

Frontlion: One of the Pioneers of Queue Management Says the Industry Has Outgrown the Category

Frontlion takes a broader approach to improving the entire in-person service experience for customers and frontline employees.



VALENCIA, CA, UNITED STATES,

September 2, 2026 /EINPresswire.com/ -- [Frontlion](#), Qtrac's new brand name, reflects the company's expansion beyond queue management. The company says the category it helped pioneer no longer meets the full demands of modern in-person service. Queue management organizes lines but does not give enterprises visibility into what happens before, during and after each visit.

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Sylvia Manzo

The new brand signals an expanded vision for in-person service, helping organizations make frontline interactions more valuable. Frontlion is leading the emerging In-Person Service Experience Management category.

“Queue management is where our company began, but our customers challenged us to think much bigger,” said Yoni Lavi, CEO of Frontlion. “Together, we recognized the opportunity to instrument and better understand the end-to-end in-person service experience. Frontlion is the result

of that journey.”

The Frontlion platform helps organizations orchestrate service from arrival through completion, deliver better customer and associate experiences, and use operational intelligence to improve frontline performance. By capturing and structuring data from frontline interactions, it gives organizations visibility into what happens inside service locations and provides a more complete view of the customer across digital and physical experiences.

The shift responds to a significant gap between what consumers expect and what they experience. In a survey of 2,038 U.S. consumers, the Gensler Research Institute found that only

one-third typically enjoy their interactions with salespeople or service providers.[1]

Organizations have pieced together point solutions such as queue management and appointment scheduling to support in-person service. These tools can address individual moments, but they were not designed to work across the full service journey. The result is a fragmented customer experience, more work for associates and operational intelligence trapped across incompatible systems. Frontlion addresses this gap with a platform that helps organizations manage and improve the entire in-person service journey.

Frontlion orchestrates millions of in-person service interactions each year in bank branches, healthcare clinics, government offices, campuses, retail stores and military installations around the world.

Organizations across these sectors are already seeing results. “The biggest benefit was finally seeing what happens across every customer visit. That visibility helped us serve customers better, made our associates’ jobs easier, and improved how every location operates,” said Sylvia Manzo of the Office of Orange County Clerk-Recorder Hugh Nguyen.

The rebrand does not change the company’s leadership, ownership, customer relationships or commitment to innovation. Customers will continue working with the same team and using the platform, now under the Frontlion brand.

For more information, visit www.frontlion.com.

[1] Source: Gensler Research Institute, [U.S. Consumer Experience Report 2024](#)

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