

Psychology of queuing: Six simple rules to improve customer experience

Moderator:

Rebecca Herberson, Tessitura

Presenters:

Christian Schoning

Queue-it



Distraction Free Zone

Please keep keyboard and other
distractions to a minimum



No Recording

No recording or broadcasts
of concurrent sessions

Queue•it

Psychology of Queuing

6 simple rules to improve
customer experience

Scan the QR code to
discover your
queuing preferences
while you wait





Christian Schoning

Head of Content &
Product Marketing



Queues aren't just a necessity—they're an opportunity

Traditional approaches to queuing are defensive in nature.

We think that's a shame.



How do you feel in these scenarios? You call a phone number and...

Scenario A

**Get a busy
dial tone**

Scenario B

**Connect & get
put on hold**

Scenario C

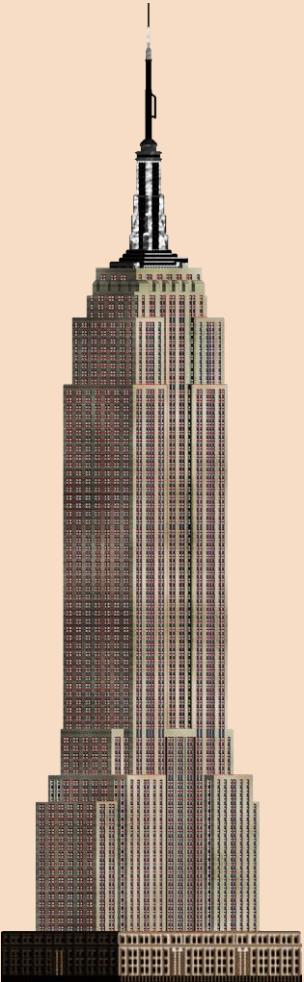
**Connect, get a
message, ETA,
queue number, &
callback option**

Queue psychology

It's not the length of
the line or the wait
that matters most.

**It's how people feel
while waiting.**

From engineering to psychology in New York City skyscrapers



New high-rises frustrate workers due to long waits for elevators



Building managers add a “progress” display to show the elevator is coming



Building managers add mirrors to elevators, letting people distract themselves

Queue psychology is all around us



Queue-it helps 500+ ticketing orgs & 120+ Tessitura members control their online traffic

DAILY VISITORS
75M

ANNUAL VISITORS
31B

FOUNDED IN
2010

THE OLD VIC

Glasgow life



LSO London Symphony Orchestra

National Theatre



Mayflower Theatre

The Metropolitan Opera

THE NATIONAL GALLERY

SYDNEY THEATRE CO

SOMERSET HOUSE

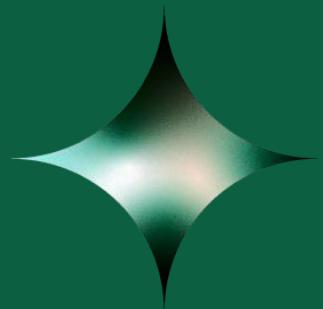
Starlight

Queue-it helps you build trust when the stakes are highest



Reliable

Keep your site online, fast & error-free 24/7 no matter the demand



Fair

Ensure fair access with first-in-first-out waits, randomization & bot mitigation



Transparent

Keep customers informed with clear wait info & real-time communication



Personal

Provide exclusive access to loyal customers & a custom waiting room for every sale

Queue psychology is just as relevant online



Queue psychology is just as relevant online

Please Wait

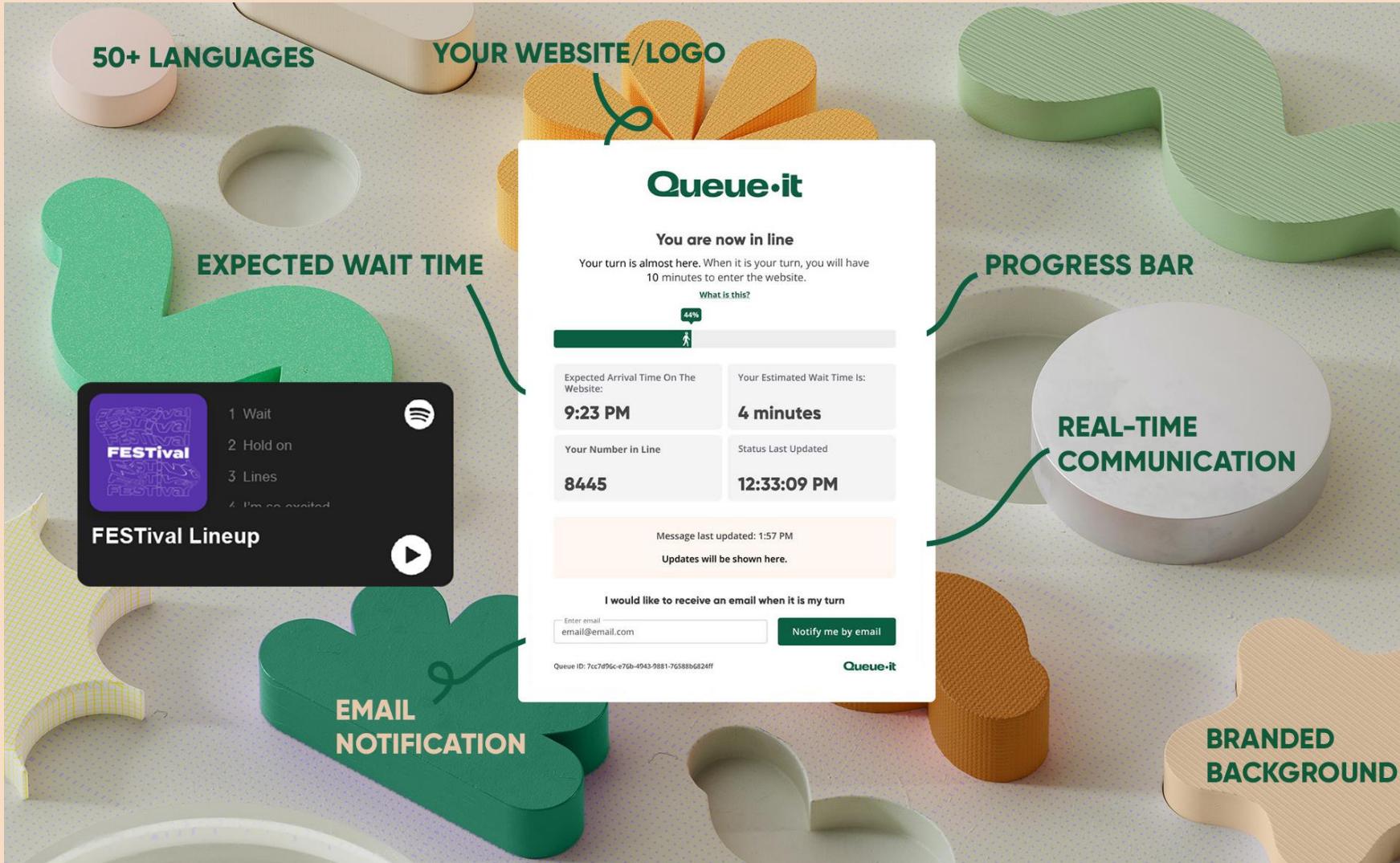
Due to high demand, you may have to wait longer than usual to access this site. We appreciate your patience.



What to expect: Please wait here. This page will refresh automatically to let you in.

If you'd like to try again later instead, you can exit and look for more information at [IRS.gov](https://www.irs.gov).

Queue psychology is just as relevant online



Queue psychology:

6 rules for building trust with better waits

Improved waits

4. Ensure
the wait is
fair

2. Get people
started & show
the wait is
finite

3. Reduce
stressors &
explain the
wait

1. Occupy
people's
time

6. Personalize
the wait

5. Build
anticipation

Improved waits

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the wait

Occupy people's time



What you can do

- Warmup acts & music
- Event information & trivia
- Apps for food & drink orders
- Call-back options for customer service

What Queue-it customers do

- Allow visitors to do what they want while they wait
- Embed content on waiting room
- Answer common questions & ensure customers are prepared



Big Band Christmas

An Exciting Concert Featuring The Vancouver Groove Orchestra
Opening Act: Award Winning Semiahmoo Grade 12 Jazz Band



