



# Meeting and exceeding service quality standards: a data story

*Microsoft Summit 2018*

May 22<sup>nd</sup>, Athens





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## NHS accused of 'crisis' after patients wait seven hours and ambulances queue at Cramlington hospital

Dozens of ambulances were seen queuing outside the £95m hospital as thousands of people faced delays for treatment, it has been claimed



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By [Michael Muncaster](#)

08:00, 10 JAN 2017

UPDATED 13:35, 10 JAN 2017

NEWS

## Air transport

### Passengers facing delays and long queues at some European airports

Holiday destinations such as Madrid, Lisbon and Mallorca affected amid shortage of border staff and tighter security checks

Rupert Steiner, Jon Henley, Jamie Grierson and Kim Willsher in Paris

Wed 2 Aug 2017 09.42 BST

f t e 1,650 2,350

This article is over 10 months old



▲ Passengers queue to check in at Schiphol airport in July. Photograph: Evert Elzinga/AFP/Getty Images



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### Brits spend 18 hours a year queuing

#### Visa Contactless study finds consumers plagued by queues

- British consumers queue for an average of 6.92 minutes per week
- 89% people have left a shop or business as a result of excessive queuing
- Londoners spend the longest time in queues averaging 9.11 minutes weekly
- Consumers believe demand outweighs retailers' ability to make a sale promptly
- Brits rarely complain despite excessive queuing

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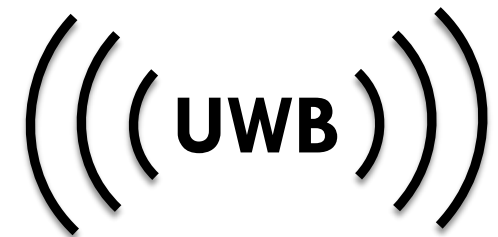


