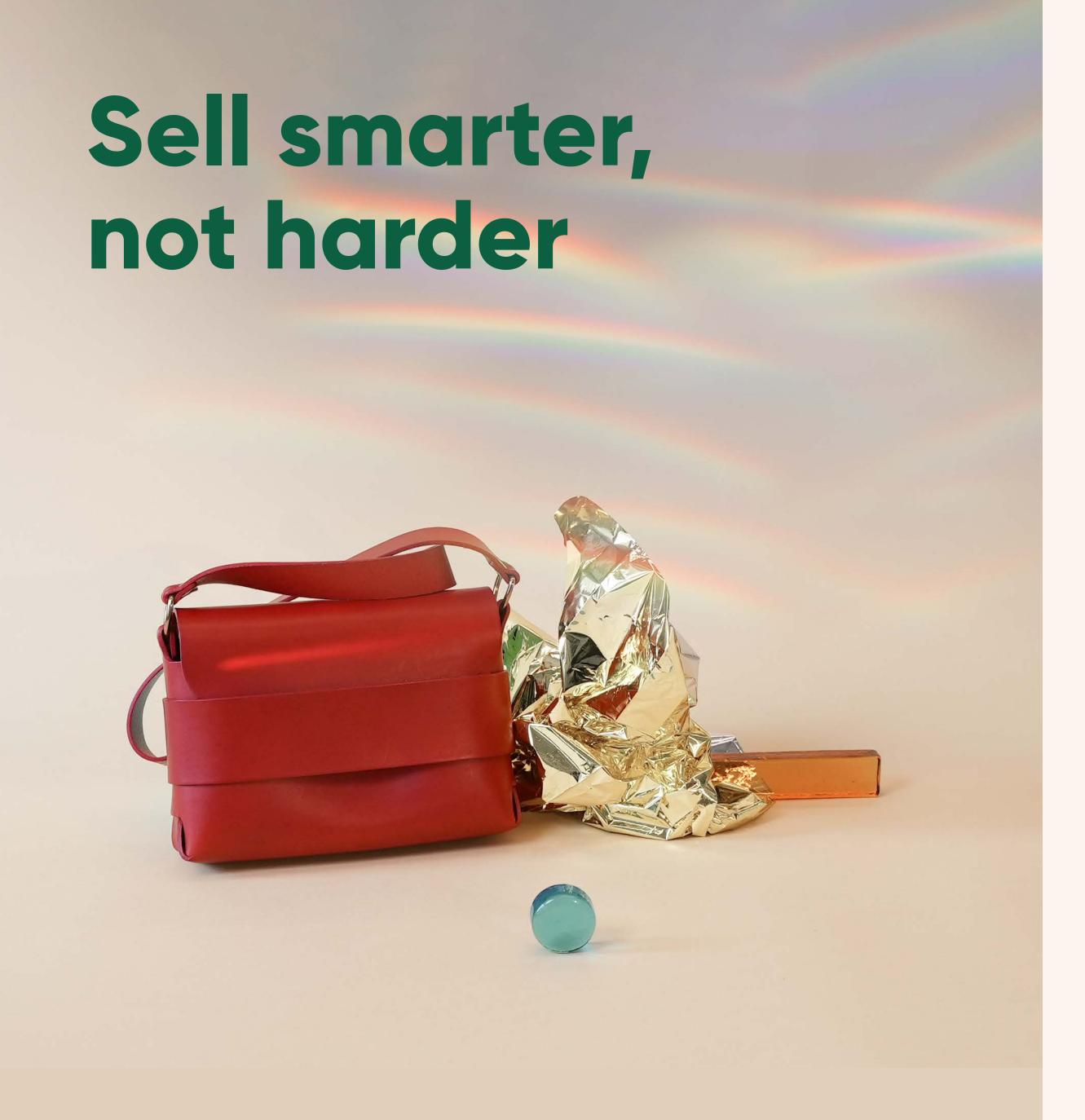Say their **time spent preparing** for a sale or registration **decreased** with Queue-it

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Capitalize on your sales success

47%
Of respondents say their **total revenue increased** with Queue-it

35%
Say their **conversion rate increased** with Queue-it

Sell smarter, not harder

85%
Of respondents say they **sell through product more efficiently** with Queue-it

48%
Average **reduction in staff needed on-call during sales/registrations**, freeing them to focus on driving added value to the business
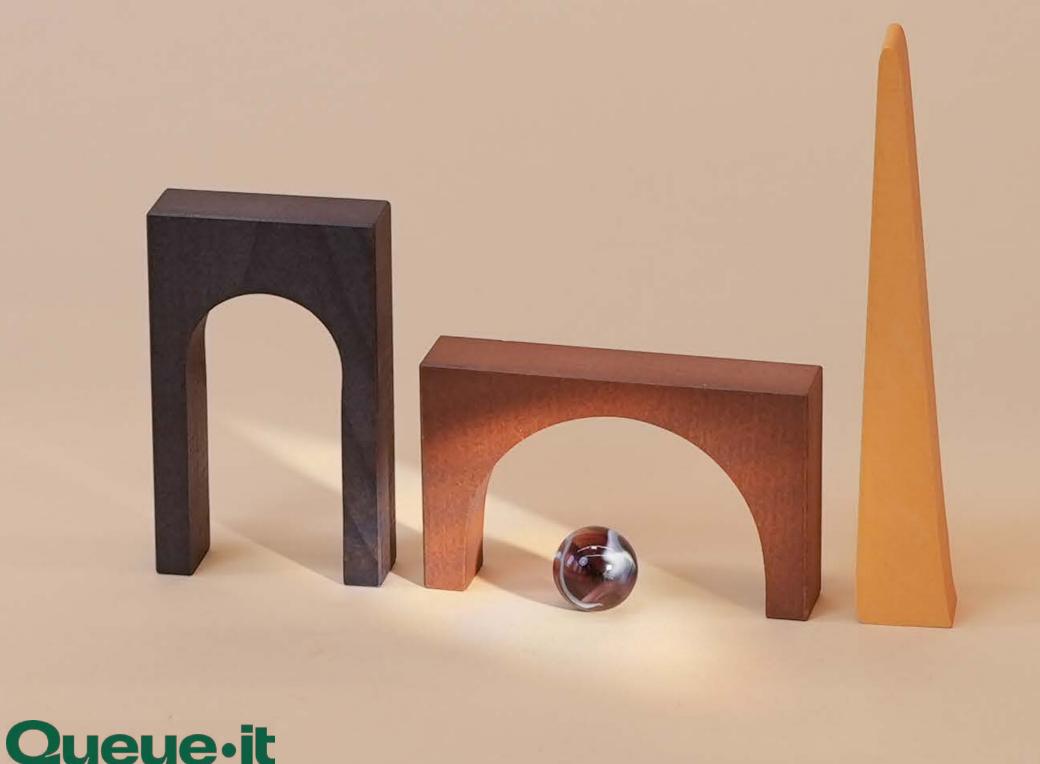
Deliver a better customer experience

84%
Of respondents say their customers' **online experience improved** after using Queue-it

81%
Say Queue-it **improved their site performance**

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Cultivate trust with fairer sales

85%
Of respondents say **their sales are fairer** with Queue-it

69%
Say they see **fewer customer complaints** for sales/registrations with Queue-it in place

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Ensure alignment on your biggest days

62%

Of respondents say **collaboration between technical and business teams improved** with Queue-it

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Get more meaningful insights into traffic

46%

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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