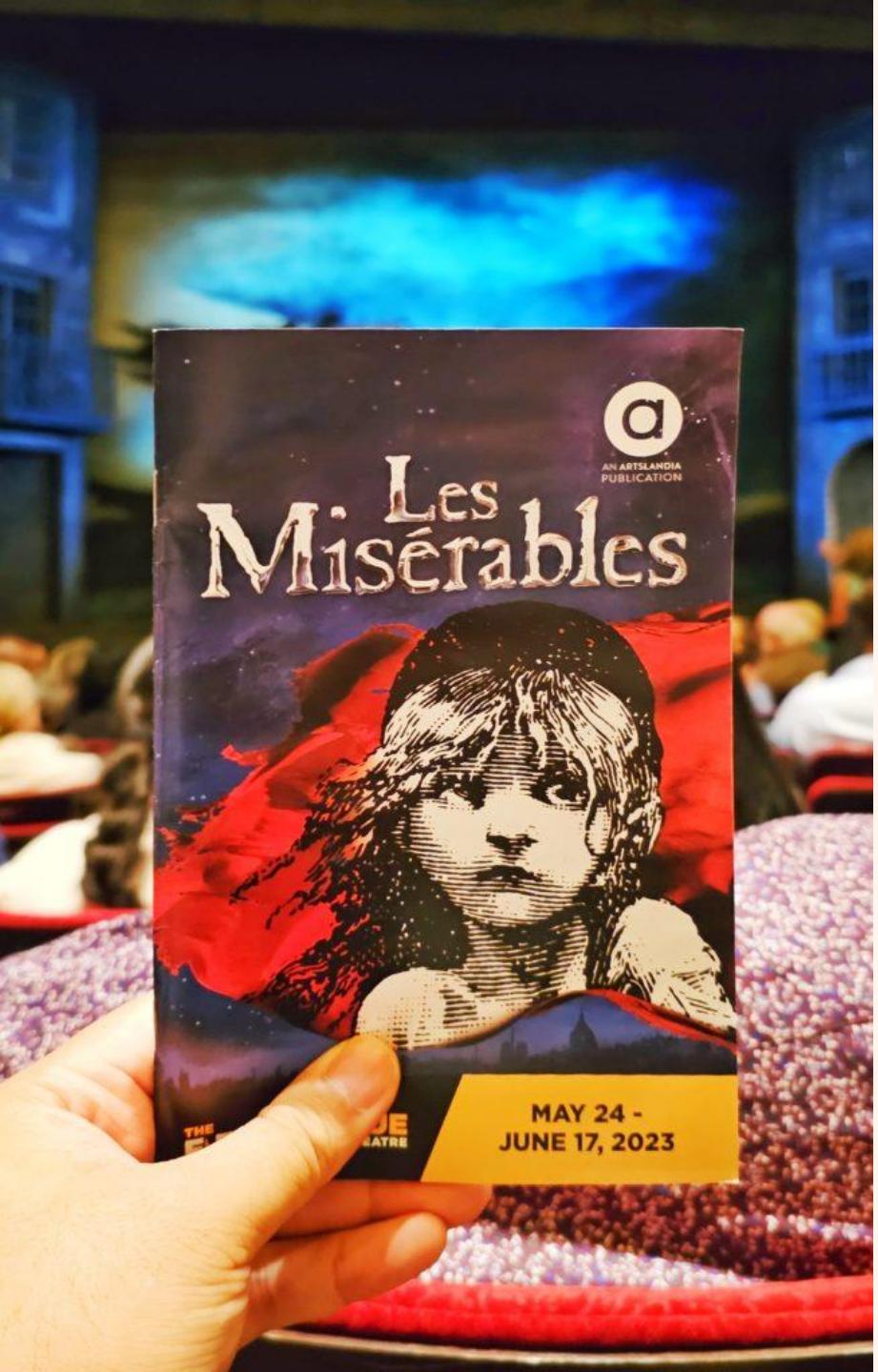
VGO

Friday, December 18th at 7:30pm
Mount Olive Lutheran Church
2350 - 148th Street, Surrey

TICKETS: \$20 AVAILABLE AT THE DOOR
or in advance at: vancouvergroove.com (Seniors/Students \$15)

SPONSORED BY

RHR
ROCK HILTON REALTY™
604.2090.800
RockHiltonHomes.com



Three screenshots of a mobile app for ordering drinks at the Wang Theatre. The first screenshot shows a summary of the order: 1 Vodka + Redbull, 1 Long Island Iced Tea, and 2 Budweiser. The subtotal is \$34, service fee is \$1, tax is \$2, and the total is \$46.8. The second screenshot shows a detailed view of a vodka order, allowing selection of Stoli or Smirnoff vodka, Well mixer, and Neat. The third screenshot shows a menu with categories like Fixed Drinks, Popular Cocktails, and Hots, with various drink options and prices.

Young Vic

You can close this page without losing your place in the queue.

Changing Destiny and Best of Enemies - Booking Now Open

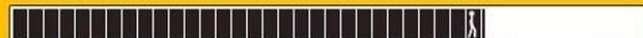
You're queuing to purchase tickets for *Changing Destiny* and *Best of Enemies*. If you are a wheelchair user and wish to book tickets for *Best of Enemies*, please contact the Box Office on 020 7922 2922.

Whilst demand is extremely high for tickets, our website operates an automatic queuing system.

Once you have tickets in your basket you'll have 10 minutes to complete your transaction.

Tickets for *Klippies*, *AI*, broadcast performances of *Changing Destiny*, or *Taking Part* productions will go on sale later in the year. Currently, there are no more tickets available for our rescheduled production of *Hamlet*. Please join our [mailing list](#) to be the first to hear about ticket releases.

[What is this?](#)



Number of users in queue ahead of you: **1758**

Your estimated wait time is: **4 minutes**

 Status last updated: 00:33:50

Message last updated: 00:33

This is a test message.

Twitter

Check out our Young Vic twitter feed and be the first to read news

Tweets from @youngvictheatre

 Young Vic (Passing Strange ...  @youngvictheatre · 13h

I want to watch a musical

  6 

 You reposted

 Young Vic (Passing Strange ...  @youngvictheatre · May 7

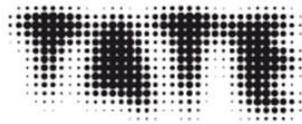
new look

Watch while you wait

Learn about *Taking Part*: the department that is "buried deep in the DNA of this organisation" in this conversation between YV Artistic Director Kwame Kwei-Armah and Director of *Taking Part* Shereen Jasmin Phillips. For more from videos from the Young Vic, head to our [YouTube channel](#) and subscribe.



Entertaining wait with embedded X feed & YouTube video



You're in a queue for tickets

Tickets for Yayoi Kusama: Infinity Mirror Rooms are now available.

In the meantime, enjoy browsing our selection of art prints, books, fashion and more on shop.tate.org.uk.

Enter the code KUSAMA10 in the basket when you checkout with anything from our [online gift shop](#) and get 10% off. Limited time offer only until midnight Sunday. Shop now!

Number of users in queue ahead of you: **1758** Your estimated wait time is: **4 minutes**

Please notify me when it is my turn:



Notify me by e-mail

[What is this?](#)

Queue ID: 74a0e6c2-352f-4b59-9885-a803669e6afb

Queue-it

"The feedback on Queue-it has been kind of overwhelmingly positive. It's anecdotal, but I've seen tweets and emails from people that said 'Thanks, it was a really great experience.' Or, you know, 'I got the ticket I wanted and I loved the give us your email feature.'"

JON HAWORTH, SR. COMMERCIAL SYSTEMS MANAGER



Improved waits

4. Ensure
the wait is
fair

2. Get people
started & show
the wait is
finite

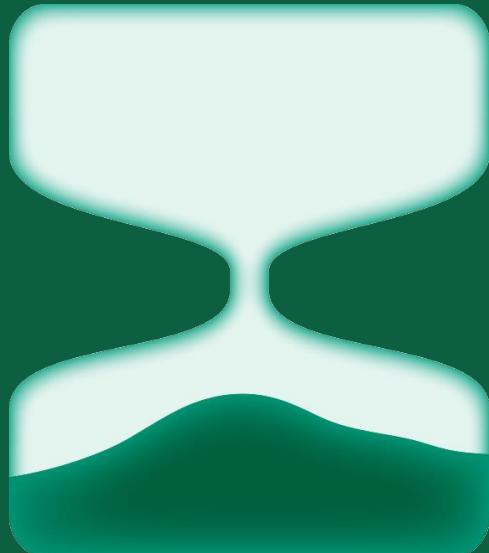
3. Reduce
stressors &
explain the
wait

1. Occupy
people's
time

6. Personalize
the wait

5. Build
anticipation

Get people started & show the wait is finite



What you can do

- Sign-ups for event notifications
- Pre-sales
- Countdown timers
- "Almost there" signs
- Communicate before the event
- Provide estimated wait times

What Queue-it customers do

- Use countdown timers
- Use progress bars
- Provide estimated wait times
- Provide event materials

14:29 London St Pancras Exp 14:44
Calling at: London Junction, East Croydon, Purley

3rd 14:51 Moorgate On time

14:36:00

STAND-BY

ENTRANCE

WAIT TIME
45
MINUTES

BIG CITY MUSEUM

**WAIT TIME
30 MINUTES
FROM THIS
POINT**



Tickets

Lineup

Info



FESTival

FESTIVAL
FESTIVAL
FESTIVAL

**Ticket sale for FESTival
2023 starts in 47:01**

Let customers
“get started”
before the
onsale with a
pre-queue &
countdown timer

FESTival

Show progress
& estimated
wait time

You're 7 minutes away
from the biggest live
music event of the year

Let fans prepare for
the event with FAQs

FREQUENTLY ASKED QUESTIONS

Why am I in a queue?

Tickets for this event are extremely popular, so we've used Queue-it's virtual waiting room to ensure fair access, block bots & keep our site running smoothly. You'll experience a short wait, then be flowed to the sale page for purchase.

How is my position in queue determined?

What do I need to purchase a ticket?