# Real-Time Location Tracking Systems

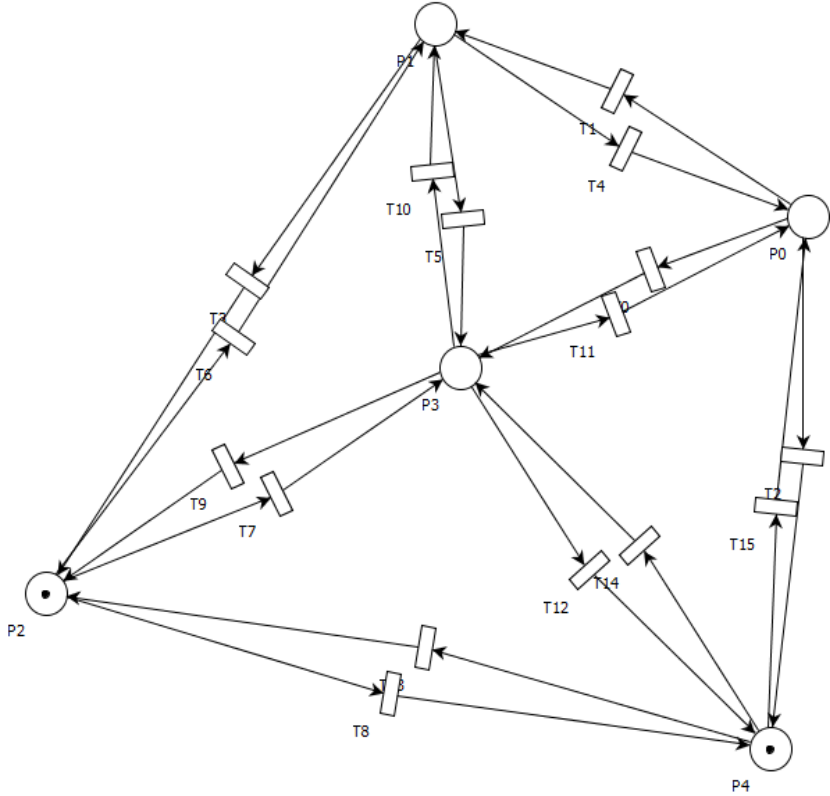
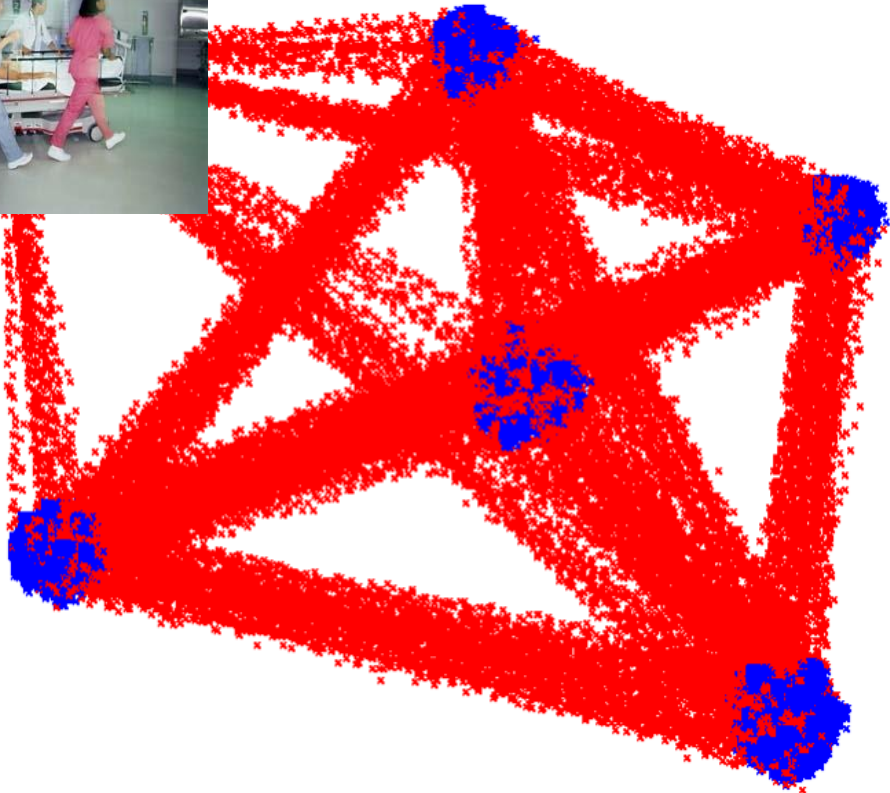
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Bluetooth™  
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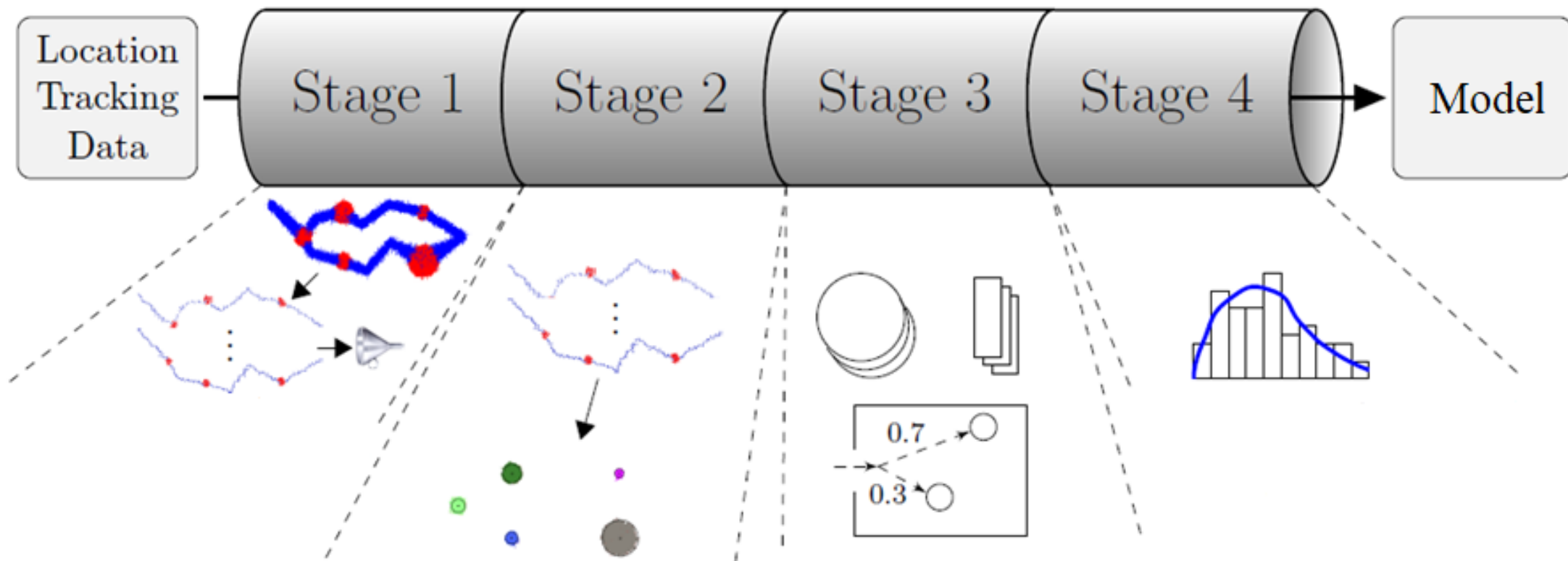


