



INCUE / SMART QUEUE

Customer User Manual

The complete operating and self-learning guide for owners, reception and counter teams.

EDITION 1.1 | 22 OCTOBER 2026

Simple instructions. Verified controls. Clear operating limits.

Contents

Click a chapter or use your PDF reader's bookmarks. Search for a setting name or S-reference ID.

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A practical self-learning guide for business owners, reception teams and counter staff.

How to use this guide

Start with Chapters 2, 5, 7 and 8. Run one sample customer journey before opening to the public. Keep the Staff Guide at reception. Use Chapter 17 as the settings directory and Chapter 20 when something goes wrong.

This edition describes the inspected merchant Flutter app/web interface, Queue Dashboard, public QR/tracking website and Display app. Screens may differ on older installed builds. TV examples match Display 1.0.0+24. Prices are a dated reference, not a quotation. The plan and total shown in your own checkout take priority.

Screenshots show genuine application interfaces with local example data. They are not live customer records. A label such as "Offline mode" in an example identifies the isolated test connection; it is not a recommendation to operate without internet. Screen captures establish appearance, not successful payment, OTP delivery or compatibility with every TV.

IMPORTANT: This guide does not certify legal compliance or guarantee message delivery, payment settlement, ETA accuracy or compatibility with every device. Follow the business policies agreed for your account. Ask support when an operation is unavailable rather than looking for an unlisted reset button.

Learn by meaning, value and effect

You do not need to know software terminology. Begin with one real business example, then use the form. Each setting reference now explains **what it means**, **exactly what to enter**, **why it matters**, a **common mistake** and a **check**. Default values are starting values, not advice that every Indian business should use the same policy.

Owner training: Chapter 5 explains every service-editor field, including service minutes versus waiting time. Chapter 17 teaches all 71 settings/control groups with specific examples. Read QR/revisit rules before offering a free follow-up.

Reception training: Chapter 6 and the Staff Guide connect each button with the real-world moment it records. Call means invite the person; Start means work begins; Complete means work ended. The accuracy of these actions affects estimates and reports.

Technical training: the Smart ETA lesson in Chapter 5 separates calculation, queue actions and communication. It includes formulas, caches, triggers, deployment overrides and known limits. An implemented backend option is not automatically an exposed Merchant control.

A useful learning order: create one service > set true hours/breaks > add the right staff access > perform an agreed sample visit > read the ETA lesson > choose optional automation > test QR/TV. Do not practise with a real charge or a real person's sensitive information without authorisation.

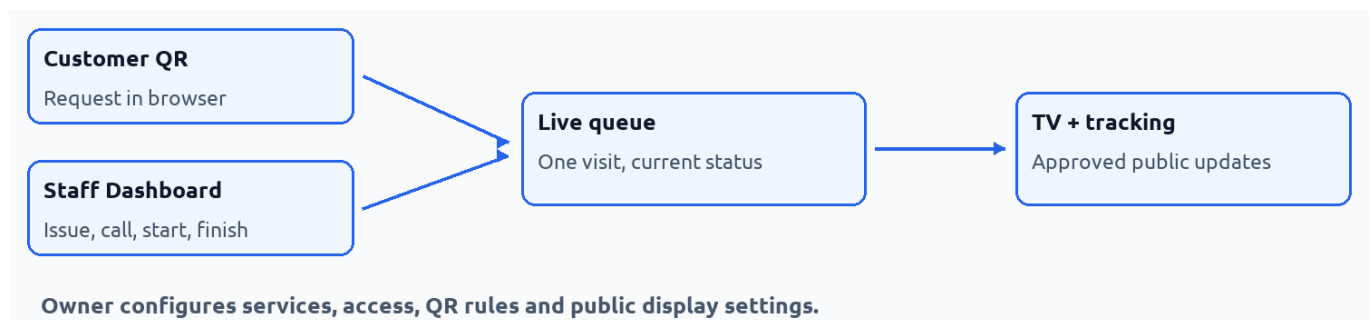
1. Welcome to InCue

InCue gives each visit a token and helps the team move that visit through a queue. A customer can join through a business QR page or reception can issue a walk-in token. Staff call the customer, start the work and complete it. The connected TV and the customer's tracking page show relevant updates. Eligible WhatsApp messages are an additional channel, not the queue itself.

The same flow suits clinic consultations, salon services, diagnostic reception and vehicle service collection. A queue token is not a medical record, a diagnosis, an admission record or an accounting invoice.

Who uses which screen?

Person	Workspace	Main purpose
Business owner / merchant	Merchant app or merchant.incue.in	Services, staff access, account settings, displays, reports and billing
Reception / dashboard user	dashboard.incue.in	Generate and operate today's queue; appointments and permitted history/reports
Counter user	Dashboard in Counter access mode	Operate assigned service work, subject to permissions and current session
Customer	QR page and individual tracking link	Request a token and follow that visit without installing an app
Waiting-room audience	display.incue.in or Display app	See token status and approved public details; hear enabled announcements



Words used in the app

Term	Meaning
Token	A numbered record for one visit, such as T-24. It can contain more than one selected service.
Queue	The business's current daily waiting and service flow.
Waiting	Issued and waiting to be called.
Called / Calling	Staff has called the token. Work has not necessarily started.
Serving	Staff explicitly started the service.

Term	Meaning
Held / On Hold	A called token is temporarily set aside so other work can proceed.
Completed	Work is recorded as finished. This is different from payment settlement.
No-show	A called customer did not attend. This is a closed outcome.
Cancelled	The visit is cancelled. This does not automatically refund a payment.
Skipped	Some customer-facing compatibility text uses this word. It is not a separate current backend token status; use the actual Hold or No-show action.
Service	A catalog item with a name, expected minutes, price and payment mode.
Counter	A named staff work point, where configured. It is not the TV device itself.
Outlet	A business location used in commercial descriptions. A full multi-outlet administration switch was not verified in this merchant interface.
ETA	Estimated arrival/turn time or wait. It changes with work, availability, breaks and queue state.
QR code	A scannable link assigned to your business's customer token page.
WhatsApp Wallet	Prepaid balance for eligible automated WhatsApp visit flows. It is separate from subscription payment and customer service payments.
Revisit	A qualifying return by the same customer, for eligible earlier services, under your configured rules.

2. Getting started after purchase

Open the correct workspace

Owners use the Merchant app or [Merchant web](#). Staff use [Queue Dashboard](#). A TV opens [InCue Display](#). Do not enter owner credentials on a public waiting-room screen.

