

ExpressLane helps you elevate customer experience and shorten wait times, without extra staff or expensive studies

↑ 10%

Increase in Sales
per Month

↓ 35%

Reduction in
Service Times

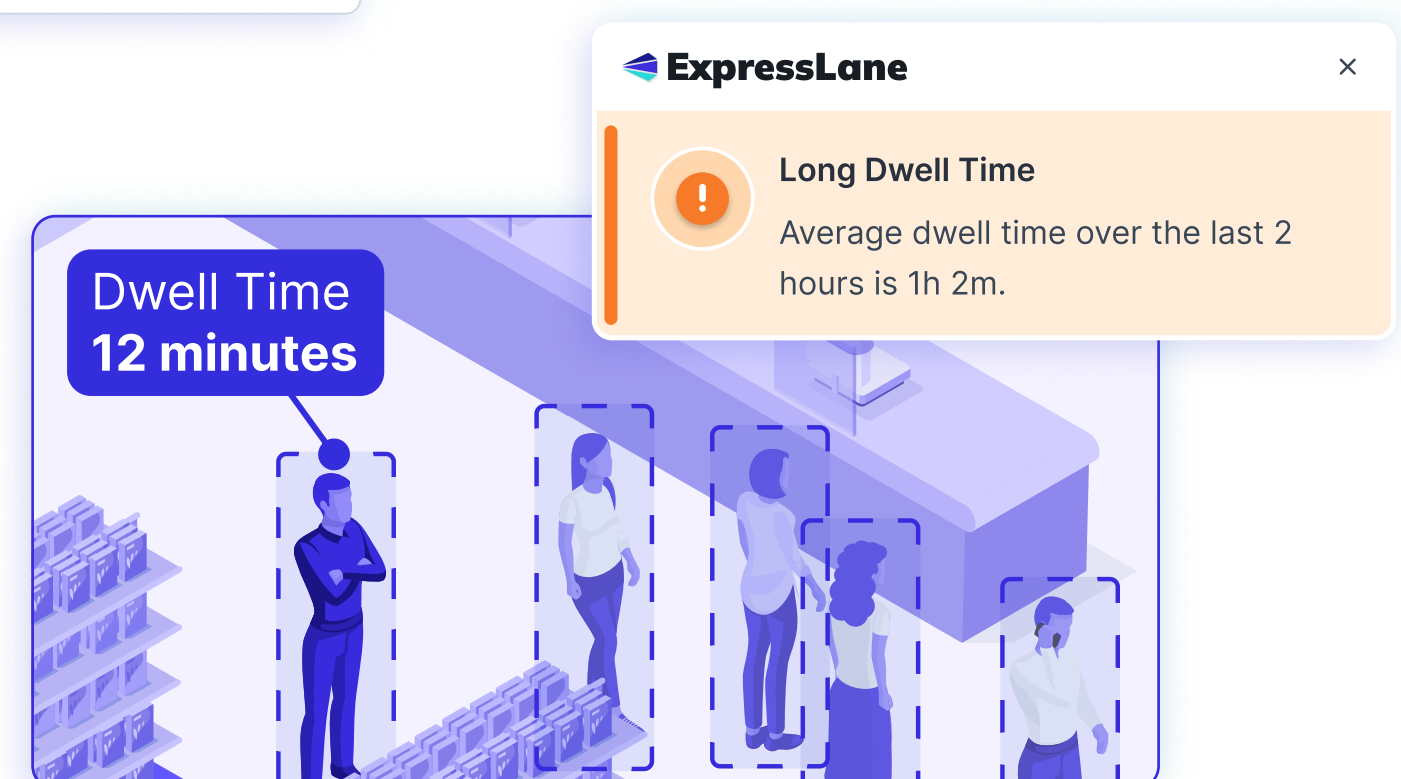
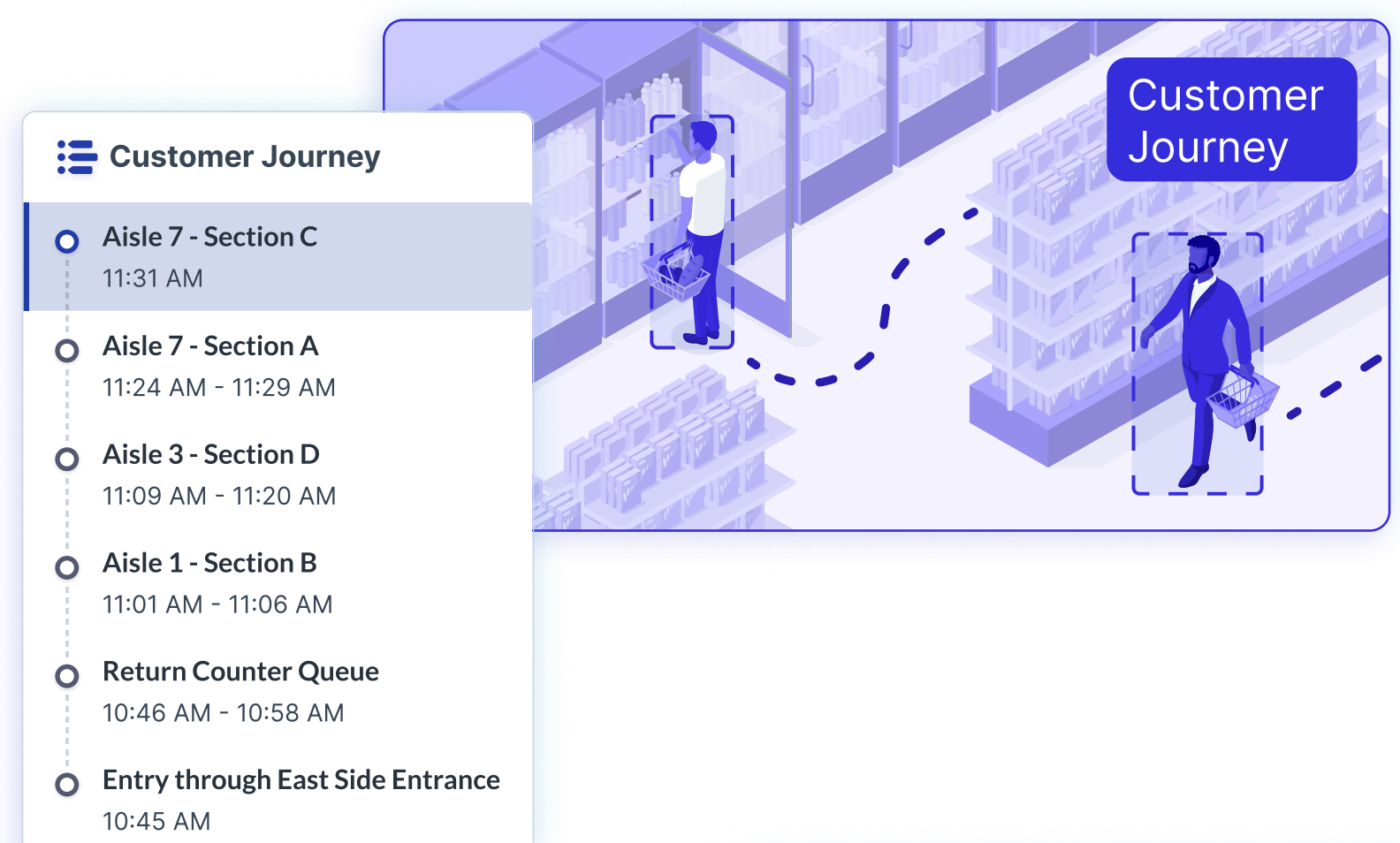
↓ 18%