# The Model



# The Data Processing Pipeline

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**WHY**

**?**





# What do we gain?

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**Learn** Flow of customers and resources  
Quality of service  
Bottlenecks

**Monitor** Flow of customers and resources  
Quality of service

**Plan** Resource allocation

**Optimize** Resource utilization in real-time

**Predict** Quality of service

**Meet** Efficiently the quality of service requirements

# Applications





# Bank

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- Predict the number of cashiers required
- Learn and monitor customer service times
- Learn and monitor customer waiting times
- Predict suspicious activity based on service time



# Airport

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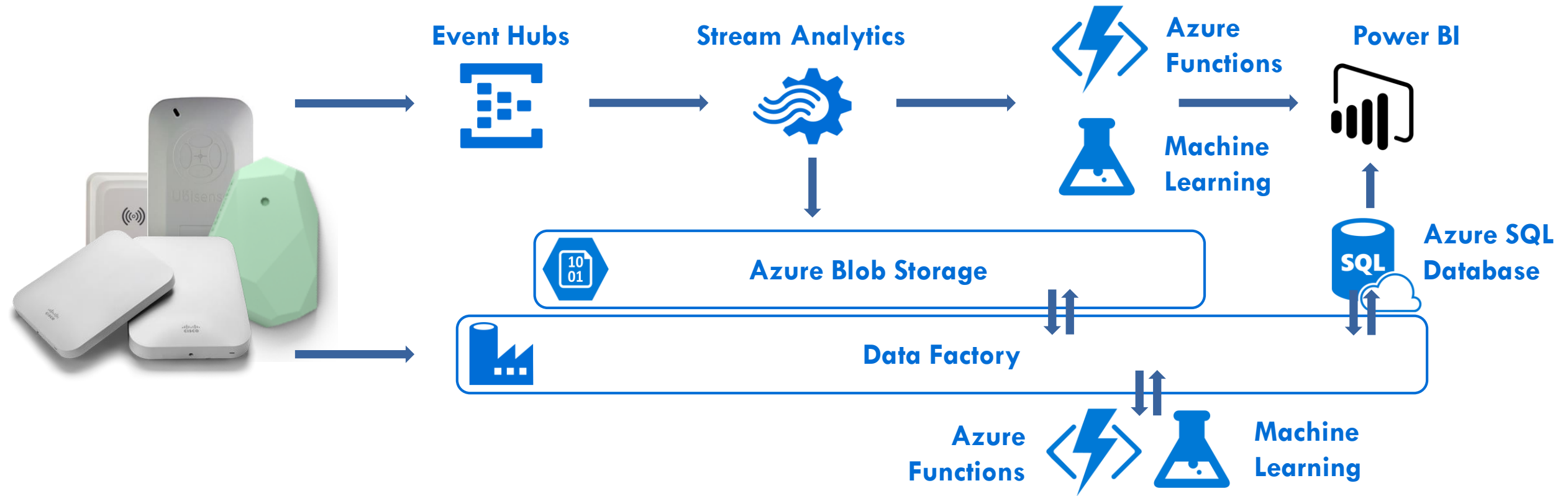


- Predict the impact of an passport control checkpoint
- Monitor passenger service and waiting times in real-time and automatically direct passengers to the optimal security and passport control checkpoint
- Learn areas which may cause congestion
- Predict the number of check-in desks required



# Azure AI Solution Architecture

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**SERVICE**



**Thank you**

**Logicom**  
Solutions