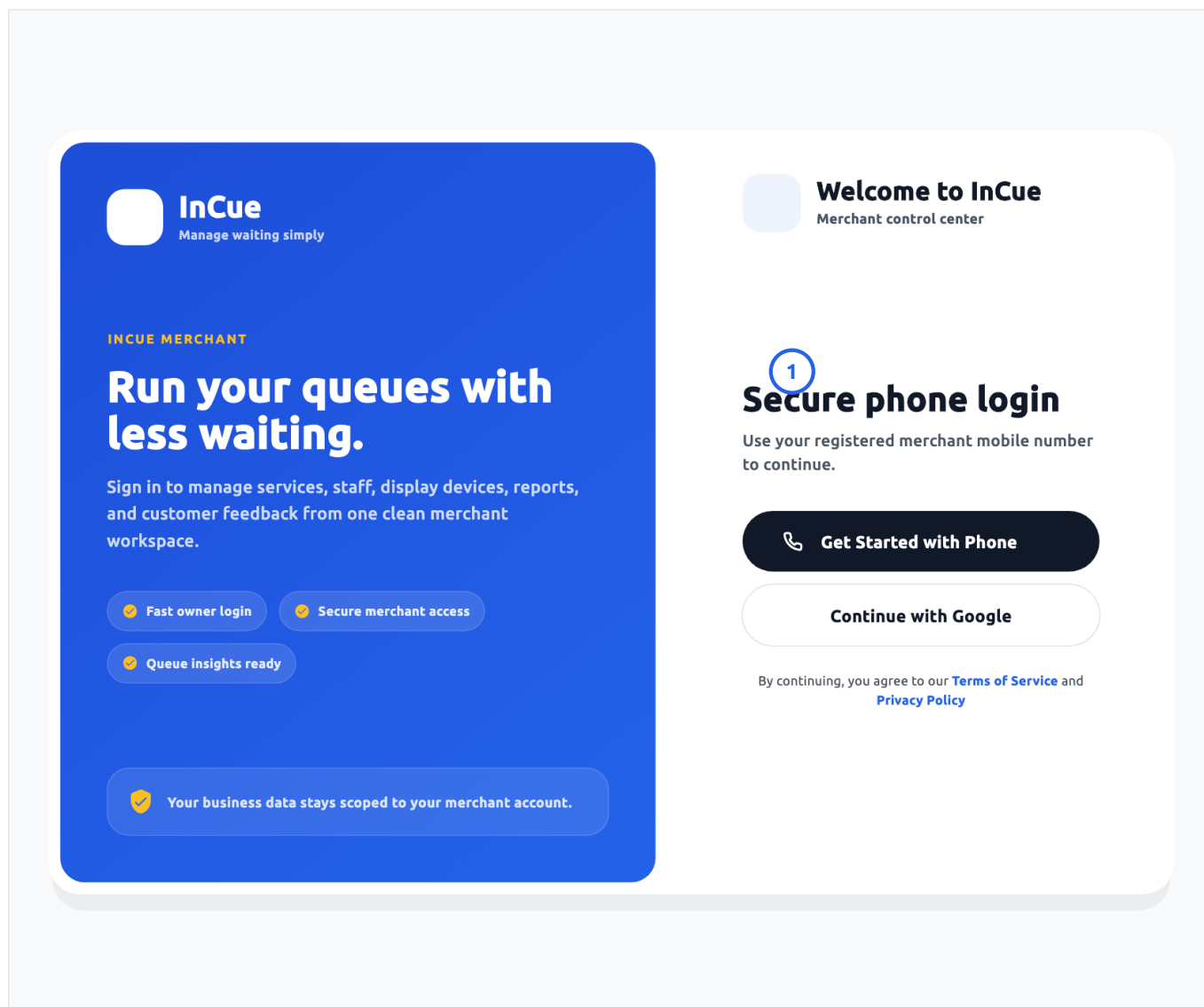
First login: merchant

1. Open Merchant web or the installed Merchant app.
2. Continue with the registered merchant mobile number. Select the correct country code where the picker is offered.
3. Request the one-time code. Open **Verification Code** and enter the six-digit code sent to that number.
4. If needed, wait for **Resend** to become available, then request a new code once. Use the newest code.
5. Complete the business onboarding form if the account has not completed setup.
6. Confirm the business name in Home or **Account > Shop Profile** before changing settings.

Expected result: you reach your merchant workspace. A new sign-in alone does not prove that a paid plan, add-on or display seat is active.

No merchant password field or customer password-reset workflow was verified. Recover access to the registered phone or contact support. **Account > Linked Accounts** offers **Link Google Account** and **Unlink Google Account**; use Google only after it has been linked to the same merchant account. Google sign-in availability depends on the platform.

Merchant sign-in



Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Owner login choices; use the registered identity.

First login: staff

The owner must add the staff mobile number first. Open Queue Dashboard, request an OTP for that number and verify it. The server checks whether the account is active, linked, permitted to use Dashboard/Counter access and within the active account entitlement. One staff identity uses one active access session; a second login can invalidate the earlier device/session. A staff login does not become an owner login.

First 15 minutes checklist

- Minutes 0-3: sign in, confirm the correct shop and check **Account > Subscription & Billing**.
- Minutes 3-6: check **Shop Profile**, business hours and **Accept walk-ins**.
- Minutes 6-9: create one real service with the correct price, expected time and Prepaid/Postpaid mode.
- Minutes 9-12: add one reception user and test its OTP login and permissions.
- Minutes 12-15: issue a sample walk-in, call it, start it and complete it. Check the public display if already paired.

QR printing, payment-gateway approval and TV browser setup can take longer. Finish those before advertising them to customers. Never charge a real customer merely to test the system.

3. Understanding the dashboard

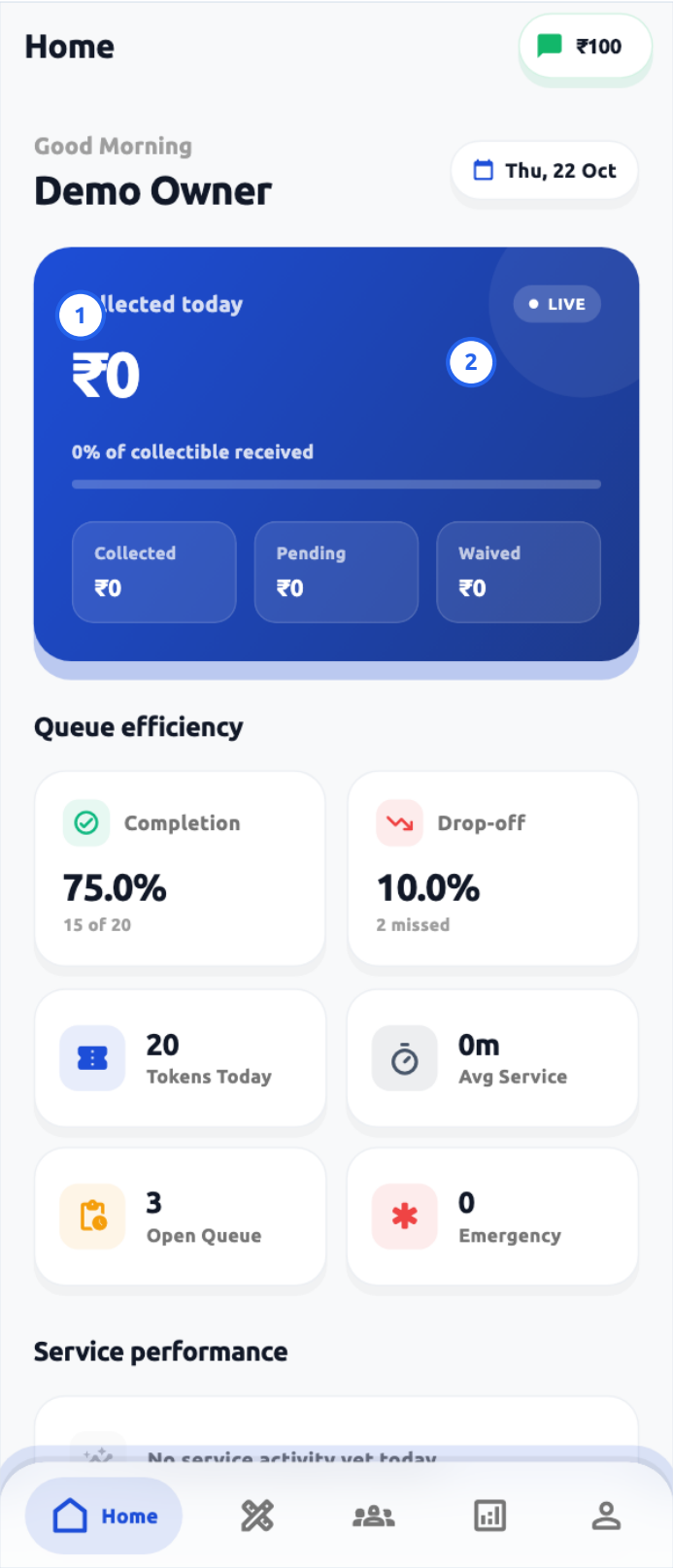
Merchant navigation

On small screens the main tabs are **Home, Services, Staff, Reports, Account**. On a wide screen the sidebar also exposes **Display** and **Settings**. Account groups include Shop Profile, Display Devices, QR Assign, Subscription & Billing, WhatsApp Wallet, Ads on TV, Customer Feedback, Payments & Payouts, Online Payments, Activity Logs, Settings, Notifications, Linked Accounts, Help Center and Policies.