Improved waits

1. Occupy
people's
time

2. Get people
started & show
the wait is
finite

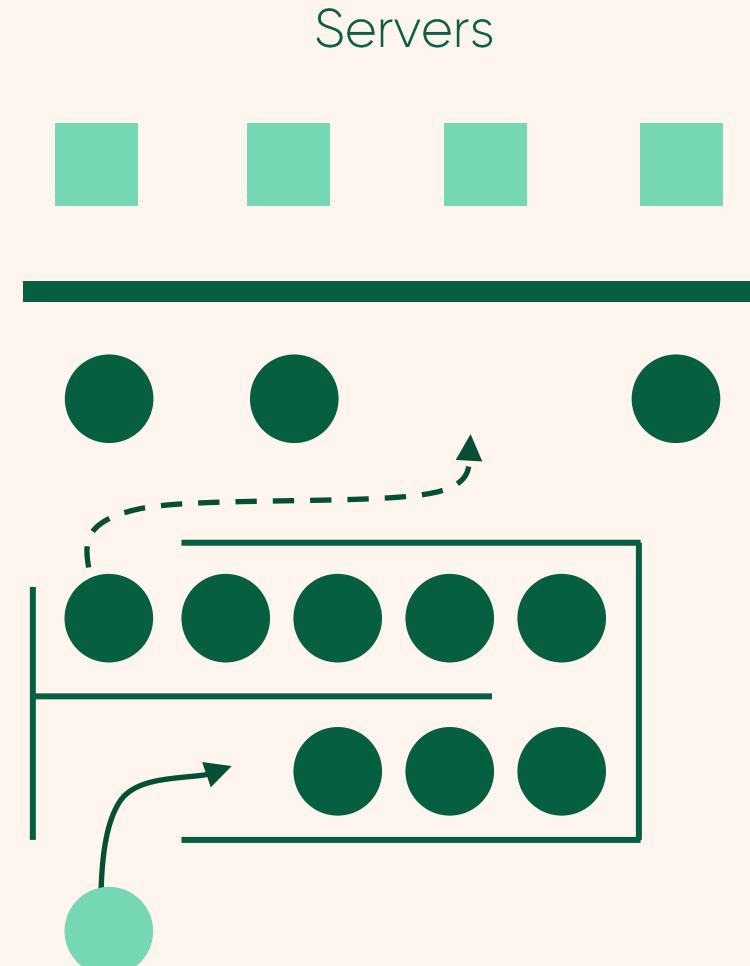
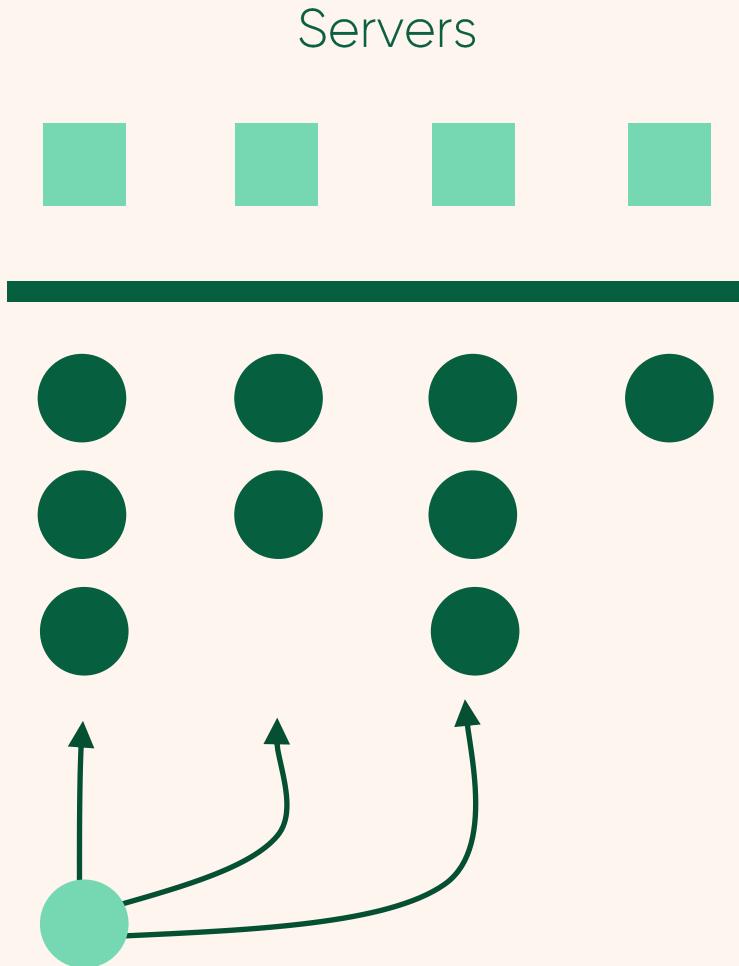
3. Reduce
stressors &
explain the
wait

6. Personalize
the wait

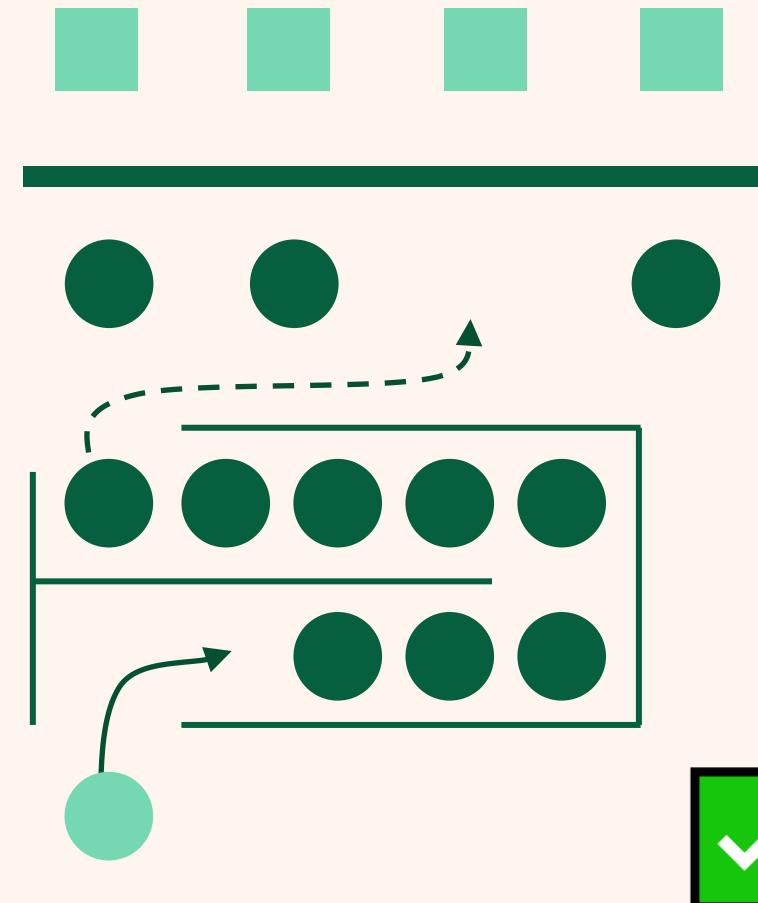
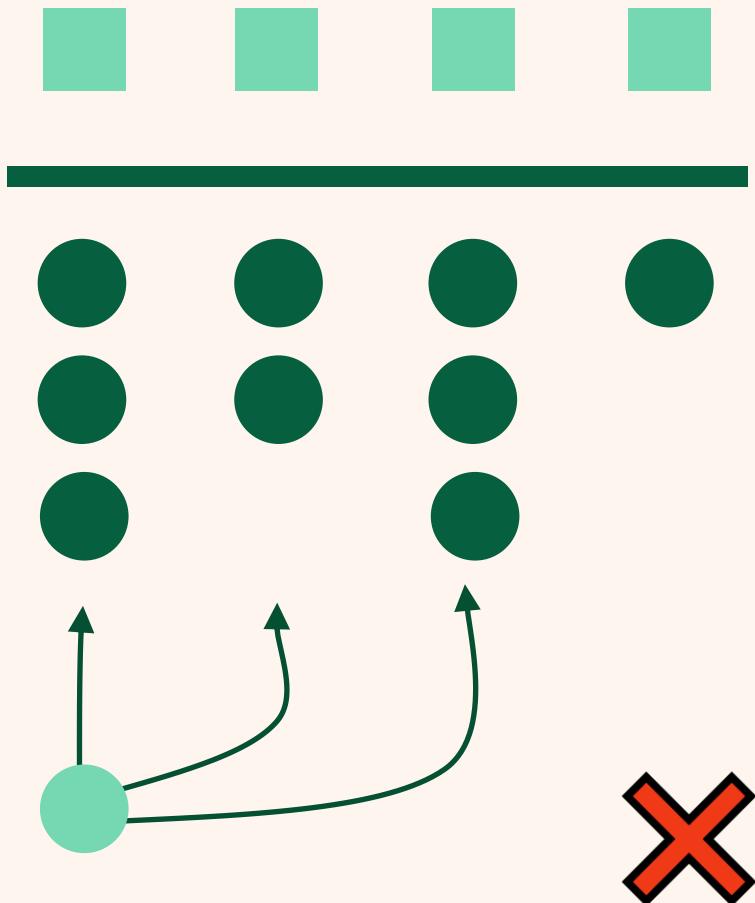
5. Build
anticipation

4. Ensure
the wait is
fair

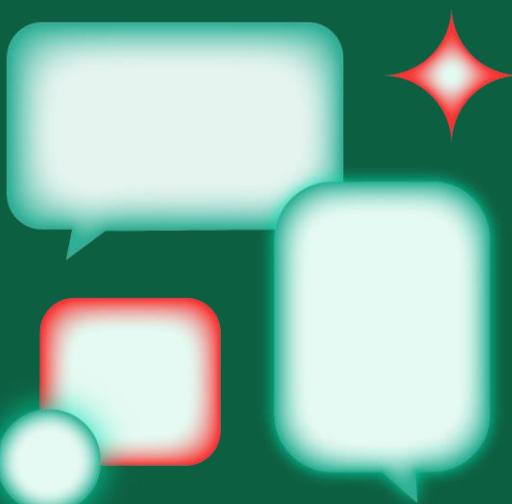
Which style of queue do you prefer?