Decrease in Queue
Abandonment

Keep Customers Moving and Delighted with In-Store Customer Behavior Analytics

Where to do customers go in your stores, how long do they wait, and where do they drop off? ExpressLane delivers real-time queue intelligence and full journey tracking—from arrival to checkout—so you can take action before customers walk away.

- ✓ **Start-to-Finish Customer Journey:** Track every second of customer movement and dwell time to optimize traffic flow and improve floor layouts and design.
- ✓ **Live Queue Status:** Real-time front end status minimizes wait times by empowering managers with the insights and alerts to open or close lanes based on demand.
- ✓ **Cross-Store Leaderboards:** Identify your best locations, uncover best practices, and apply them across your network of stores.



What Makes ExpressLane Different?

Feature Comparison	 ExpressLane	Your Current System
Automated Data Capture	✓ AI-powered, automatic	✗ Manual input by staff
Real-Time Data & Alerts	✓ Instant visibility	✗ Delayed, often after the fact
Full Customer Journey	✓ Complete, 24/7 floorplan coverage	✗ Siloed, one-off studies
Smart Queue Measurement	✓ Dynamic based on open lanes	✗ Reliant on manual observation
Performance Insights	✓ Built-in benchmarks and trends	✗ Manual, slow to compile
Operational Recommendations	✓ Highlight layout and process gaps	✗ No built-in intelligence

Real Results with Lasting Impact: ExpressLane Customer Stories

ExpressLane is transforming how retailers, grocers, and casinos understand their customers’ journeys and manage their queues. The result: faster service, reduced abandonment, and a seamless customer experience from entry to checkout. Below are customer stories that demonstrate the tangible value of intelligent customer behavior analytics in action.

Major Grocery Chain Elevates Customer Service with ExpressLane

A major Midwest grocery chain turned to ExpressLane to improve visibility into queue performance. They lacked data on how queue lengths & service rates varied throughout the day.