Some older or unused screens in the source use “Business Setup” or “More”. This guide uses the active Dashboard navigation above. A registered route alone does not mean a visible menu entry exists.

Home combines today's counts, service/staff/display summaries, queue overview, live display information and recent tokens. Use **Reports** for a chosen period; Home is not a complete historical list. Notifications contain account, payment, quota and device notices. Opening a notification does not resolve the underlying issue.

Merchant Home on a mobile screen

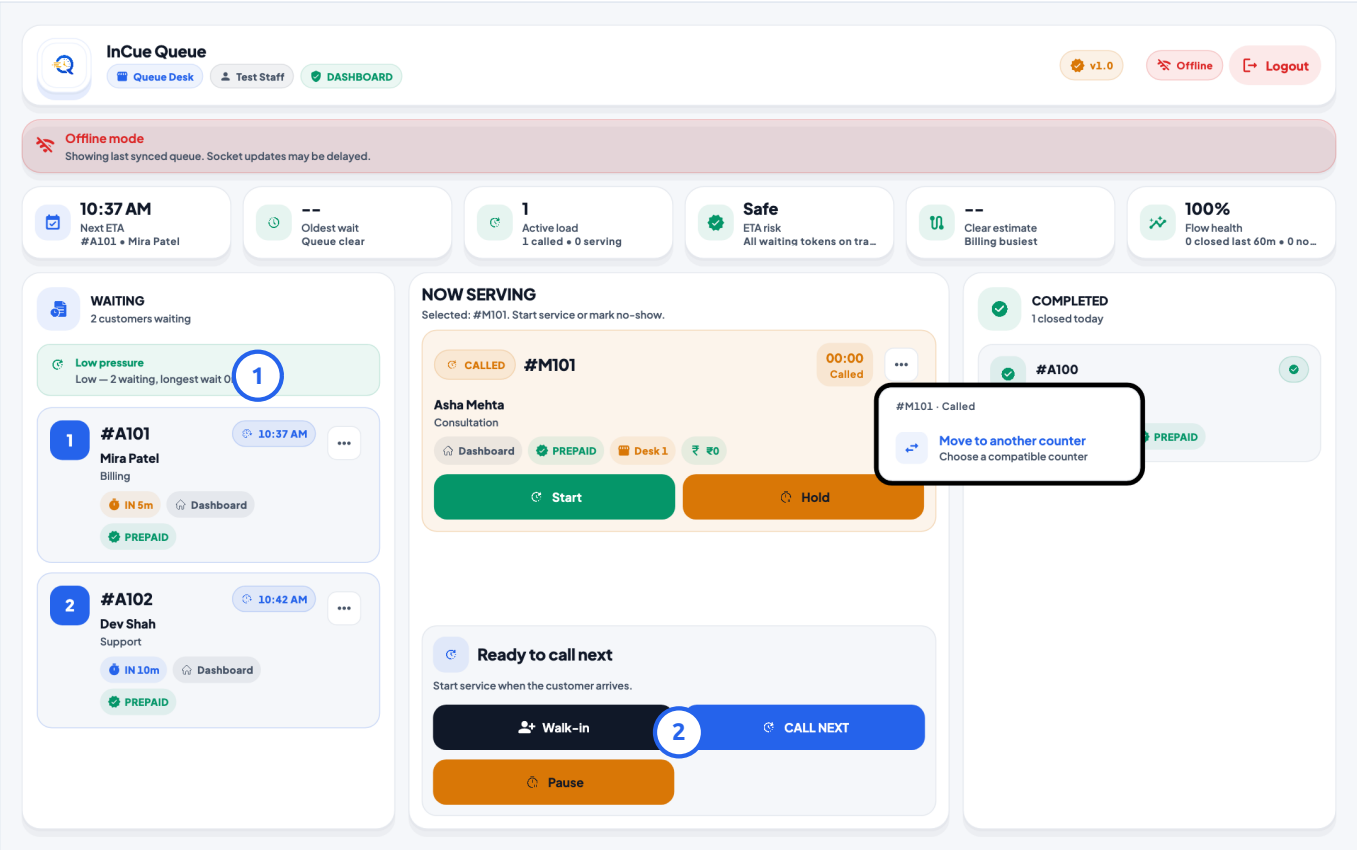


Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Navigation and current business context.
- 2. Today's counts; use Reports for another period.

Queue Dashboard: reception view

Queue Dashboard and action location



Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Waiting visits and token actions.
- 2. The Action Centre operates the current queue.
 - 1. Read the business/staff name, Dashboard or Counter mode and Live/Offline connection state at the top.
 - 2. Read the **Waiting**, **Now Serving** and **Completed** areas. “Completed” can contain closed records such as no-show or cancelled; read the individual status.
 - 3. Use **Walk-in**, **CALL NEXT**, **Start**, **Hold**, **Complete**, **No-show** and **Pause/Resume** only when enabled for the selected token.
 - 4. Use the token's three-dot menu for an available **Cancel token** or **Move to another counter** action.
 - 5. Use **History**, **Reports** and **Appointment** when your account grants them. Counter mode intentionally has fewer controls.

Operational metrics

Card	Read it as
Next ETA	The estimated next turn/time for the current waiting queue, not an appointment guarantee.
Oldest wait	How long the oldest currently waiting token has waited. An empty queue shows no waiting time.
Active load	Called plus serving work; held work is shown separately.
ETA risk	A derived delay/risk indicator. Use it to investigate; it is not a service-level promise.

Card	Read it as
Clear estimate	A forecast of remaining service work based on current queue/service/counter conditions.
Flow health	A recent operational summary, including closed/no-show context. It is not a long-term business score.

Counts can change while the screen is open. The initial queue loads from the service, live events update it, and reconnect performs reconciliation. In **Offline mode** the last synced data may remain visible. Do not treat a stale screen as authority to issue a duplicate token. Wait for an acknowledged action or reconnect and verify the record.

4. Business and account settings

Edit the business profile

Location: Merchant **Account > Shop Profile**. Desktop users can also reach account tools from the sidebar.

1. Open **Shop Profile** and choose **Edit Profile**.
2. Check **Shop name** and **Owner name**. These identify the business and owner; do not put customer information here.
3. Check the business category/type, GST number if applicable, address, pincode, city and state.
4. Use **Get current location** at the actual premises, or enter advanced latitude/longitude carefully when provided.
5. Save the edit using the form's save action. Reopen the profile and verify the saved values.