Research shows single, snaking lines are better than multiple queues



Reduce stressors & explain the wait

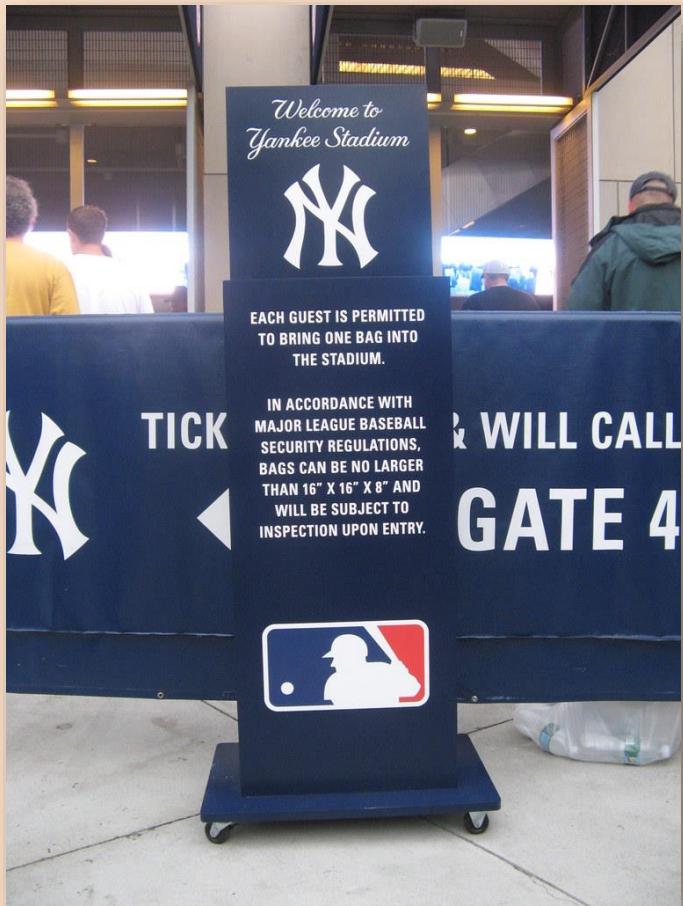


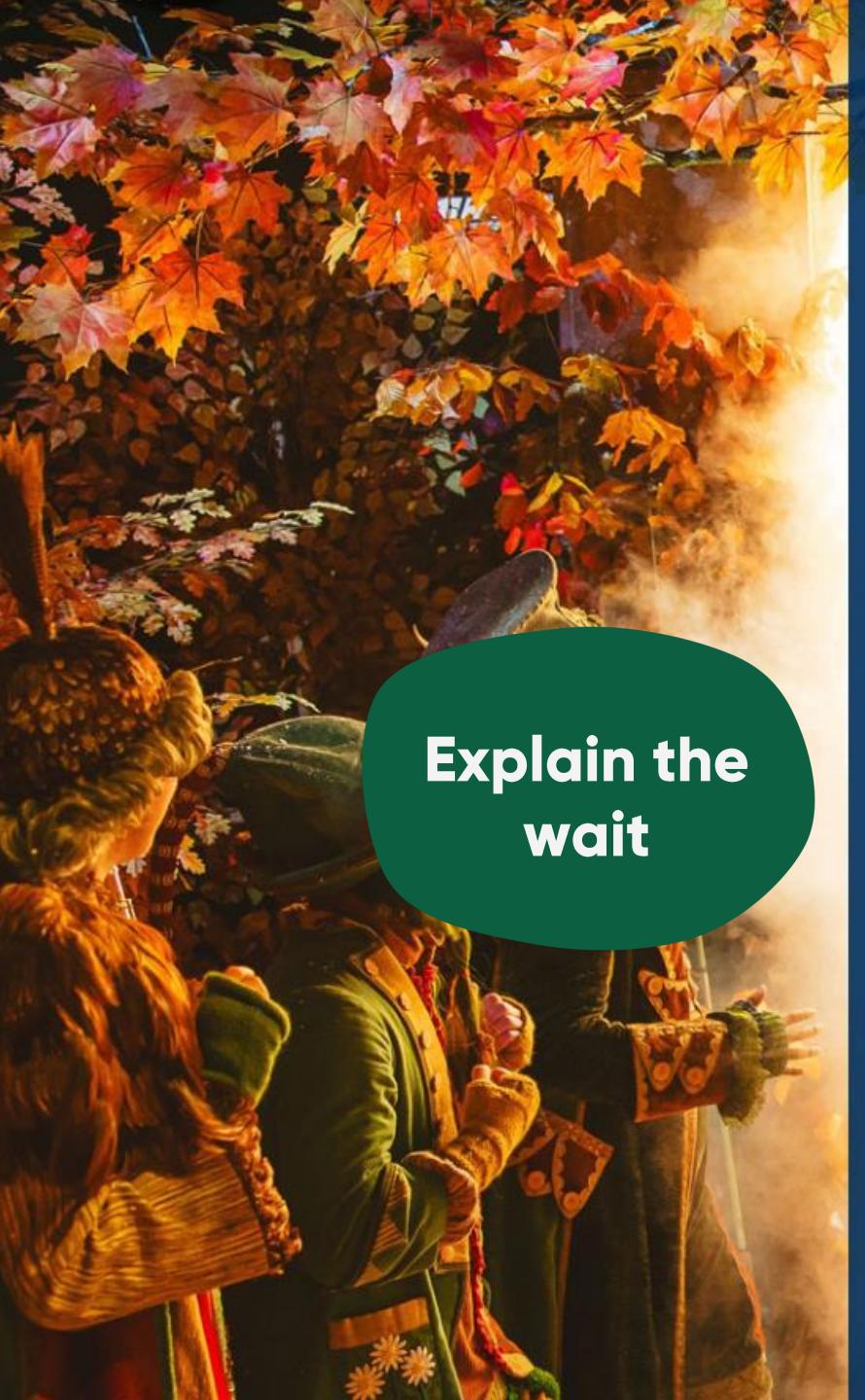
What you can do

- Explain the reason for the wait & any delays
- Communicate how the process works
- Avoid multiple queues
- Address anxieties

What Queue-it customers do

- Explain the reason for the wait
- Provide real-time updates
- Allow room for error
- Give customers ample time





Lapland^{UK}

Oh my, it's a little bit busy here!

Number of users in queue ahead of you: **1758**



Status last updated: 03:32:09

A lot of Human Folk are trying to access their My Lapland account at the moment, so we've put you into a virtual queue.

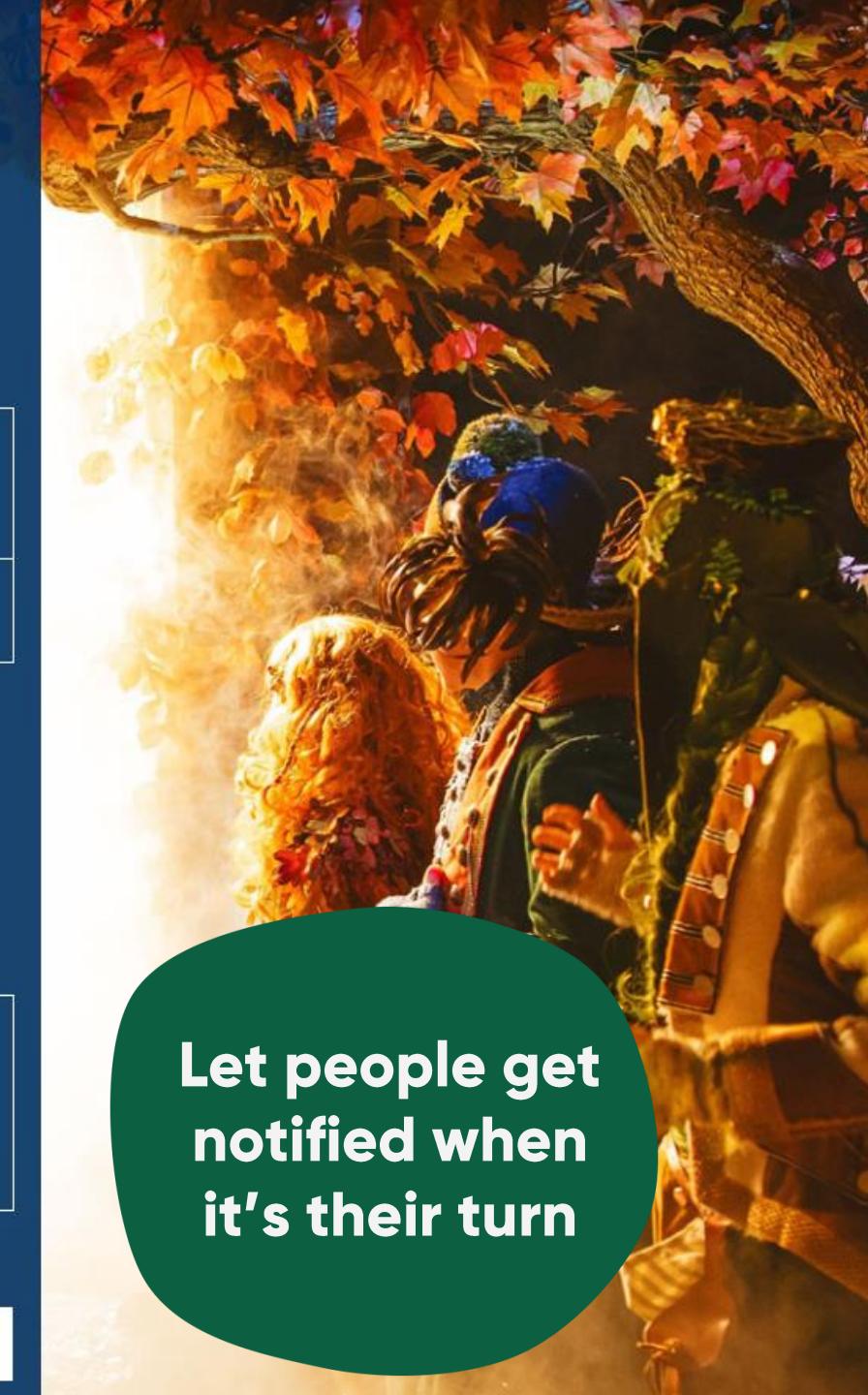
You will be automatically taken through to your account when you get to the front.

