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# QueueMetrics customization: Whitelabel

2021

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# QueueMetrics WhiteLabel, what can you change?

The **QueueMetrics Whitelabel** program lets you to change the appearance of QueueMetrics to match the Image / Identity of your Brand / Communication.

Many aspects of QueueMetrics can be **customized**. Generally speaking you should expect to be able to change any **color**, **size** and **style of fonts** and **backgrounds**.

This will allow you to to match the image of your brand and enhance your consistency toward your customers, differentiating you from your competitors with an exclusive tool.

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## How does it work?

1

Loway does the initial white-labeling work based on your indications and guidelines.

2

A white-labelled QueueMetrics is built separately and released to you on a private repository in parallel to our public releases.

3

There is a yearly fee that includes both maintenance of the white-labelling customization and the building of software in our pipeline.

4

White-labelled QueueMetrics instances are licensed in the same way as regular QueueMetrics systems.



# Possible Customizations

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## Whole Site

The **font** of the application (color, size of the font itself) and the **dominant color** of the application (background) can be customized. The customization is applied to **every nuance of the main color** you may decide to choose for your background or font.

All **buttons** can be recolored according to a main color (primary application color) usually used to highlight information in different parts of the application.



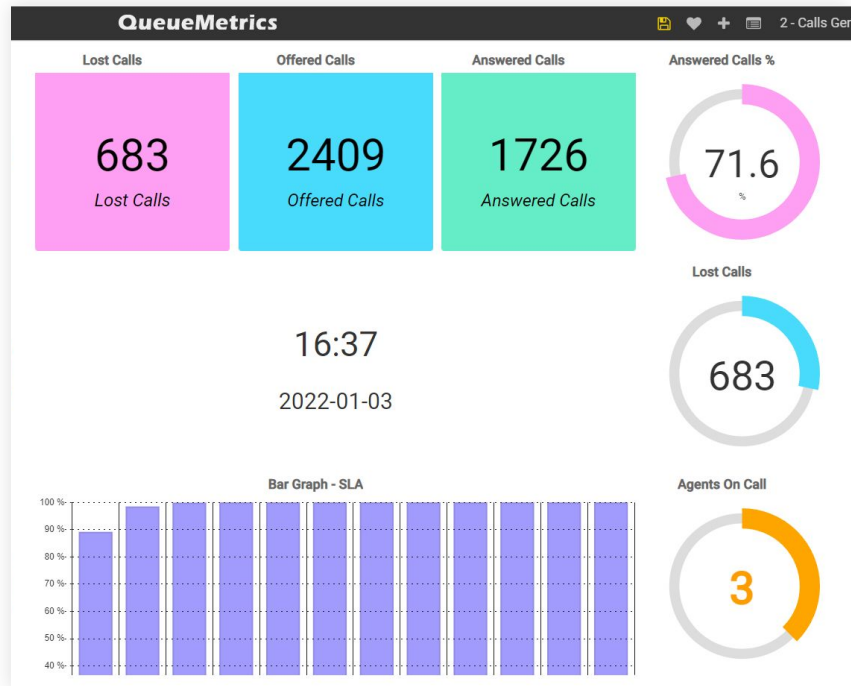
### MAIN COLOR

All buttons, icons and accents can be customized based on the main color.

# Chart Colors

Initially available in three different palettes, designed to help color-blind users distinguish different values.

The charts' colors can be modified to match the colors of your company, creating a **custom palette**.



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# Images

Some images can be replaced to match your brand logo. Using imagery to **build credibility**, makes photos and/or illustrations **important tools**.