Expected result: subsequent business-facing/customer views use the updated profile. Exact GPS coordinates are needed for location-restricted QR generation. Pincode-derived city/state are not exact premises coordinates.

Registered phone and verified contact fields are account identifiers. Do not assume changing visible contact text also changes the OTP login identity. Ask support if a registered number must be changed. A self-service logo-upload procedure was not verified in this screen; do not promise it from marketing images.

Business profile

Shop Profile

D

Demo Clinic

Demo Owner

Other

Business Details

Shown on customer QR, token pages, and reports.

Shop name

Demo Clinic

Owner name

Demo Owner

Category

Other

Contact

Verified contact details for this merchant account.

Contact details are locked for account safety.

Registered phone

Not set

2

WhatsApp

Not set

Email

Not set

Location

Edit

1

le

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Edit Profile opens the editable business details.
2. Registered contact details are locked in this view.

Save settings safely

Location: Merchant **Account > Settings** or desktop **Settings**.

Open the section, change its values and press **Save changes**. **No changes** means the form has no unsaved changes. **Discard changes** returns to the previously loaded configuration. Refresh/reload first if another owner session has changed the same settings.

Business hours support selected working days, common hours or individual daily hours and break windows. Defaults in the inspected model are all seven days, 09:00-21:00, with no breaks and India time. Your saved account may already be different. Open time must be before close time; breaks must have valid start/end times inside the work schedule. This is not a verified overnight-shift editor.

Accept walk-ins controls token intake. It is not identical to pausing service or signing out a counter. Configure actual opening hours, then decide whether intake should be accepted now. Authenticated staff may be permitted to issue outside some schedule checks; QR availability still follows public intake rules.

Merchant settings

Settings

Queue Configuration

Auto-complete on next
Complete current token automatically when next token is called.

☐

Accept walk-ins
Allow customers to create tokens from QR or counter.

1

QR tokens & revisits

Daily limit for online tokens

02

0 = unlimited. QR closes when all tokens (QR + staff) reach this limit. Staff can continue issuing. Resets at midnight IST.

Token payment refund policy
Contact reception for refunds

Customer terms

Shown before a customer generates a QR token. Describe cancellation, refund and arrival instructions.

0/2000

Free revisits

Match the same name and mobile number. Only services from the original paid, completed visit are waived.

☒

Token Form Fields

Custom token inputs
Define DOB, reference number, case ID, or any extra input once. Dashboard, QR tokens, and appointments will ask for it automatically.

M3

Location Verification

Require customer to be at location
Set your exact shop location in Shop Profile first.

☐

Basic Configuration

No changes

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Queue behaviour switches.
2. Daily public-token cap.
3. Manage the owner-defined fields.

The complete field-by-field reference, including limits, defaults and effects, is in Chapter 17 and the separate Settings Reference file.

5. Services and queue configuration

Before filling the service form

A **service** means one kind of work your business offers: Consultation, Haircut, Sample collection or Vehicle handover. Create separate services when the work, normal duration or fee is meaningfully different. A service is not a doctor/employee's name, a counter, an appointment slot or a whole business day.

Where: Merchant > Services > add/edit. **Who:** merchant owner. Read each field below before saving. The examples describe training businesses; choose values that match your actual work and current agreed prices.

Service Name: what the customer is choosing

Meaning: a short recognisable name for the work. **Enter:** General Consultation, Haircut or Vehicle handover, using your own real service names. The name must be unique within the business; changing only letter case does not make a different service.

Why / effect: customers and reception select this item on the token form. Clear names prevent the wrong fee or workflow being chosen. Do not name two different procedures only General if staff cannot tell them apart.

Check: open a fresh staff token form and customer QR page. A first-time visitor should understand which item to select without knowing your internal code.

Avg time (min): the usual time spent doing one customer's work

Meaning: how many minutes one normal service takes **after work starts until it finishes**. Avg means average/usual; min means minutes. This is not the time spent waiting in the queue, opening time, appointment spacing or a fee.

Exactly what to enter: a whole number of minutes, at least 1. For example, if a typical consultation starts at 10:20 and ends at 10:30, enter **10**. For half an hour enter **30**. Do not enter 10:30, 0.5, 600 seconds or the number of customers per hour. The new-service form initially shows 15; review it rather than leaving it automatically.

How to decide: observe several ordinary visits. Five durations of 8, 10, 12, 9 and 11 minutes total 50 minutes; 50 divided by 5 visits is 10, so 10 is a reasonable starting estimate. Exclude the customer's time waiting before Start when deciding this value.

Why / effect: Smart ETA needs an initial estimate of the work in front of the next customer. Too small a number can promise turns too early; too large a number can make a short queue look slow. As usable history builds, actual Start-to-Complete times and current speed can adjust the working estimate. This field does not automatically stop a service, complete a token or change its price when the minutes expire.

Common mistakes: entering the full shift, the current waiting time or an artificially short value to attract customers. A very wrong starting duration can also cause genuine long visits to be rejected as unusual learning samples.

Check: tell a colleague: "One usual Consultation takes about 10 minutes once started." Run an agreed sample with correct Start/Complete handling and review future estimates over real operation; one sample does not establish accuracy. The Smart ETA training sections below explain the complete calculation and automation.

In simple words: "Kaam shuru hone ke baad ek customer par usually kitna time lagta hai? Wahi minutes dalo; waiting time nahi."

Base Price (₹): the normal service fee

Meaning: the ordinary rupee price for this service before optional extras/waivers in the token quote. **Enter:** your normal amount, for example **200** for a ₹200 consultation; use **0** only for a genuinely free service. A negative price is not allowed.

Why / effect: selected services contribute to the token amount. Payment mode decides what is collectible now versus due later; an eligible revisit may waive earlier matching services. An emergency upgrade can add a separate charge. The token quote is therefore the place to check the final payable amount.

Common mistake: entering 20000 for ₹200, putting the emergency total here and adding it again, or confusing this price with the monthly InCue subscription. This field alone does not certify a customer tax invoice or gateway settlement.

Check: select only this service in a fresh token form and read normal, waived, extra and collectible/due amounts before generating. After a catalog change, old tokens keep their saved service/price details.

Description (Optional): help people choose correctly

Meaning: a short explanation of what this service covers. **Enter:** something concrete such as Routine consultation with the doctor; tests charged separately, only if that matches your policy.

Why / effect: a useful description reduces wrong selections. It does not create an extra service, automatically enforce every term in the text or configure a refund/revisit rule.

Common mistake: entering private patient details, an OTP, or a price promise different from the saved quote. **Check:** read the description in the service catalog/customer form where displayed and confirm staff explain the same scope.

Collect payment: Prepaid or Postpaid

Meaning: when this service's charge is intended to be collected. **Choose Prepaid** when collecting at token creation; **choose Postpaid** when settling after the service. For example, a clinic may charge consultation at reception; a service centre may collect after inspection.

Why / effect: the quote separates the amount to collect now and the amount still due. Zero collectible now on a Postpaid token does not mean the whole service is free. Zero because of a confirmed revisit waiver is a different reason.

Common mistake: pressing Generate and treating it as proof of money in the bank. Prepaid handling and actual online gateway settlement must still be confirmed through their respective flow. **Check:** compare one Prepaid and one Postpaid sample quote without making an unintended real charge.

Emergency priority and extra emergency charge

Meaning: an explicitly offered priority option for the service, with a separate extra fee where configured. Enable it only if your real operating policy permits that priority.

Enter: the **extra** rupee amount, not the combined total. Example: normal ₹200 plus extra ₹100 gives ₹300 before other quote adjustments. If ₹300 is the intended total, do not enter ₹300 as the extra on a ₹200 base.

