Fast Laining: The End Of Waiting In Line

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Abstract: Fast Laining as a concept came up to tackle the ongoing slow process of retail shopping. Consumers didn't like to wait when it came to buying products. With the advent of technology in mobile space and parallel developments in e-commerce, the combined platform gave rise to Fast Laining. Though it was designed to focus only on retail shopping segment, it slowly grabbedattentionin various other sectors, like Entertainment, Railways, Banking, etc. This paper emphasis on how Fast Laining has been used in other sectors and the solutions implemented to being more ease and comfort to consumers. Various sectors are emphasized with key examples on how non tech savvy operators crossed boundaries to venture in the field of Fast Laining, in view of customer delight and quick service delivery.

Index Terms– **Fast Laining, Technology, Mobile, E-Commerce, Apps, Online, Consumer Trends, Entertainment, Railways, Banking, Hotel, Amusement**

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I. CONCEPT OF FAST LAINING:

Imagine shopping 30 years back. Just like any other customer, we used to walk in a small Kirana shop. With a list of products to buy, we depended on sales person to handpick products for us. His opinions mattered the most. While paying bill it didn't matter to wait till our turn comes up. Finally, after a long tedious hour of shopping, we finally ended with our products. This was 30 years back. However, with changing dynamics of time and generation, shopping trends changed. Options increased, formats changed, competition expanded, a whole new revolution started on how products can be reached to end consumer in the fastest way. Retailers realized that with so much competition offering so many products, the only way to attract consumer is minimizing lead time and this has given rise to a concept known as Fast Laining.
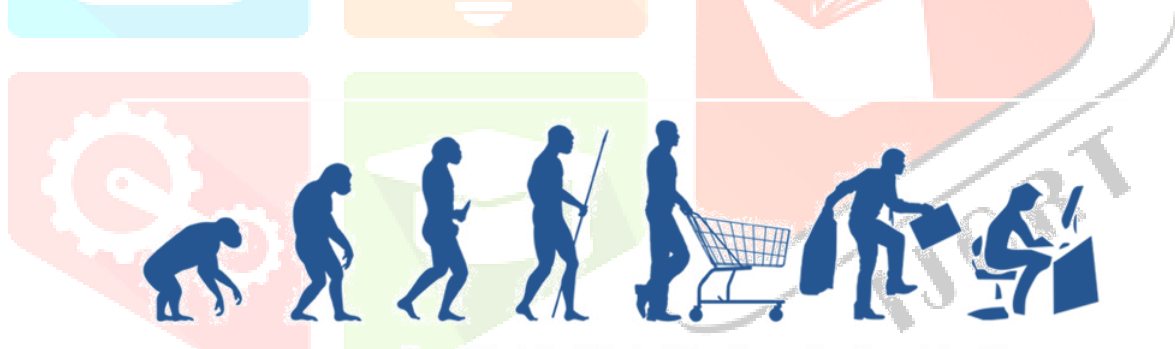

II. MOBILE APPS: FUSION OF TECHNOLOGY AND MOBILE.

Technology changed many things, but the fusion of technology and mobile gave rise to a concept known as APPS. Till date Mobile Apps continue to dominate the lives of average human beings. Be it communication, shopping, entertainment, social networking, by large apps rule our day to day activities. This area has now been tapped by retailers offering apps for quick purchase. Today, mobile technology has amazingly evolved into a prolific medium that not only allow users to compare products, but also shop anytime, anywhere comfortably via their handy devices and it has gone a great way.

III. SECTORS WHERE FAST LAINING CAN BE SEEN:

In the midst of so many sectors around us, Fast Laining can really help to attract more customers on board. Some sectors have already started using this concept in a broad way. The basic idea between minimizing lead time has given rise to many innovations in various sectors. Some of the sectors where such innovations can be seen are as mentioned below.
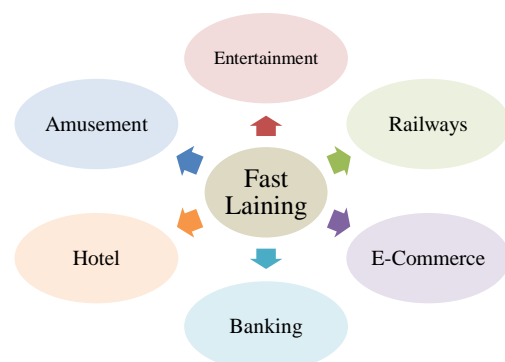
3.1 ENTERTAINMENT SECTOR

India is a country where movie stars are treated like role models and when their movie releases the audience has this craze for watching the First Day First Show. Advance booking as a concept existed even in earlier days but due to limited number of shows, seats and audience being in huge, there used to be queues to get ticket. And just imagine these queues used to pile up much before the actual release date of movie. Audience used to come in pairs to stand in queue, so that one of them can always stand in queue if the other is tired. Even the tickets issued were not for immediate movie slot but for a slot after 3 – 4 days.