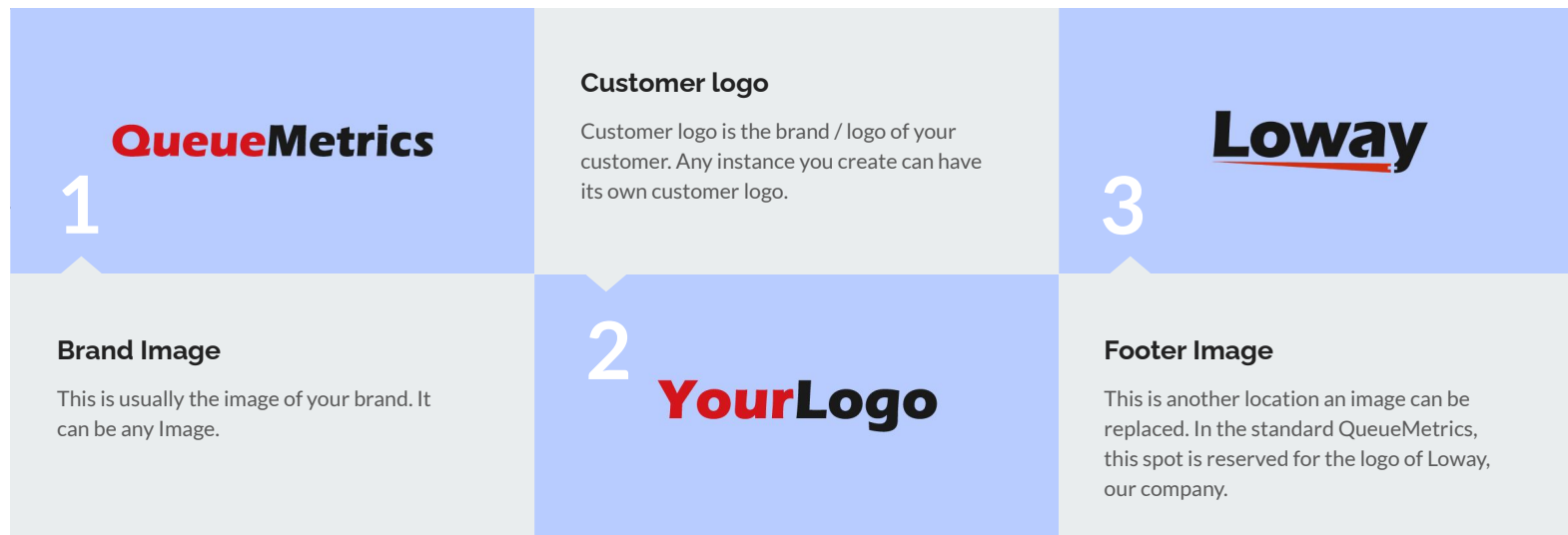
- 01 | Using images helps get a feel for your product/service.
- 02 | High-quality images make people want to learn more.





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# Homepage



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# Agent Panel

## Images

The top left Image and the background image can be customized.

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# Examples

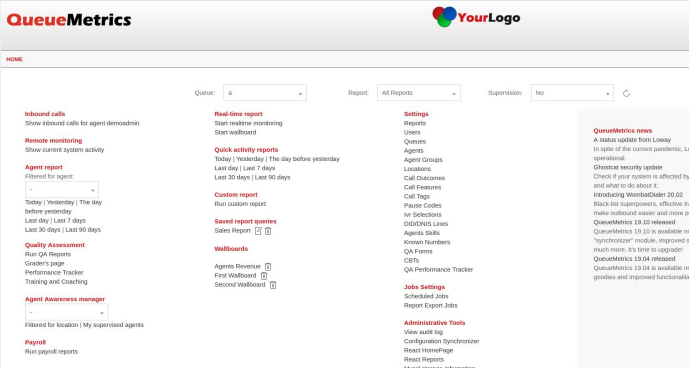
In the next page are showcased some examples:

The standard version of QueueMetrics and a theme, (Dark Theme) developed for people working during the night shift.