Why / effect: a selected emergency token is treated ahead of ordinary waiting work in the ETA ordering and can increase other visitors' waits. It is an operational priority flag, not medical triage or clinical decision support. A revisit waiver of a matching normal service does not automatically waive an emergency upgrade.

Check: staff should select priority only when agreed, review the extra in Token Preview and understand why the normal token-number order may be interrupted.

Save and verify the complete service

Use **Confirm & Save** once. Reopen the item and check name, usual minutes, price, payment mode and priority. Then open a fresh token form; an old open form may contain stale catalog data. Merely typing into the dialog is not a saved change.

Example business	Sensible starting explanation	What not to enter as duration
Clinic	Consultation usually takes 10 working minutes; ordinary fee ₹200 Prepaid.	The patient's 45-minute wait or the doctor's eight-hour shift.
Salon	Haircut usually takes 20 minutes; hair spa is a different service if its work/time/price differs.	A 15-minute calendar slot just because appointment starts are spaced by 15 minutes.
Diagnostic reception	Sample collection usually takes 5 minutes of counter work. Explain separately when the report is ready.	Six hours of laboratory processing if this queue only handles a five-minute sample-collection desk.
Service centre	Vehicle handover may take 5 minutes after repair work is genuinely completed; repair is a different service if separately queued.	Five minutes for a repair that normally occupies a worker for 90 minutes.

These durations are examples to teach the meaning, not industry standards or promises. Smart ETA also uses real service history, current workload, compatible counters, breaks and schedule; the number alone cannot describe the entire business.

Service editor

The screenshot shows the 'Service editor' interface. At the top, there's a 'Services' header with a list of services. One service, 'General consultation', is highlighted. Below it, the 'Refine Service' modal is open. The modal contains the following fields:

- Service Name ***: A text input field with a blue circle '1' next to it, containing the text 'General consultation'.
- Avg time (min) ***: A text input field containing '15'.
- Base Price (₹) ***: A text input field containing '200'.
- Description (Optional)**: A text input field.
- Collect payment**: A section with two radio buttons: 'Prepaid At token' (selected) and 'Postpaid After service'.
- Emergency priority**: A toggle switch labeled 'Charge extra when customer selects urgent service.'.
- Confirm & Save**: A blue button at the bottom.

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Service identity and expected minutes.
2. Payment mode and optional priority charge.

Edit, remove or make a service unavailable

Open the service card's edit action, change the relevant fields, confirm and verify a fresh form. The visible delete action uses **Delete Service** confirmation. The inspected backend implements this as a status toggle/soft removal, not destruction of past token records. Do not repeatedly press delete to try to permanently erase history. If the current app does not expose reactivation, ask support to restore the catalog item rather than recreating conflicting names.

Inactive services should not be offered for new token generation. If an old form still contains an item, reload it; the server can reject an item or price that has changed.

Smart ETA: understand the estimate

The following is the complete trainer lesson. Owners can read the everyday examples first; the technical notes explain source limits and server configuration.

Start with these three different times

Imagine a patient reaches reception at 10:00, starts consultation at 10:20 and finishes at 10:30.

Term	Plain meaning	In this example
Service duration / Avg time (min)	How long one customer's actual work usually takes after it starts.	10 minutes, from 10:20 to 10:30.
Waiting time	Time before that person's service starts.	20 minutes, from arrival at 10:00 to Start at 10:20.
ETA / expected turn time	An estimate of when service can begin, based on the queue and available working time.	Around 10:20, or an estimated waiting range.

ETA means **Estimated Time of Arrival** in general usage. In InCue's queue screens, read it as **estimated time until your turn/service can start**. It is not the time by which the work will be finished, an appointment guarantee or the amount to collect.

Trainer's line: "Avg time mein ek customer ka kaam shuru hone se khatam hone tak ka usual time dalo. Line mein khade rehne ka time mat dalo. ETA batata hai bari lagbhag kab aayegi."

Why the service duration matters

When the business has little usable history, InCue needs a sensible starting estimate. Enter the usual working time for one service: for example Consultation 10 minutes, Haircut 20 minutes, or Vehicle handover 5 minutes. These are teaching examples, not recommended times for every business.

Watch several ordinary visits and estimate the typical time from **Start** to actual finish. If five consultations take 8, 10, 12, 9 and 11 minutes, their simple average is 10 minutes. Enter **10**, not 10:00, 600, the doctor's full shift, a day's total workload or the patient's current wait. The current service form accepts whole minutes, at least 1; a new form starts at 15.

If a usual ten-minute consultation is saved as 30, early estimates can become too late. If a normal thirty-minute repair check is saved as 5, estimates can be too optimistic and unusually long samples may be excluded from learning. Start with an honest normal duration; do not deliberately shorten it to make the queue look fast.

Quick check: open Services, read each active service name and its Avg time aloud: "One normal [service] takes around [minutes] after we start." If that sentence sounds wrong, review the value.

What Smart ETA considers, in everyday language

The engine builds an estimate of the work ahead of a waiting token. It considers the selected service(s), usable completed-visit timings, recent operating speed, called/serving work, queue priority/order, counter compatibility/capacity, and the saved business schedule.

1. **Choose a working duration for each service.** With no usable history it falls back to the configured duration. With history it gives more weight to recent completed work, while retaining part of the configured value.
2. **Check how today is moving.** Enough valid recent completions can make the working estimate faster or slower than its historical baseline.
3. **Account for work already called or serving.** A called person still needs to arrive and receive the service. A serving person still occupies a counter; elapsed time helps estimate what remains.
4. **Place waiting work ahead on eligible counters.** Emergency-priority work is considered first, then token number order. Different compatible counters can work in parallel; a worker who cannot provide the selected services is

not interchangeable with one who can.

5. **Apply operating time.** If the work crosses a saved lunch break or closing time, the expected turn can move to the next working interval.
6. **Show an estimate with uncertainty.** A range communicates that real services vary. A longer queue or limited history can produce a wider range.

This is an estimate from recorded operations, not a sensor watching the doctor, mechanic or customer. It cannot know an unrecorded absence, a conversation after work, a missing staff member still marked available, or an unexpected job complication until available data changes.

A clinic example you can explain at reception

Assume one counter, no break, no emergency work, no speed/no-show adjustment, and a working service estimate of 10 minutes. These assumptions isolate the arithmetic; a live account can give a different range.

Work before your token	What contributes to the wait
One consultation Serving for 4 minutes	About 6 minutes of estimated work remain, plus the engine's 1.5-minute transition allowance.
One ordinary token Waiting ahead	About 10 minutes of work plus another 1.5-minute transition allowance.
Your token	Its estimated wait is about 19 minutes, before display rounding, confidence range and business-time adjustments. Your own consultation duration is not added to the wait for it to start.

If reception completes the active consultation earlier, the next calculation can reduce waiting estimates. If a more complex case continues well past the usual duration, the engine can allow additional remaining time rather than claim the counter is already free. **Complete** should therefore mean work actually ended.

What to tell the patient: "This is an approximate turn estimate. It can move if an earlier consultation takes longer or an urgent case is added. Keep your token and follow the live status." Do not promise an exact minute from a range.

Two counters, different services and long jobs

Two genuinely available haircut workers: waiting jobs can be distributed across compatible capacity. Two workers can reduce the wait, but not always by exactly half because jobs have different lengths and one worker may already be busy.