THE SOLUTION:
BOOKING TICKETS ONLINE THROUGH COMMON AGGREGATOR

When the need felt to bridge the time taken, from the date movie is released to audience booking the ticket, technology was brought in giving rise to online aggregator like Book My Show. The concept was simple and effective, to bring all multiplex on board and provide a common platform to compare price, seating arrangement, movies screening, etc. This resulted in minimizing time and efforts taken by audience to watch their favourite movies and thus introducing Fast Laining in entertainment sector.
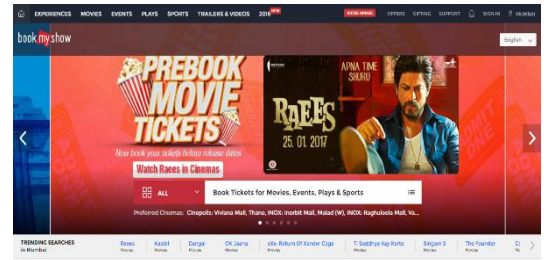
3.2 RAILWAYS

Indian railways is one of the most dense network of routes covering not only major cities but also many small areas. Years back just to book one season ticket i.e. an outstation ticket was quite a struggling process. Passengers used to stand in line for hours and still not get a ticket. Situation was so worse that many of them used to carry a pillow and bed sheet with them to sleep waiting in line.

THE SOLUTION:
ONLINE BOOKING AND SMART CARD

With IRCTC, passengers could now book tickets online at ease. They no longer had to wait in queues for hours and can easily book tickets. This resulted in convenience for passenger ultimately being a perfect example of Fast Laining. Smart card has played a vital role in minimizing queue for day to day travelling plans. With smart card, passengers need not stand in queue for daily travel plans.

3.3 E-COMMERCE

E-Commerce has always seen some innovations or the other. Amazon has always been a pioneer in transforming the way, products and services are reached to the end consumer. Recently Amazon came up with the concept of Flying Warehouse, where a drone or unmanned aerial vehicles (UAV) will fly down and deliver the package. Amazon insists that this would require little power because the drone would be gliding down rather than having to take off and land. They also have a system known as Amazon Go Just Walk Out Technology in US which automatically detects when products are taken from or returned to the shelves and keeps track of them in a virtual cart.

3.4 BANKING

Banking operations have always been time consuming. Whether be it opening of bank accounts or sanctioning a loan, it used to take numerous hours to clear it. The services in government banks weren't that good. If we wanted to withdraw cash, we were supposed to stand for token and God knows when our turn used to come. Banking transactions was quite a difficult task in those days.

THE SOLUTION:
ONLINE BOOKING AND SMART CARD

Using technology banks have now come up with ATMs which are now almost in each and every corner of India. Due to ATMs, we are now able to withdraw cash more easily. Not only that we can also perform other banking operations like requesting cheque book, bank statements, etc.

With the launch of e-wallets like Paytm, Freecharge, transactions have become more convenient and easy friendly. Digital money is the next big revolution in the field of banking and this is the reason why Paytm is opening their own bank. The Modi Government initiative of launching BHIM app has created a buzz as the next big step on mobile banking. With as good as 20 banks on board, the BHIM app proves to be an effective tool for cashless transactions and to check bank statements.

3.5 HOTEL

Few years back, when someone wanted to book a room in hotel, they had to go through long tedious process to check in. Also there was no option to compare hotel rooms and select the best one. Not only it was time consuming but also frustrating in many ways.

THE SOLUTION:
COMMON ONLINE AGGREGATORS LIKE MAKE MY TRIP AND OYO ROOMS

With the launch of online aggregators like Make My Trip and OYO Rooms it has become extremely easy to not only compare hotel rooms but book instantly and initiate quick check in process thereby saving lot of guest's time. Checking in and out from hotels has always been a time consuming process. Guests don't like to be kept waited for hours to complete the check in check out process.