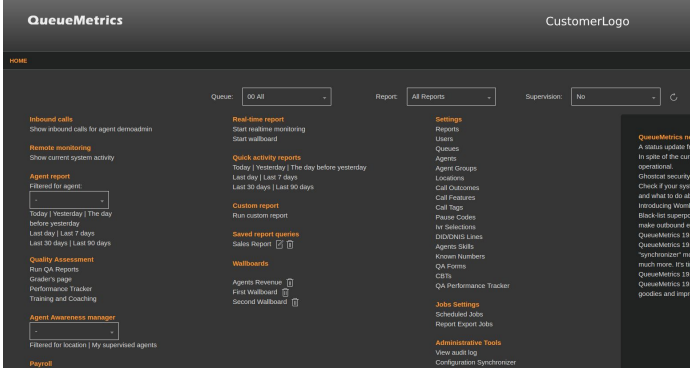
The color palette can be any of your choice.

# Homepage

## Default QueueMetrics Theme

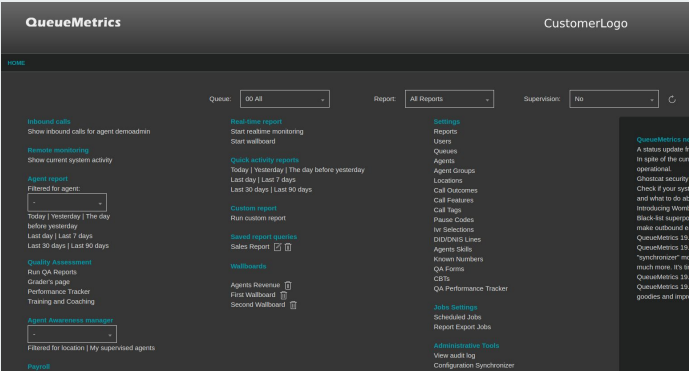


## Dark Theme (Orange accents)



# Homepage

## Dark Theme (Light blue accents)



Dark themes reduce the luminance emitted by device screens, while still meeting minimum color contrast ratios.

They help improve visual ergonomics by reducing eye strain, adjusting brightness to current lighting conditions, and facilitating screen use in dark environments.

# RealTime Module

## Default QueueMetrics Theme

QueueMetrics

YourLogo

Demo Admin | Administrator

HOME REALTIME LIVE BROADCAST

TELEPAD

ADD RECORD

Parameters

Queue(s) 3001, 3002, 3003, 3004, 3005, 3006, 3007

Update 12:00:20

Alarm

Refresh

Queue(s) 3001, 3002, 3003, 3004, 3005, 3006, 3007

Agents All

Location

Group

Supers

Reports

Queue	N. agents	Ready agents	On pause	Link	Stop	N. Calls waiting	On phone inbound	On phone outbound
3001	42	38	1	0	0	2	22	0
3002	4	0	0	0	0	0	4	0
3003	1	1	1	0	0	1	2	0
3004	1	0	0	0	0	0	1	0
3005	1	0	0	0	0	0	1	0
3006	4	0	0	0	0	1	1	0
3007	1	0	0	0	0	0	1	0
3008	1	0	0	0	0	0	1	0
3009	1	0	0	0	0	0	1	0
3010	2	2	0	0	0	0	1	0
3011	2	1	0	0	0	0	1	0
3012	3	0	0	0	0	0	3	0
3013	2	1	0	0	0	0	1	0
3014	2	1	0	0	0	0	1	0
3015	5	4	0	0	0	0	1	0
3016	1	0	0	0	0	0	1	0
3019	5	3	0	0	0	0	2	0

Calls being processed:

Queue	Caller	Entered	NVR	Waiting	Duration	Agent	NVR	Info	Str
3001	980-999-1041	10:34:00	0:04	0:22	30:10	Agent109	27	NVR-9	
3001	292-999-6011	10:39:04	0:48	0:26	30:10	Agent115	27	NVR-7	