Clinic doctor and lab desk: a lab worker is not a second consultation counter just because both are online. Map their real services. In service-aware routing, a counter must cover the token's full selected service set. Where no full matching counter mapping is available, the estimator can fall back to configured virtual capacity; that fallback is an estimate, not proof a real eligible worker is available.

Service centre repair plus washing: multiple selected services contribute to estimated work. The system does not automatically prove that repair and washing happen in parallel. Use service definitions that describe the work you actually run. A week-long workshop job should not be modelled as a five-minute quick counter service just to shorten the displayed queue.

Held / Cancelled / No-show: these do not occupy an ordinary waiting position in the live waiting-list simulation. A held customer's later return can affect the queue again. No-show probability adjustment and actually marking a token No-show are different things; see below.

Lunch, closing time, Pause and Resume

Saved break example: it is 12:50, the work ahead needs 30 working minutes, and lunch is 13:00-14:00. There are 10 working minutes before lunch and 20 after it, so the central expected turn is around 14:20, before any range variation.

Small spillover exception: the schedule helper allows up to 10 remaining working minutes into an ordinary break if some work in that calculation was already consumed before the break. For example, 12 minutes of work from 12:50 can estimate 13:02 instead of jumping past a one-hour lunch. This models a short wrap-up, not a promise that staff will skip lunch. It does not apply when the calculation starts inside an already ongoing break, or to a configured hard scheduled pause. Ask reception if the displayed turn is near a break boundary.

Closing example: a wait longer than the workable minutes left today can continue into the next selected working day. A 0-minute work backlog outside an open interval can still be scheduled to a later opening. Correct hours matter even with an apparently empty queue.

Manual Pause: there may be no known end time, such as the doctor being called away. The ETA formatter switches to a paused message, and optional ETA WhatsApp messages are suppressed while paused. Other screens may still retain their last number or show their own paused state. Do not tell customers a live countdown proves work is progressing during a pause.

Resume: the engine has a short return-to-work allowance: source defaults add 3 minutes during the first 5 minutes after Resume. It allows staff time to get back rather than assuming immediate service. This is a server rule, not a merchant slider verified in the app.

Closing intake is different: Accept walk-ins controls new intake; Pause concerns the current queue. Neither button is a substitute for saving the real daily hours and lunch breaks.

What changes automatically, when and why

Trigger / condition	Automatic behaviour	What the operator must still do
Token created, called, started, completed, cancelled, marked No-show or updated through the normal queue paths	Snapshot invalidation schedules a fresh ETA/queue sync. The source default groups nearby events with an approximately 800 ms delay before rebuilding/broadcasting.	Check that the action succeeded and the screen is connected; this delay is not an end-to-end delivery guarantee.
Tracking/API or queue snapshot requests an updated estimate	ETA can be calculated again from current queue data, reusing cached profiles.	Refresh/reconnect when the interface reports an old connection; no universal per-second server update is promised.
Valid visits are completed	Historical profiles and recent-speed estimates can change as caches refresh.	Record Start and Complete at the real times; learning is not immediate after every click.
Serving work exceeds its expected duration	Remaining-time logic allows for an overrun, increasing with a significant overrun up to a cap.	Verify the worker is still serving; correct a forgotten status instead of relying on ETA to close it.
Queue paused / resumed	Paused wording and notification suppression; short transition allowance after resume.	Resume only when work can restart.
Optional ETA alert job runs and a waiting token qualifies	It may send one selected approaching-turn, delay, early or "next" message, subject to gates and budget.	Keep wallet/provider/contact details usable; a timer tick is not proof of message delivery.

Trigger / condition	Automatic behaviour	What the operator must still do
Assignment mode Auto, eligible waiting work and a compatible available counter	Assignment routines can claim a free counter and call a token when invoked by supported workflow events.	The worker still starts actual service; Auto is not permission to leave stale availability.
Auto-complete on next enabled in a supported reception flow, then operator advances	The earlier eligible active work can be closed as part of advancing.	Confirm work and payment are actually finished before Next. This is action-triggered, not a duration timer.
Backend automatic no-show explicitly enabled for that merchant, and a Called token remains unanswered	The no-show job can close it and attempt auto assignment of later work where allowed.	This opt-in is backend configuration, not a verified merchant-accessible setting. Keep ordinary manual No-show handling clear.
Eligible appointment reaches its queue-conversion condition	Appointment conversion can produce a Waiting token; normal queue/TV updates follow the token path.	Confirm the converted token and appointment reference; conversion is not the same as the customer arriving or service starting.

Automatic no-show is not the two-minute called allowance

The ETA calculation allows **2 minutes** for a called customer to approach, then includes the service and transition work. This two-minute allowance does **not** itself mark the person absent.

The separate no-show job has a source default of **10 minutes since Called**, checked on a default **two-minute schedule**, and requires the merchant's explicit backend opt-in (`autoNoShowEnabled`, default `false`) as well as the server job being enabled. Therefore it is neither on for every merchant nor guaranteed to run at the exact ten-minute second. It does not automatically mark every old Waiting token absent. Do not tell a customer "after two minutes your token is cancelled."

Appointment conversion is not an exact appointment-time promise

The source includes an every-minute eligible-appointment job and an on-demand catch-up before ordinary token creation. It compares the projected queue serving time with the appointment start, with a past-due safety path. Only eligible active appointments are candidates; completed/cancelled/already-converted records do not become new tokens again through the ordinary conversion path. Failed conversion has bounded attempts and needs attention if it cannot recover.

This is a separate conversion scheduler using its queue projection; it is not a promise that every Smart ETA range, calendar slot and WhatsApp time is identical. Staff should inspect the generated token when checking in a customer. Do not create a second walk-in solely because the appointment view has not refreshed.

WhatsApp: when a waiting customer may hear from InCue

First understand **calculation versus communication**: the displayed estimate can change without a new WhatsApp. Message selection deliberately avoids sending on every small change. It can be skipped for a closed/paused token, recent messages, uncertain shifts, exhausted optional budget, contact/withdrawal restrictions, wallet or provider failures.

Deployment configuration read on 22 October 2026: the ETA alert job is scheduled every **5 minutes**. The deployed ETA/notification source hashes matched the source reviewed for this guide. The following values are configuration evidence, not a promise of scheduler uptime, successful delivery, a per-account grant or a permanent timing contract. They are server controls; this guide does not invent Merchant settings for them.

Original estimated wait	Planned normal reminder window in the inspected deployment
More than 180 minutes	Around 60 minutes remaining.
More than 120, up to 180 minutes	Around 30 minutes remaining.
More than 20, up to 120 minutes	Around 15 minutes remaining.
Up to 20 minutes	Around 10 minutes remaining.

Each reminder window has a configured **plus/minus 4-minute tolerance**, requires a positive remaining wait, and can be missed if work changes suddenly or a job/check cannot run in that window. The plan is based on the original estimate, not a request to send all four reminders to everyone. Source fallback for the long-wait boundary is 60 minutes; the inspected deployment overrides it to 120. Do not copy the source fallback as the active deployment value.

You're next: considered first when no eligible waiting work is ahead and ETA is **25 minutes or less**, subject to cooldowns, deduplication and budget. Being first in Waiting does not mean a busy counter has finished; this message does not call or start the token.

Delay / earlier-turn changes: small variations can be silent. The inspected deployment uses a **20-minute delay threshold** and a **15-minute earlier-turn threshold**, together with a 10-minute smoothing/range buffer, at least 15 minutes useful notice, confidence and decision checks. An extremely large early jump above the source's 90-minute plausibility limit is suppressed. A large numerical change alone does not guarantee a message.