THE SOLUTION:
SPG KEYLESS CARD

Starwood, Hyatt and the Hilton hotel chains in US have developed a SPG Keyless technology that allows guests enrolled in their loyalty programs to check in via apps minimizing lead time for check in and check out. Due to this, lead time is reduced drastically thereby increasing customer satisfaction.

3.6 AMUSEMENTPARKS

There are numerous rides in amusement parks. The most frustrating moment is when you are very excited for a ride but need to be kept waited in line. People don't like to wait much

THE SOLUTION:
**AN APP TO REDUCE WAITING TIME**

Sweden Amusement Park Liseberg released an app for its Helix Roller Coaster where attendees could play the free Helix game while waiting in line, and every 15 minutes the player with the highest score got a pass to skip line. An innovative way to attract more people if created more interest having more visitors for the ride.

IV. HOW FAST LAININGCAN BE IMPLEMENTED AT MANUFACTURING AND DISTRIBUTION LEVEL

Manufacturing is one of the most important step in production cycle. Be it any product, FMCG or durable, the manufacturing process plays a key role. If Fast Laining is adopted at this stage it is bound to create good results towards the end of production process. Consider the example of Toyota's Lean Manufacturing Model. With such ease and smooth, they manufacture their products that not a single minute is wasted in waiting for the right component. Lean manufacturing is a continuous process where the product is continuous moving on a conveyor belt and parts are assembled as and when the conveyor belt reaches that particular section.

HUL has been a pioneer when it comes to reaching rural towns for distribution in India. Its HUB and SPOKE model is one of its kind model which has clearly open the gates to rural market in India. In this model every area has one hub where all resources are kept in bulk. From that HUB small spokes are developed in the interiors of village. Once a village gets developed with time then that particular spoke gets converted to hub. With this model HUL has successfully penetrated the rural market in India
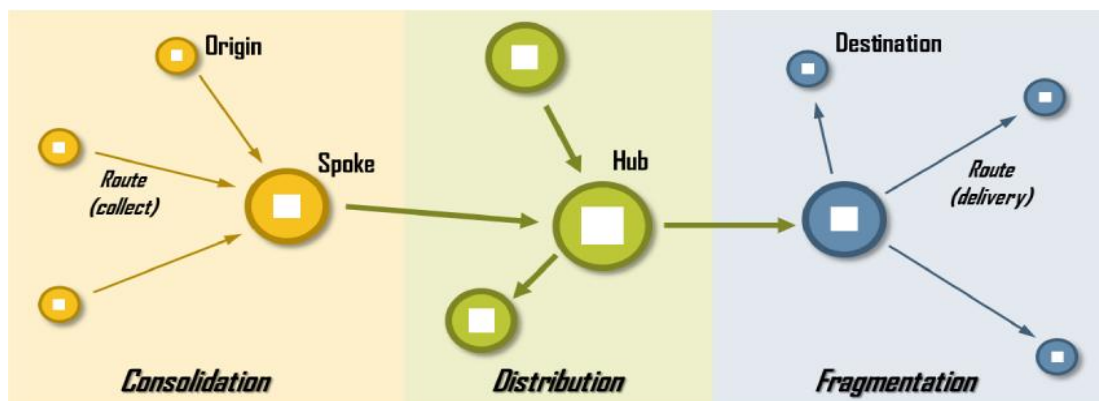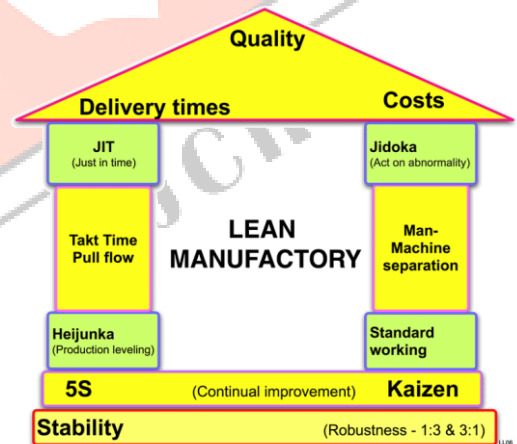
V. THE WAY AHEAD

Nothing is static. The environment is too dynamic and keeps changing rapidly. Today we encounter a generation who is more tech savvy, doesn't have patience, have a lot of options to switch and has variety of substitutes. A time will come when these preferences will change. Today the most preferred option is Fast Laining but tomorrow some other concept will be preferred more. In this hustle and bustle, marketers need to make sure they satisfy the needs and priorities of this generation and try to implement Fast Laining in each and every sector if need.

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