## Dark Theme (Orange accents)

QueueMetrics

YourLogo

Demo Admin | Administrator

HOME REALTIME LIVE BROADCAST

TELEPAD

ADD RECORD

Parameters

Queue(s) 3001, 3002, 3003, 3004, 3005, 3006, 3007

Update 11:54:15

Alarm

Refresh

Queue(s) 3001, 3002, 3003, 3004, 3005, 3006, 3007

Agents All

Location

Group

Supers

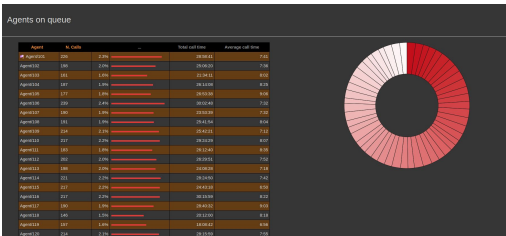
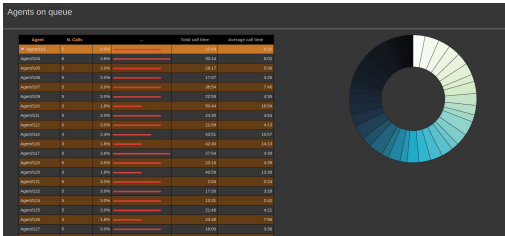
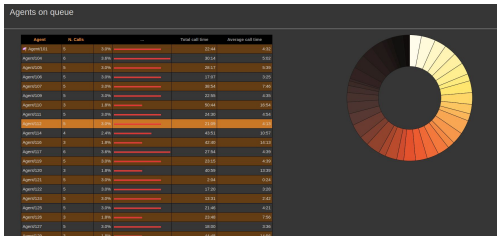
Reports

Queue	N. agents	Ready agents	On pause	Link	Stop	N. Calls waiting	On phone inbound	On phone outbound
3001	35	14	1	0	0	2	20	0
3002	1	0	0	0	0	0	1	0
3003	1	1	0	0	0	1	0	0
3004	1	0	0	0	0	0	1	0
3005	1	0	0	0	0	0	1	0
3006	1	0	0	0	0	0	1	0
3007	1	0	0	0	0	0	1	0
3008	1	0	0	0	0	0	1	0
3009	1	0	0	0	0	0	1	0
3010	2	2	0	0	0	0	1	0
3011	2	1	0	0	0	0	1	0
3012	3	1	0	0	0	0	1	0
3013	4	0	1	0	0	0	1	0
3014	4	1	0	0	0	0	1	0
3015	5	4	0	0	0	0	1	0

Calls being processed:

Queue	Caller	Entered	NVR	Waiting	Duration	Agent	NVR	Info	Str
3007	792-999-8623	11:36:18	0:55	0:28	11:36	Agent129	27	NVR-5	
3014	792-999-5861	11:44:11	2:52	0:23	11:44	Agent131	27	NVR-2	
3014	296-999-1186	11:43:04	2:42	0:26	11:43	Agent134	27	NVR-0	

Chart colors are independent from the colors of the application and are based on multiple gradients studied to be easily recognizable by color-blind people.

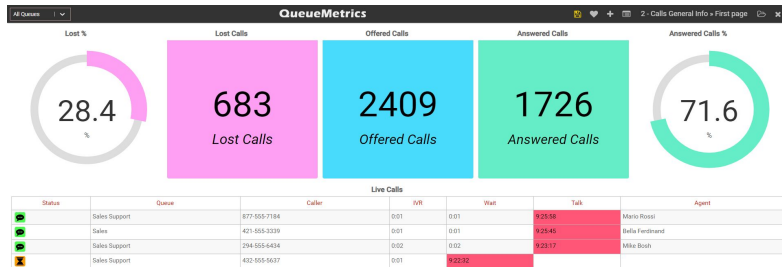


The gradient can also be based on custom colors (ex: the colors of your brand or your company).

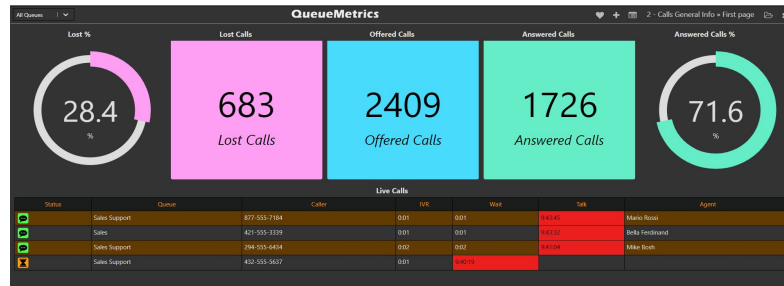
The above image features a sample with a gradient from white to red.