Avoiding repeated messages: the inspected deployment has a **10-minute optional-notification cooldown** and a separate **3-minute conflict window**. Normal reminders, early updates and delay updates have additional duplicate/sequence rules. After a delay, a final around-15-minute reminder may qualify; a routine final reminder after an early update is disabled in this deployment. After an ordinary reminder, the normal selection path does not promise every later shift update; "You're next" has its own earlier priority check.

Budget: source/configured maximum is 6 customer messages per token in the ETA budget policy, with a target of 4. That is an internal policy target/cap for the tracked flow, not a bundle promise or a guarantee of four deliveries. Optional ETA sends reserve room for later core service/feedback events. Appointment, transfer and other message classes have their own paths; do not treat this number as a universal global cap on every communication. A failed provider attempt does not intentionally consume a successful-send slot permanently.

Called / serving / completed: ETA waiting notifications close when the token leaves the relevant waiting phase or the serving update closes the notification state. Event-based call/serving/feedback messages are separate. A TV announcement uses its own settings and the TV's unlocked audio, even if WhatsApp is disabled.

Technical notes: what the current implementation actually does

These details are for administrators and developers. Owners can operate correctly using the examples above. Tuning values below are source defaults unless explicitly labelled deployment overrides; they are not additional customer-editable fields.

Historical duration and current speed

- Historical profiles inspect up to 120 recent completed tokens within 90 days of the merchant, with a real serviceStartedAt. Samples below one minute are excluded. A sample above max(3 minutes, 3 x the configured service duration) is excluded for that service.
- The service baseline is **60% average of up to the latest 10 usable samples + 30% average of up to the latest 30 + 10% configured duration**. The sets overlap intentionally; it is not 40 separate visits. With no usable history, use the configured fallback. Missing-service/global fallback can be 15 minutes.

- A historical multi-service token's entire elapsed visit can be attributed to each included service. This is a limitation: it does not measure separate per-service stopwatch segments and can overstate combined work. The live-speed per-service attribution is stricter and uses single-service tokens only.
- Today's speed compares actual versus baseline duration for up to 50 completed tokens in the last 60 minutes, within today's date, needing at least 3 usable samples. Valid actual elapsed time is 1 minute to 4 hours. A per-service factor wins with enough single-service samples; otherwise the global factor applies. The factor is clamped to 0.5-1.8 times baseline, so an outlier cannot scale it without bounds.
- Historical profiles cache for about 5 minutes; speed profiles for 60 seconds. Config/service/queue invalidation paths and cache availability can affect freshness. A newly completed visit is not a guarantee of an immediate visible recalculation of the learned profile.

Active work, priority and uncertainty

- Called work contributes its estimated service time plus 2 minutes to approach and a 1.5-minute transition. That arrival allowance is not a no-show timeout.
- Serving work uses elapsed time and a minimum remaining allowance (source defaults 3/5/10 minutes for short/medium/long work). When overdue, a ramped/proportional extra estimate is capped at twice estimated duration. It is deliberately not a stopwatch countdown to guaranteed zero.
- Waiting contributions include service duration plus 1.5 minutes transition. Emergency tokens sort ahead of ordinary work; otherwise token number sorts ascending. The target's own service duration is not added to its pre-service waiting time.
- Active service-aware counter mappings include linked active busy staff, or online/available staff accepting work, with compatible services. Where a matching full-service pool is unavailable, configured concurrent/virtual capacity can be used; it does not prove physical availability. Increasing a capacity number must not replace correct staffing.
- No-show history uses completed/no-show outcomes in a 30-day lookback, at least 10 outcomes and a default 40% probability cap. Its expected-work discount applies only to ordinary waiting entries from the third eligible position onward, not the first two or emergency work. It does not change those tokens' real statuses or declare any particular customer absent. The rate cache is 5 minutes.
- Confidence is a heuristic: at least 20 usable samples across the inspected service profiles with fewer than 10 ahead can be high; fewer than 5 samples or more than 20 ahead produces low confidence. Otherwise it is medium. Paused queues force low confidence. This is not a certified statistical confidence interval.
- Ranges use 5-minute buckets by default. Width is at least 5/10/15 minutes for high/medium/low confidence, and can widen with the wait (12%/20%/35% rounded to buckets). Business schedule adjustment applies to the range endpoints. Notification smoothing may keep the last displayed range while a new raw value remains within it; ordinary live queue overlays do not necessarily use that notification-state smoothing.

Sources and boundaries for maintainers

Reviewed paths: `services/queue.service.js` (duration profiles and intake projection), `services/eta.service.js` (live simulation/ranges), `services/queue_snapshot.service.js` (ETA attachment and sync), `services/eta_notification.service.js` (gates and message policy), `services/auto_skip.service.js`, `services/staff_assignment.service.js`, `services/appointment_auto_generate.service.js`, and the related `jobs/scheduler`. Server configuration was inspected with an allowlist of non-secret timing flags; no customer records or settings were changed for this training revision.

The intake/appointment projection and live existing-token engine are separate code paths. Do not promise identical estimates before issuance and after the token joins the live queue. The accepted token's current live status and tracking estimate should be explained to the customer.

Train your team in five minutes

1. Ask: "Does Duration mean time in line or time doing the work?" Correct answer: doing one customer's service after Start.
2. Give a ten-minute example with two people ahead. Ask why the wait can be longer than ten minutes and why two compatible workers can help.
3. Ask staff to demonstrate **Call**, then **Start**, then **Complete** and explain the physical moment each represents. Do not trigger a real charge just for a demonstration.
4. Explain the lunch example and when to Pause versus close intake.
5. Ask: "If ETA changes, must a WhatsApp be sent?" Correct answer: no; timing, material change, confidence, cooldown, budget and delivery conditions apply.

If ETA looks wrong: check the token's status, current connection, service durations, forgotten Serving work, real staff availability/service mappings, saved hours/breaks and pause state. Confirm whether you are reading waiting time or expected clock time. Record the token/reference, IST time and a redacted screen if the discrepancy remains. Do not shorten every service duration or mark unfinished work Complete to force a pleasing number.

6. Complete token management

Before every operation

Check the business, date, connection and token number. Read the status; Called is different from Serving. If an action fails, read the error and verify the record before retrying. A disabled button often means the token is in the wrong state or the user lacks permission.

Create a walk-in token

Location: Queue Dashboard **Walk-in**. Owner-side Queue Monitor forms exist in the inspected code, but a current main-menu entry was not verified; reception should use Queue Dashboard.

1. Press **Walk-in** to open **Generate Walk-in**.
2. Enter the customer's name and mobile number as requested by the form. Do not make up a mobile number for a person without one; follow the form's optional/required validation and the business's workflow.
3. Fill merchant-defined required inputs, for example Reference number or Vehicle number. Staff can fill answers but cannot add or change the definitions.
4. Search and choose one or more available services. Select an emergency upgrade only when appropriate.
5. Review **Token Preview**, expected ETA, payment mode, **Collectible**, pending amount and any revisit benefit.
6. Confirm **Generate** once. Keep the form open if the request fails; review the error or refreshed quote.
7. Confirm that the new token appears in Waiting. Give the customer the token/tracking information.

Result: a new Waiting token. A selected Prepaid amount is recorded at generation; Postpaid remains pending until completion. These accounting fields do not by themselves prove a bank/card transfer. WhatsApp may be attempted only when the flow is eligible; a failed message does not mean token creation failed.