Message last updated: 03:32

This is a test message.

example@email.com

[Notify me by e-mail](#)

This block contains a screenshot of a website for "Lapland UK". The page has a dark blue background with a large, stylized "Lapland" logo at the top. Below the logo is a message about a queue. A green speech bubble on the left side of the page contains the text "Explain the wait". The website includes a progress bar for the queue length, a status update, and a message about being put into a virtual queue. At the bottom, there are email links for contacting support or receiving notifications.

Keep real-time
communication
flowing to your
customers

Answer
common
questions

You're in the queue!

Thank you for your patience during today's
record-high demand.



Live update: All ticket types currently
remain available.

Once it's your turn, you'll have 20 minutes to select tickets and
begin to purchase. Entering/exiting the queue does not
guarantee the ability to purchase.

Queue ID: 6e3b6209-1fc7-4419-8b0d-8a2fb97a169a



Frequently-asked questions:

How will the queue work?

The queue for tickets will open at 10 AM ET. Once it opens, visitors already on this page will be randomly assigned a place in line. Any visitors who join after 10 AM ET will be placed at the current end of the line. Once in the queue, please do not hit refresh or back.

When it is your turn, you will automatically be redirected to our Orlando Informer Meetup website. **Please note, as tickets are very limited, entering the queue does not guarantee the ability to purchase.**

What tickets go on sale today?

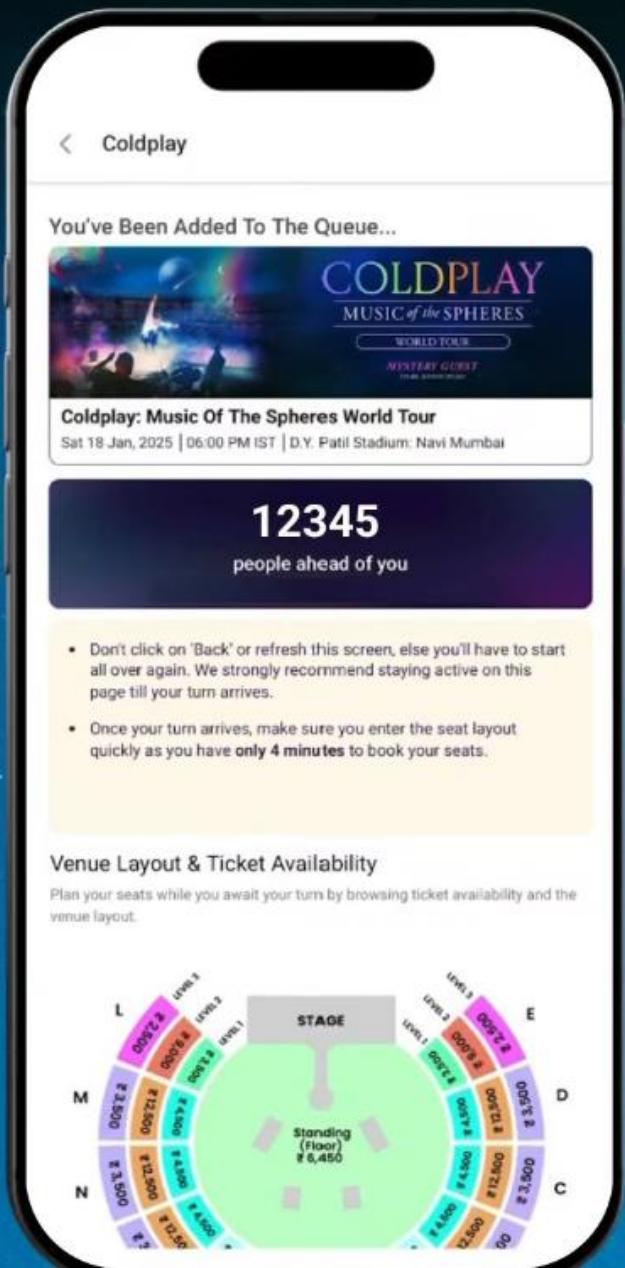
Orlando Informer Meetup

Friday and Saturday, February 28 and March 1, 2025

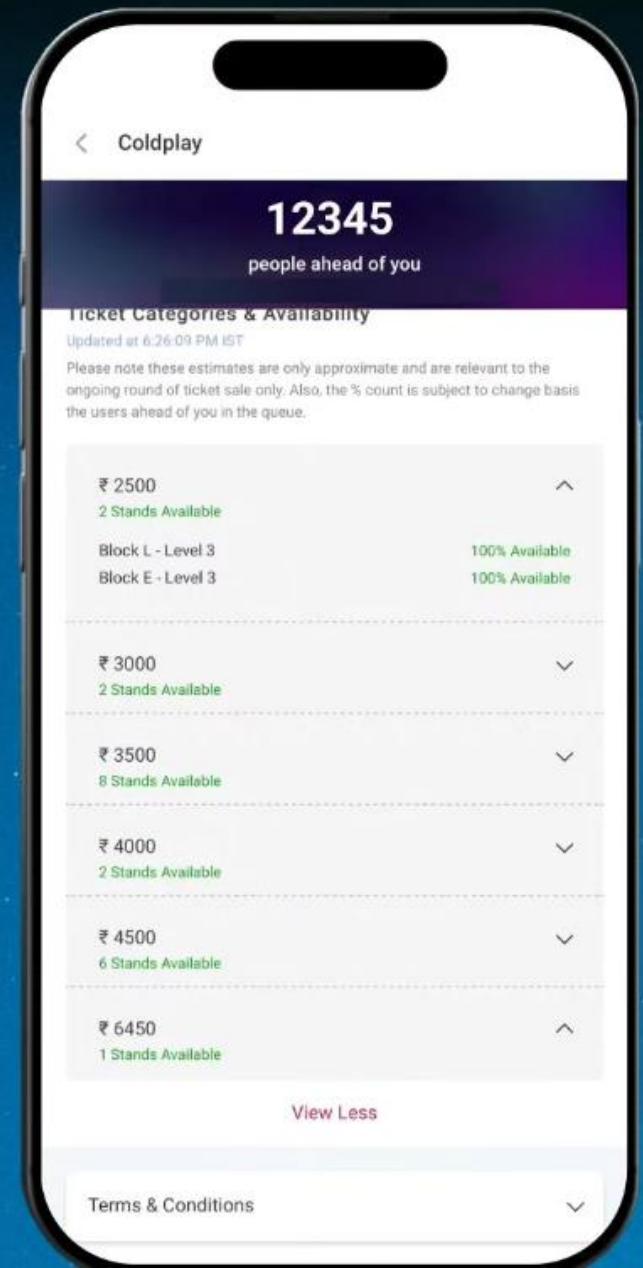
Friday or Saturday — one night: \$250.35 (includes processing) + tax

Friday and Saturday — two night Early-Bird: \$399.96 (includes processing) + tax

While you're in the queue, you will see the number of people ahead of you.



Periodic updates on the % of tickets available per category will also be visible.



Improved waits

4. Ensure
the wait is
fair

2. Get people
started & show
the wait is
finite

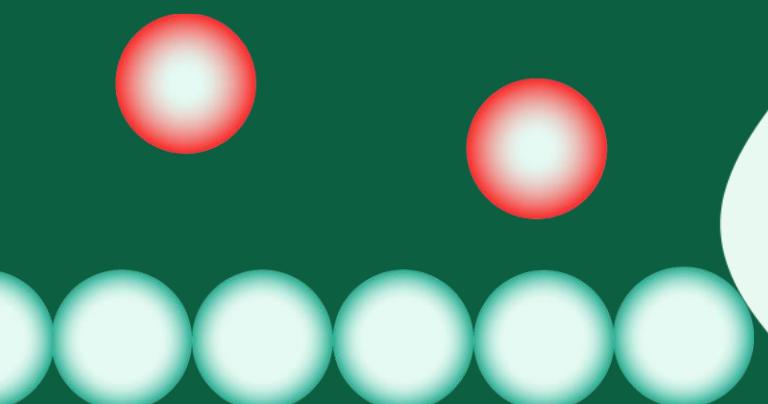
3. Reduce
stressors &
explain the
wait

1. Occupy
people's
time

6. Personalize
the wait

5. Build
anticipation

Ensure fair access & no cutting in line



What you can do

- Block bots & scalpers
- Ensure first-in-first-out (FIFO) queues
- Use staff, barriers, etc. to ensure fair use of queues
- Explain differences in treatment

What Queue-it customers do

- Fair & secure queue
- FIFO queues & randomization
- Bot & Abuse Protection

Ticket bots in the U.K.