# Wallboards

## Default Theme



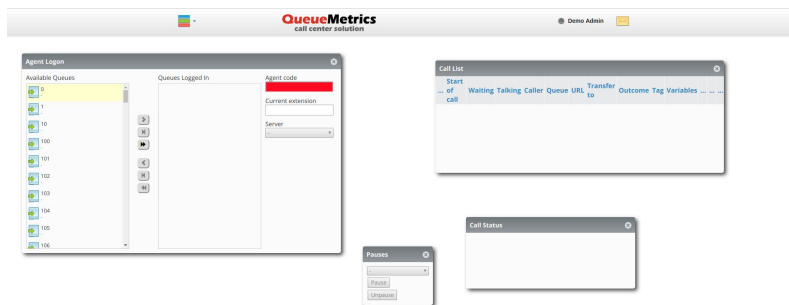
## Dark Theme



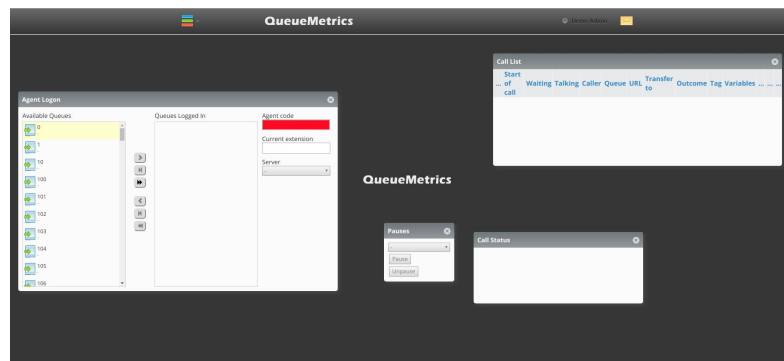


# Agent Panel

## Default Theme



## Dark Theme



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# What You Need to Provide

Ideally you should provide a document with your Brand guidelines (aka Branding Kit) and all assets (images, logos, etc) in a standard format at high resolution.

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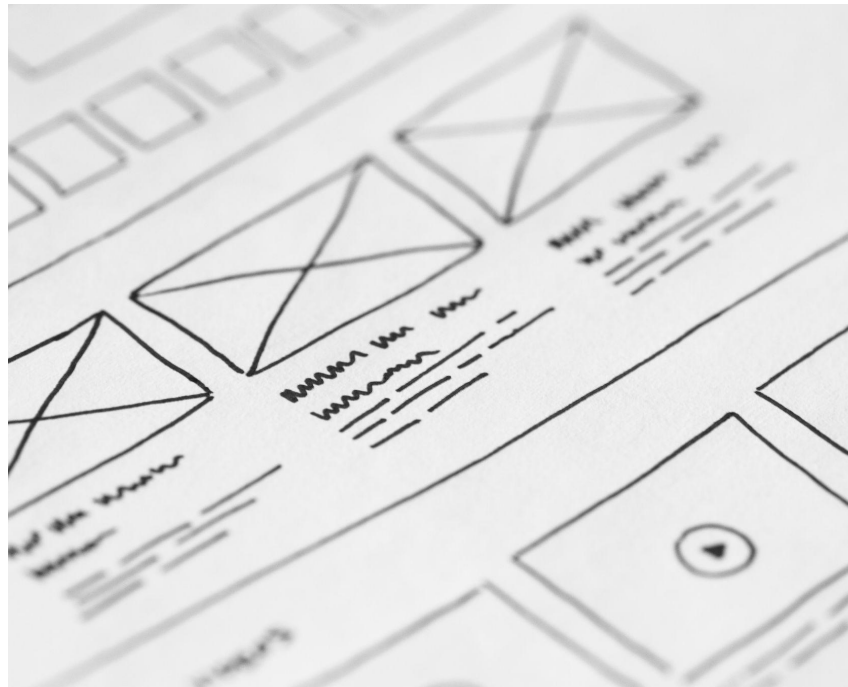
What you need to provide

# Branding Kit

Your branding kit should specify:

- How use the brands / logos you want to include in the application.
- The color / palette we are supposed to use with your brand.