With ExpressLane, teams could monitor queue length relative to open cashier lanes and discovered a clear link between long lines, slower service, and lower NPS. Real-time alerts enabled managers to adjust staffing before queues became too long. Combined with historical insights, the chain optimized scheduling and in-store playbooks to reduce line spikes and maintain service levels during peak hours.

Retailer Re-envisions Customer-Centric Experiences with ExpressLane

A national pet retailer was using a legacy foot traffic system that was delayed, costly, and difficult to use. The data was siloed among teams and lacked accuracy.

With ExpressLane, they gained real-time traffic data of both people and pets, plus visual dashboards that highlighted peak periods. High-resolution cameras enabled aisle-level tracking to uncover dwell times, hot spots, and underused areas. Teams used these insights to distinguish between pet and non-pet shoppers, allowing them to better plan in-store activations and campaigns, boosting loyalty and sales.



Frequently Asked Questions

Can I use my existing cameras?

Absolutely! We can integrate with your existing camera infrastructure, which often speeds up deployment and reduces costs. We'll work with you to assess your current setup and ensure compatibility with our solutions.

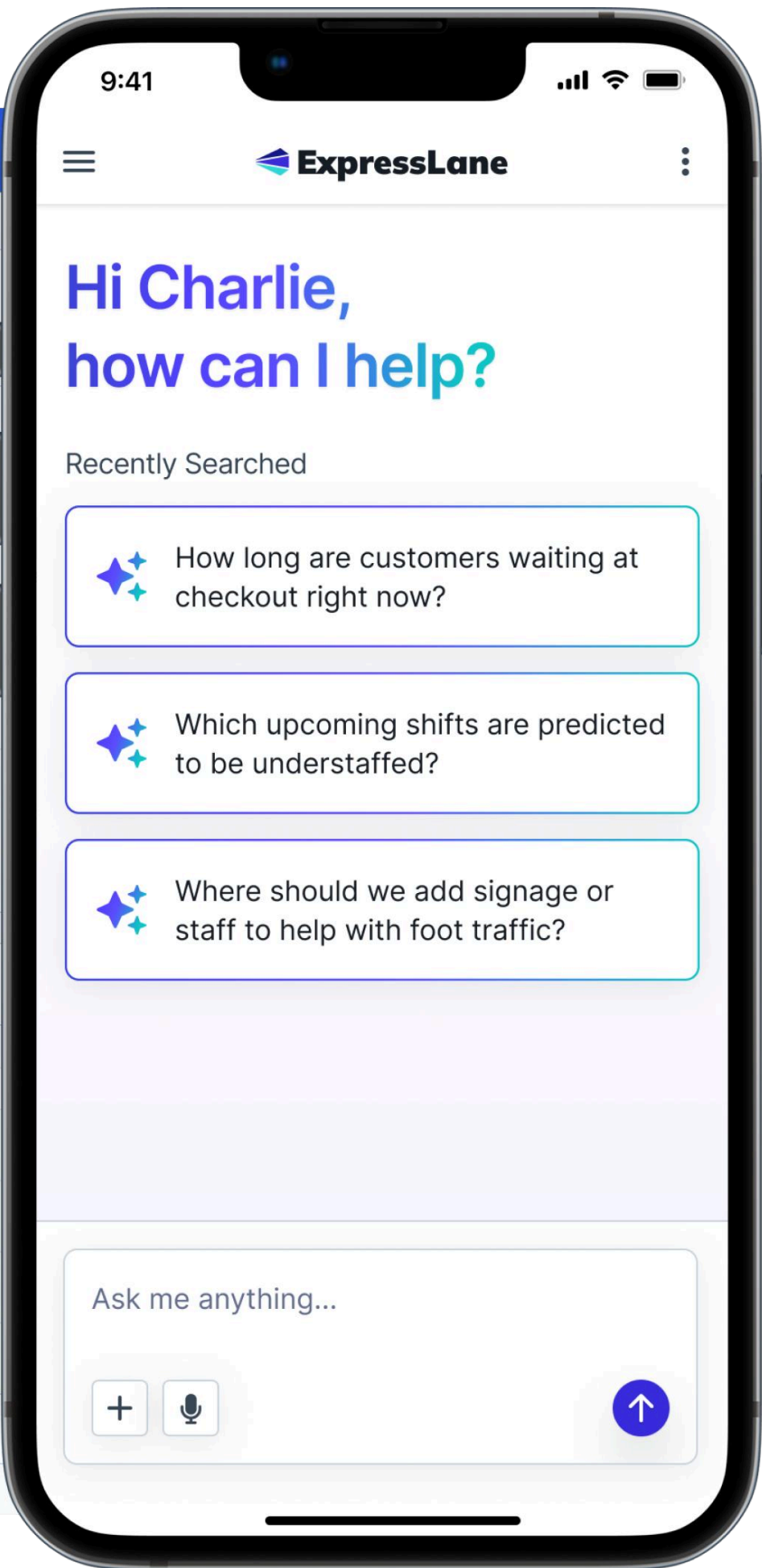
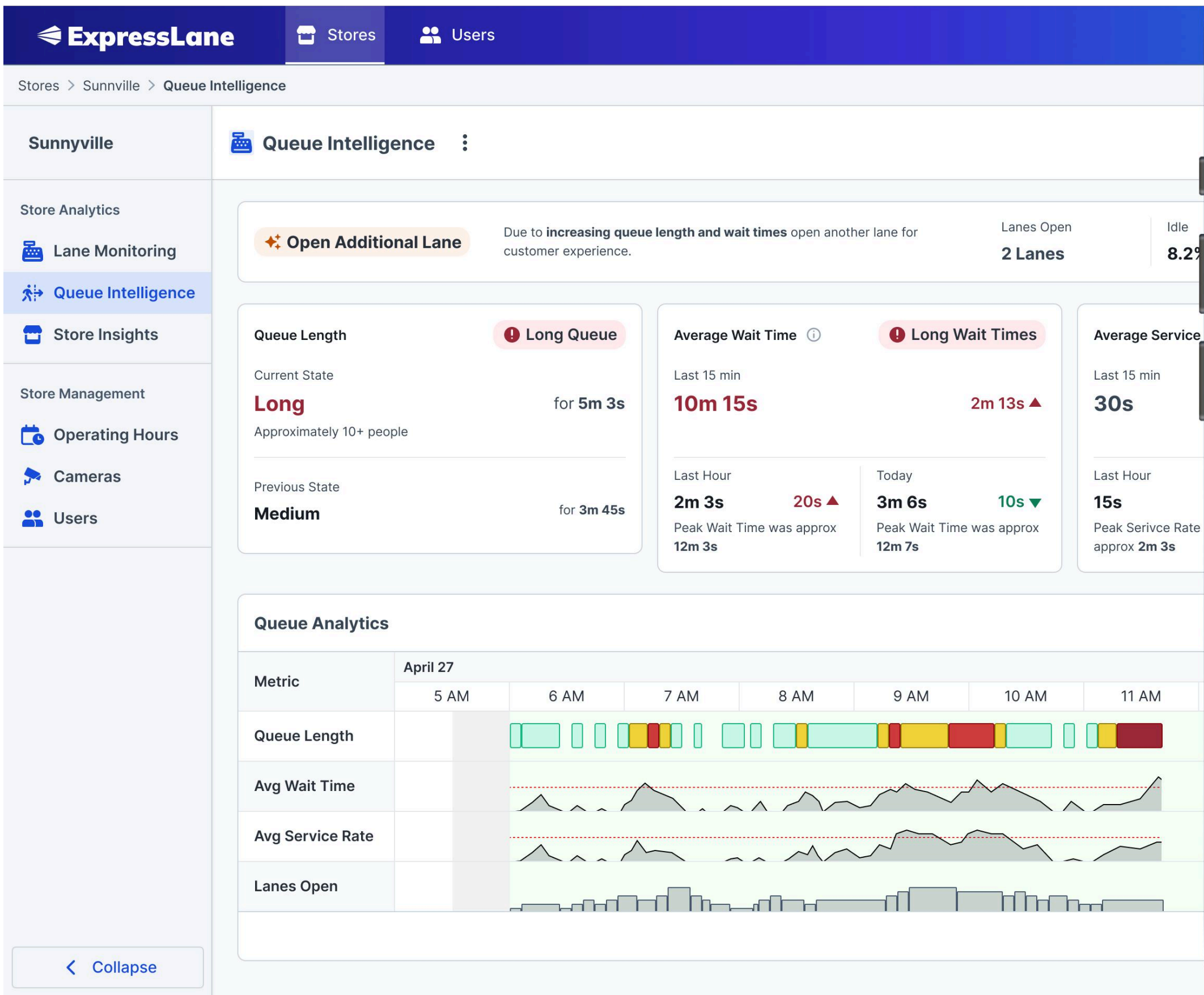
Can ExpressLane integrate with our existing data analytics and other enterprise software?

Yes, ExpressLane integrates seamlessly with your existing systems. It can surface alerts on apps you already use, and integrate with enterprise applications via API.

What Our Customers Are Saying

“This makes us as good as the Chick-fil-a drive thru with wait time.”

Vice President, Store Operations
Leading Midwest Grocery Chain



Want to learn more?

expresslane@leverage.com (301) 873-2413

[Website](#)

[Get a Demo](#)