£145M

Additional cost for fans due to ticket touts

20%

Of tickets sold end up on secondary markets

4th

**The United Kingdom is the fourth
biggest global target for bots**



B8

Boarding Sequence

Boarding now

PRIORITY

GROUP 1

EUROBONUS DIAMOND
EUROBONUS GOLD
STAR ALLIANCE GOLD

Please prepare

PRIORITY

GROUP 2

SAS PLUS

Please stay seated

GROUP 3 4

Please stay seated

GROUP 5

PAY FOR CARRY-ON

B8

NEXT FLIGHT

SK793

NICE

SK2864

11:05

BERGEN

Boarding

12:40

SAS

Boa

Boarding n

PRIORITY

GROUP

EUROBON

EUROBON

STAR ALL

B8

NEXT FLIGHT



Thursday, March 28 1:23 pm | Gate: **B31**

Omaha, NE 529
Departs: 1:50pm (On Schedule)

Pre-boarding

Pre-boarding order:



**Customers
with
disabilities**



**Active
military
personnel**



**United
Global
Services®**



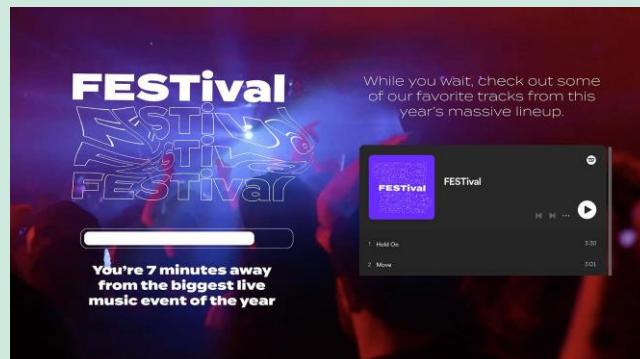
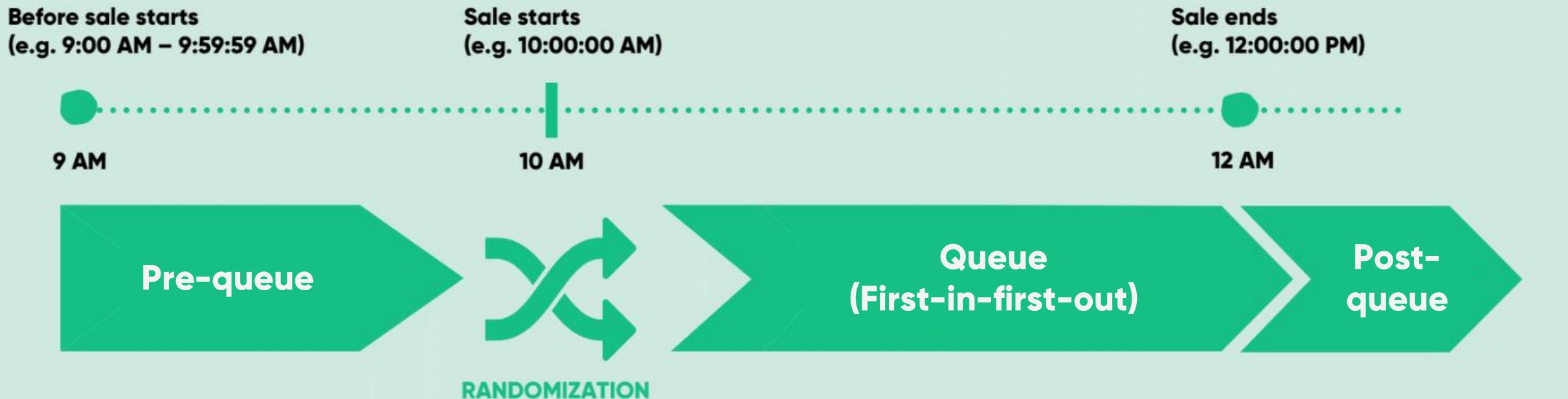
**Families
with children
age 2 and
under**



**Premier
1K®**

Next departure at this gate: Washington, DC | 5:30 pm | 2135

Queue-it's fair mechanism for onsale access



Additional terms & conditions

Beyond The Valley



28 Dec 23
- 01Jan 24

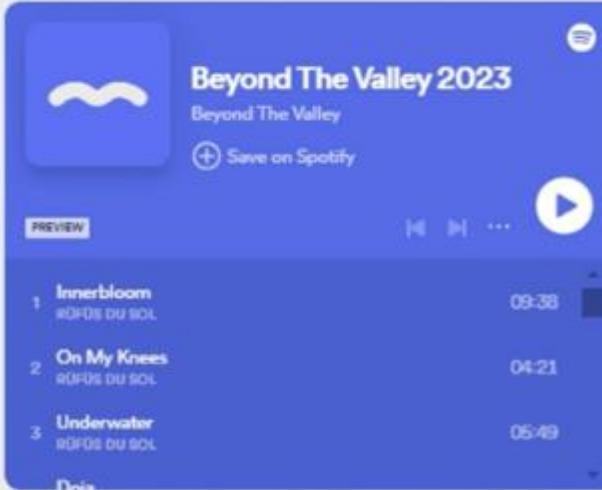
Boronia Park, Victoria
Waterrumurra & Eastern Moorland

You are currently in the queue for
Beyond The Valley 2023

When your turn comes up, you'll have a 15-minute window to access the website and purchase your tickets. Please make sure you have all the necessary payment information ready, including personal details and an emergency contact for each ticket holder.



Status last updated: 14:26:57



Running fairer onsales with Megatix

“It always bothered us seeing ticketing companies using ‘queuing solutions’ that are just holding pages, which aren’t real queues.”

“The Queue-it approach of randomizing visitors, then running a first-in, first-out queue is a **fairer and more predictable process**, which is crucial to us, our clients, and their customers.”



ROSHAN ODHAVJI, CO-FOUNDER AND CEO



Improved waits

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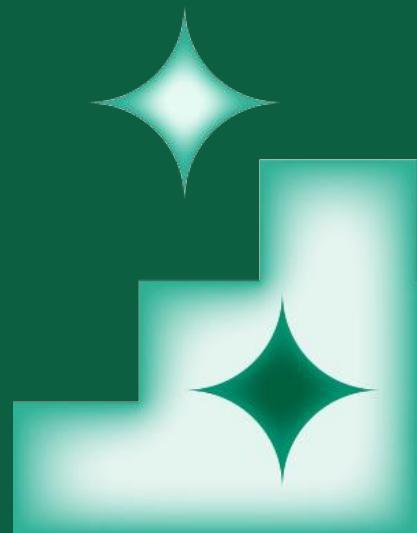
3. Reduce
stressors &
explain the
wait

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people's
time

6. Personalize
the wait

5. Build
anticipation

Build anticipation & hype



What you can do

- Give fans teasers
- Communicate before the event
- Share the excitement

What Queue-it customers do

- Use the language of hype
- Show the product/event
- Engage fans while they wait







Guys and Dolls
2025





Use the
language of
hype &
anticipation

hunkemöller

A PARTY WITHOUT A
QUEUE IS NOT WORTH
GOING TO!

Thank you for your patience!

Due to popular demand, we've had to place you in a digital waiting line. Below you can see when it is your time to shop!

Just wait for: 5 MINUTES

You can close this page without losing your place in line.

Notify me when it's my time to shop:

Email address

NOTIFY ME VIA EMAIL

Queue ID: 29cdfc04-2bfc-4118-9b1a-15ab80561b65 [What is this?](#)

Queue.it

Remind fans
what they're
queuing for

Bell
présente

FEQ

LINE COLLABORATION
Coors LIGHT



You are now in line

You are in line for the sale. When it is your turn, you will have 10 minutes to enter the website.



Number of users in line ahead of you: **1758**

Status last updated: 1:56:53AM

Message last updated: 1:56AM

This is a test message.

Queue ID: 83e71cf5-4125-4613-83c2-1150a9ff0313

Queue-it

**Engage customers
by embedding
quizzes on your
queue page**



You are now in line to discover the psychology behind queuing

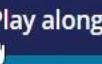
Scroll down & click "play along" to test your own queuing preferences
while you wait

The line is paused.



Queue ID: a66b2892-d4e3-490c-b1f0-cc446bb76f18

Queue-it



The content above is part of your waiting experience. Engaging with it will not
impact your position in line.

Queue-it

While you wait...