If your organization lacks this documentation, you can share with us how you want your brand's logos integrated into the application, and which color(s) must be used to customize your version of QueueMetrics.



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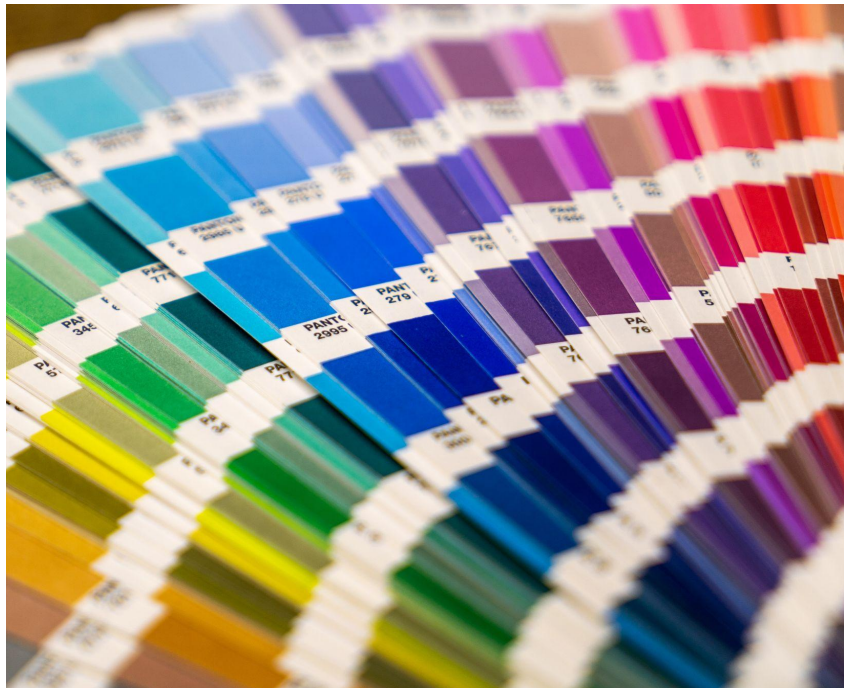
What you need to provide

# Branding Kit

The goal is to match your brand's colors or in alternative, to use neutral colors in order to maintain readability.

For the charts, we have 3 standard palettes designed to enhance readability for color-blind users, but you may want to pick a specific custom palette to match the color(s) of your brand.

Our default and dark version may be a good starting point to gather some ideas about how you want to customize your version of QueueMetrics.

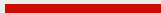


# External branding assets

Some names and locations of external assets are compiled in QueueMetrics and should be provided:

For the product:

- a **product name** (replaces "QueueMetrics")
- a **product web-site URL** (replaces "https://www.queuemetrics.com")
- a **product's forum URL** (replaces "https://forum.queuemetrics.com/", *may be blank*)
- a **product's manual URL** (replaces "https://manuals.loway.ch/QM\_UserManual-chunked/", *may be blank*)
- a **product's reports explanation URL** (replaces "https://manuals.loway.ch/QM\_UserManualchunked/ ch06.html", *may be blank*)



# External branding assets

For the producer:

- a **producer's short name** (replaces "Loway")
- a **producer's full legal name** (replaces "Loway SA")
- a **producer's website** (replaces "https://www.loway.ch")
- a **producer's web shop URL** (replaces "https://shop.loway.ch", *may be blank*)
- a **producer's contact us form** (replaces "https://www.loway.ch/contact-us.jsp", *may be blank*)