Explore your preferred way to wait & discover just how
different queues can be



Improved waits

4. Ensure
the wait is
fair

2. Get people
started & show
the wait is
finite

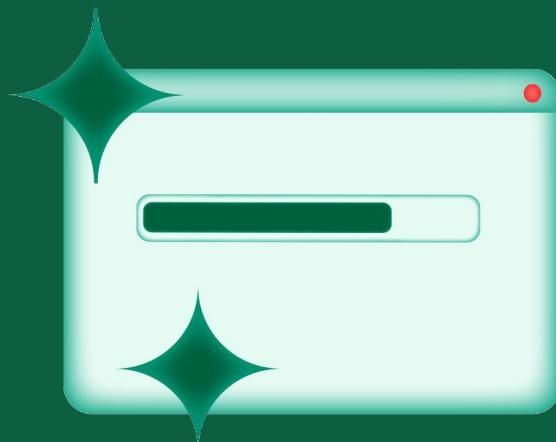
3. Reduce
stressors &
explain the
wait

1. Occupy
people's
time

6. Personalize
the wait

5. Build
anticipation

Personalize the wait experience



What you can do

- Run a membership or loyalty program
- Personalize recommendations
- Tailor messaging & access

What Queue-it customers do

- VIP queues for members & true fans
- Exclusive queues for accessibility
- Match their brand's look & feel

SKIP THE QUEUE

GET THE BEST SEATS IN THE HOUSE
WITH PRIORITY BOOKING

TICKETS



Picture
house
MEMBERSHIP

PICTUREHOUSES.COM/MEMBERSHIP OR ASK AT THE BOX OFFICE

EXECUTIVE MEMBERSHIP

£65 PER YEAR

ADVANCE EMAIL NOTICE OF SHOWS COMING

NO QUIBBLE REFUND - IF YOU CANNOT MAKE IT, RECEIVE
A REFUND UP TO 7 DAYS BEFORE A PERFORMANCE (MAX
6 TICKETS)

MEMBERS BOOKING LINE - A DEDICATED LINE

PRIORITY BOOKING - BEFORE ANYONE ELSE!

TICKET DISCOUNT - GET £6 OFF YOUR TICKET ON TOP TWO
PRICE BANDS FOR SOME SHOWS

BAR DISCOUNT - GET 10% OFF YOUR DRINKS

20% DISCOUNT ON A PAIR OF TICKETS AT SELECTED
PRESS NIGHTS



TAP INTO
LUXURY

Order your favourite menu items
directly to your seat

ORDER NOW
ONLINE

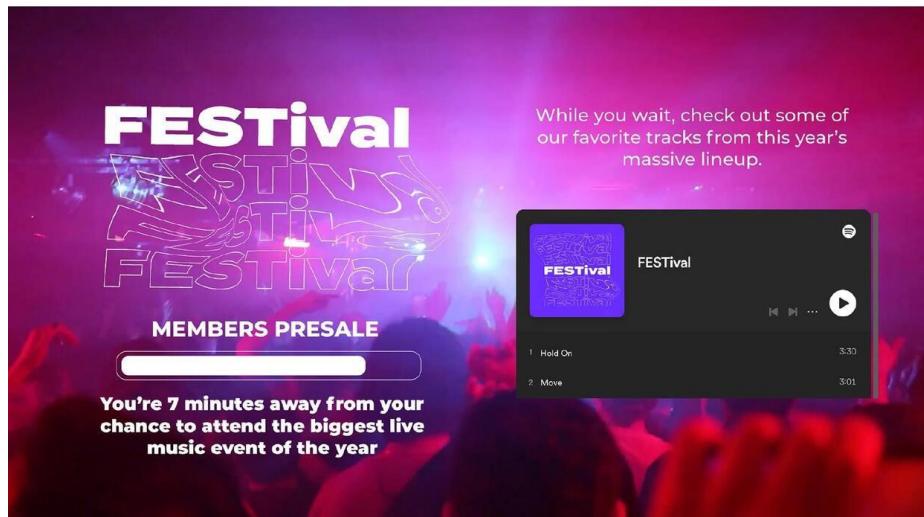
EVENT | GOLD CLASS

Personalize the wait with early & exclusive access

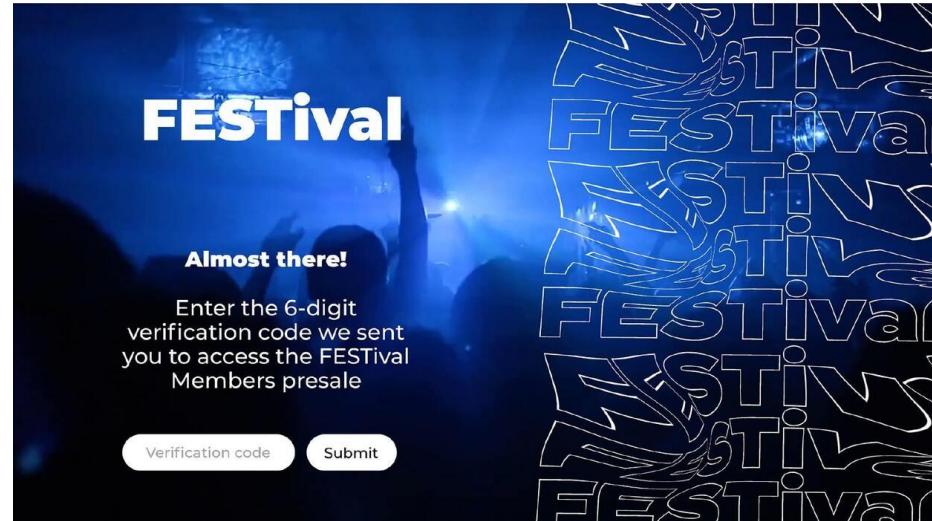
Fans open their invite & enter their email



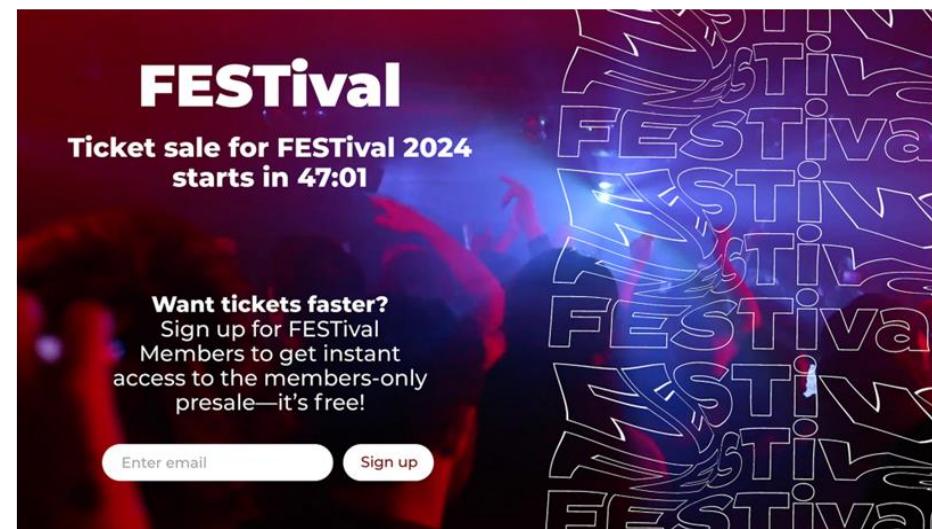
Fans enter the queue & access the onsale



Queue-it verifies they're on the invite list



OR drive sign-ups with a "queue fast pass"



Give your
best
customers
the best
experience

WELCOME VIPS

Rejoice, because things are about to get started.

Number of people in line in front of you

1758

[What is this?](#)

You will be let in about

4 minutes

Once you get through the queue, you have 90 minutes to place your order. We look forward to seeing you there.

bedro netter

BLACK FRIDAY
TYVSTART

Queue ID: 99b987b8-0c0d-4200-971e-63ede663dccf

Queue-it

Tiered access for members & disabled fans

Who

Premier League club selling season tickets to home games

Challenge

Giving disabled members & loyal members first access when resale potential is high



Four onsales, four groups of members

Onsale 1

Disabled members
who attended
10+ games
previous season

2k invitations sent

Onsale 2

All disabled
members

1.2k invitations sent

Onsale 3

Members
who attended 10+
games previous
season

25k invitations sent

Onsale 4

All Members

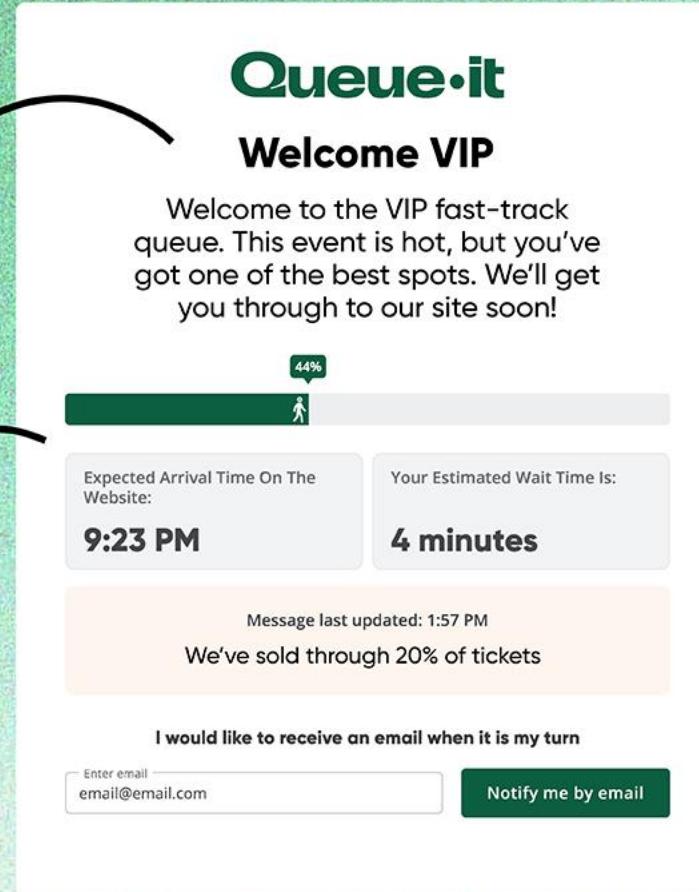
75k invitations sent

Summary:

Design
waits that
build trust
with queue
psychology

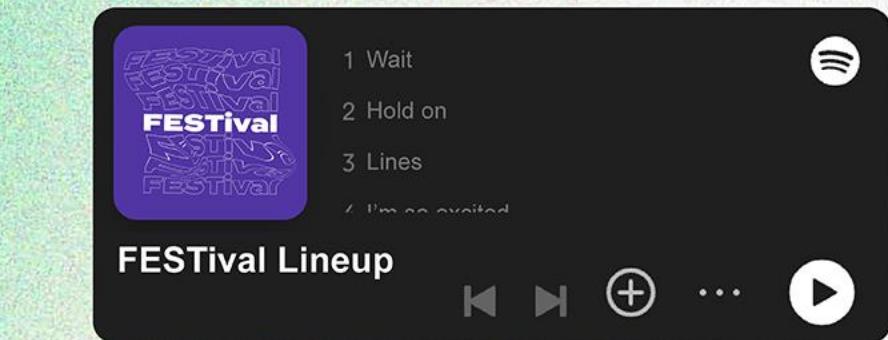


Personalize the wait



Let people get started & show the wait is finite

Explore this year's lineup while you wait



Build anticipation

FREQUENTLY ASKED QUESTIONS

Why am I in a queue?

How is my position in queue determined?

What do I need to purchase a ticket?

Reduce stressors & explain the wait

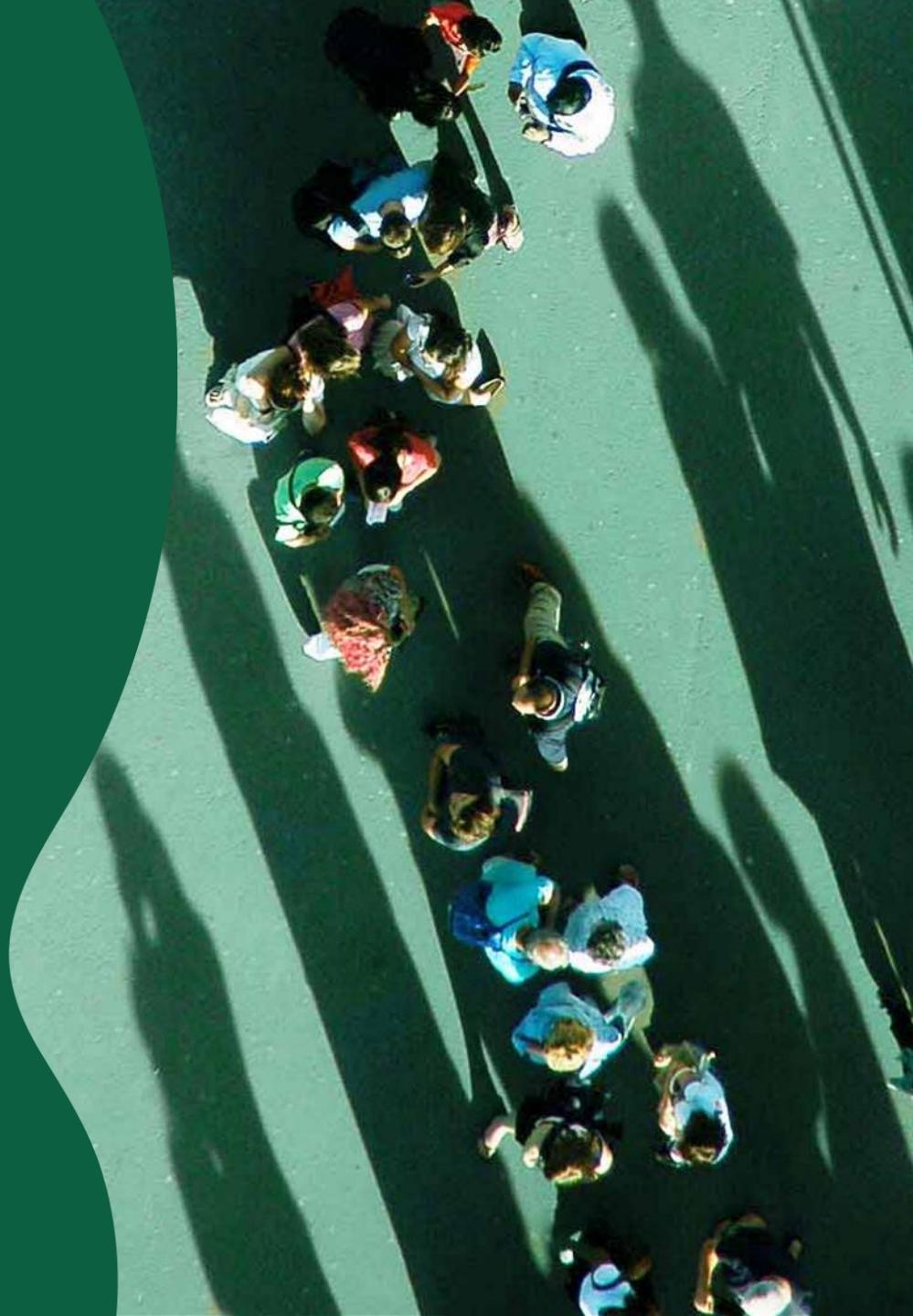
Occupy people's time

Show the wait is fair

Queues aren't just a necessity—they're an opportunity

By following the rules of queue psychology, you can engage, entertain & educate customers.

You can capitalize on peak demand.



Q&A

Scan the QR code to test your queuing preferences or visit queue-it.com

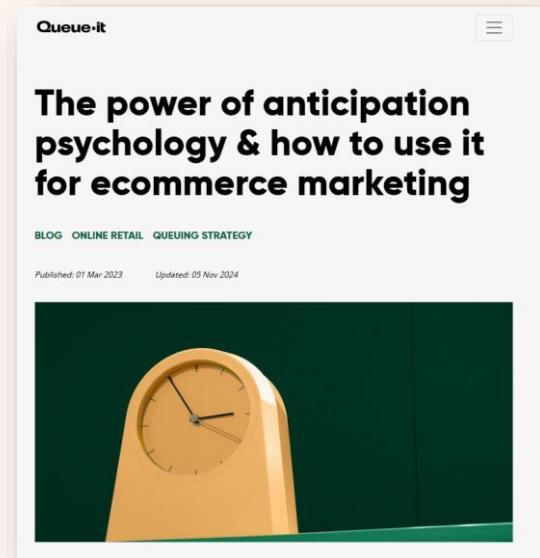
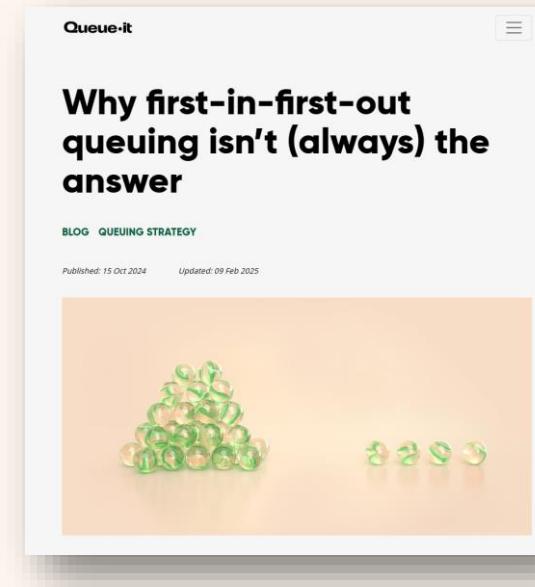
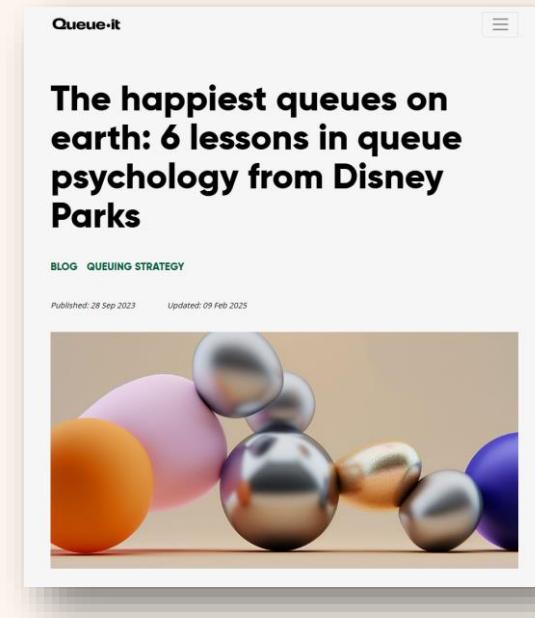




Q&A

Please use a microphone so that everyone in the room can be part of the conversation

Additional resources on Queue-it's blog



<https://queue-it.com/blog/psychology-of-queuing/>

<https://queue-it.com/blog/disney-queue-psychology/>

<https://queue-it.com/blog/first-in-first-out-randomization/>

<https://queue-it.com/blog/anticipation-psychology-ecommerce/>