Walk-in token form

The screenshot displays the InCue Queue application interface. At the top, there's a header with 'InCue Queue', navigation links (Queue Desk, Test Staff, DASHBOARD), and status indicators (v1.0, Offline, Logout). A red banner indicates 'Offline mode' with a note: 'Showing last synced queue. Socket updates may be delayed.' Below this, the interface shows a queue of customers. A modal titled 'Generate Walk-in' is open, prompting the user to 'Enter customer details and choose a service.' The modal contains three numbered callouts: 1. Customer name, 2. Services, and 3. Generate button. The background shows a queue of customers with details like name, service, and status.

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Enter customer details.
2. Select the required services.
3. Review the amount before Generate.

Call Next

Who: owner or permitted queue/call operator. **Initial state:** Waiting.

1. Confirm that intake/service is not paused and the appropriate counter can receive work.
2. Press **CALL NEXT**.
3. If offered, choose the call count or a compatible available counter in the call dialog.
4. Confirm the call. Verify the token in Now Serving with **Called/Calling**, not yet Serving.

Effects: the called token leaves Waiting, its TV state changes and configured call announcements run. An eligible WhatsApp counter-called/turn update can be attempted. Counter users must finish or otherwise handle their current active slot before calling another token.

The call dialog works from the waiting order. A general “call any arbitrary waiting token” control was not verified. Do not use a menu action from a different token to bypass order. Use emergency priority or an appropriate permitted workflow, and tell the customer what you changed.

Start service

Initial state: Called or a Held token eligible to restart. **Who:** queue/service-completion permission.

Select the relevant token and press **Start**. Check that it changes to **Serving** and its service timer begins. Starting a held token must also satisfy counter/session rules. The TV changes state; the customer tracking page updates after synchronization. A separate configurable “service started” WhatsApp switch was not verified.

Complete service

Initial state: Serving. **Who:** queue/service-completion permission.

Select the serving token, confirm work is actually finished and press its **Complete** action. Verify **Completed** in the closed list. Completion can settle pending Postpaid service amounts in the visit record. Check actual money received separately before confirming at reception.

A successful completion releases the assigned counter for compatible work. The TV updates and, if configured, announces the collection message. Eligible feedback-link messaging may follow. Completed records are not ordinary editable waiting tokens; no universal undo/reopen button was verified.

Hold and bring back

Initial state: Called. Press **Hold** when the customer is temporarily unavailable and should not be closed as a no-show. The token becomes **Held / On Hold** and is shown in the On hold area/count. Other customers can continue through compatible capacity.

Open the held-token view and use its offered **Start** action when that customer returns. Verify Serving and the right counter. A general “restore to exactly the old waiting position” command was not verified. Do not describe Hold as cancellation or free reissue.

No-show

Initial state: Called. Select the absent customer's called token and use **No-show**. Verify the closed record shows **No-show**, not Completed. Pending Postpaid work is waived by the closing logic; already collected prepaid money is not automatically returned. TV/tracking show a closed outcome. This does not count as successfully completed work for revisit qualification.

Automatic no-show exists behind an owner/account configuration, off by default in the backend. A merchant-accessible toggle was not verified in the current Settings screen. Do not promise an automatic timeout or instruct staff to wait for one.

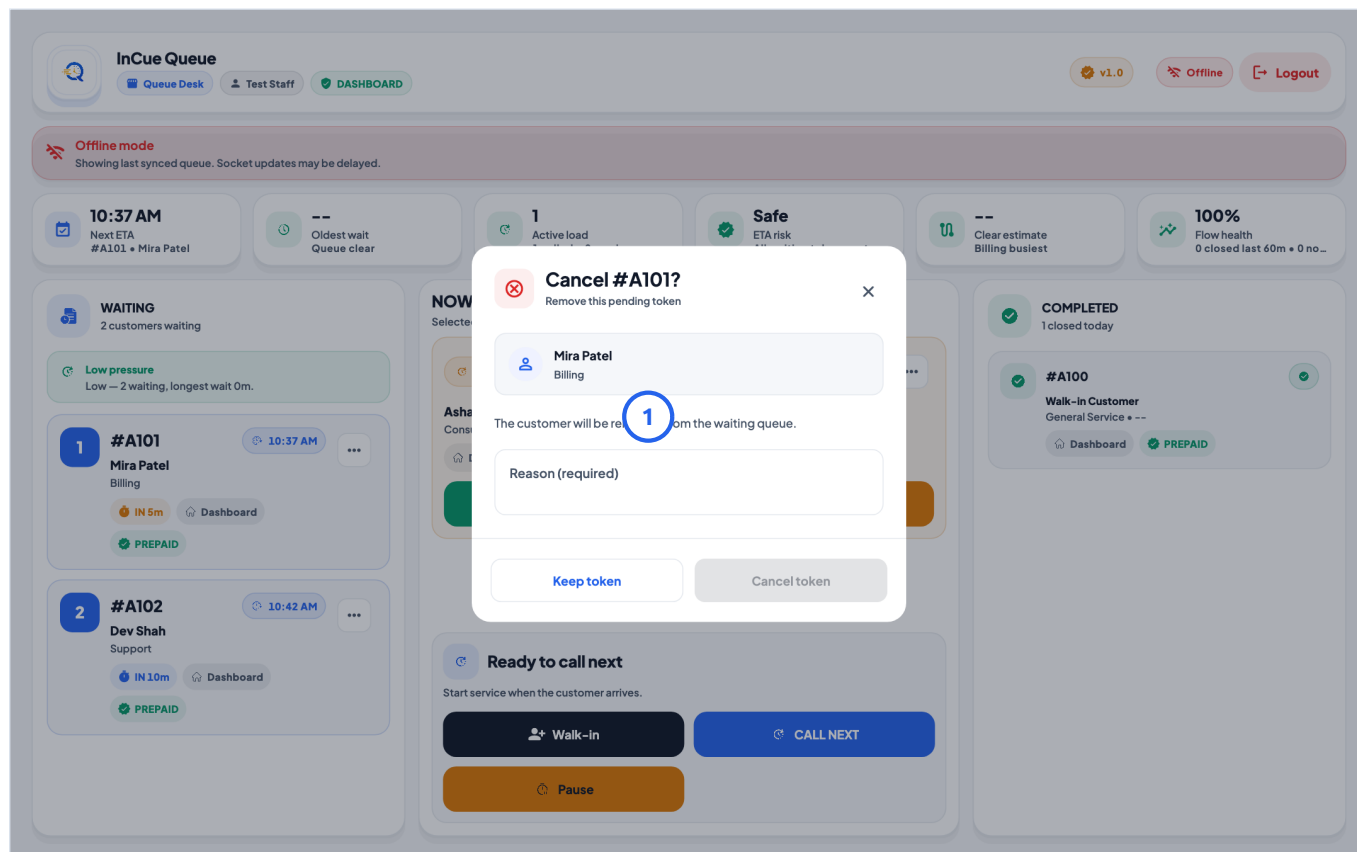
Cancel a waiting token

Location: Waiting token **three-dot menu > Cancel token**. **Initial state:** Waiting. **Who:** permitted queue/service-completion operator.

1. Identify the exact waiting token.
2. Open the menu and choose **Cancel token**.
3. Enter the required cancellation reason. Check the token number again.
4. Confirm cancellation once and verify **Cancelled** in the closed list/history.

The token is removed from waiting; tracking/display state changes. Cancellation does not refund a gateway payment, restore a consumed free revisit or reduce the daily issued count. There is no verified general undo. A dedicated cancellation WhatsApp template is not promised.

Cancel confirmation



Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Confirm the exact token and enter the required reason.

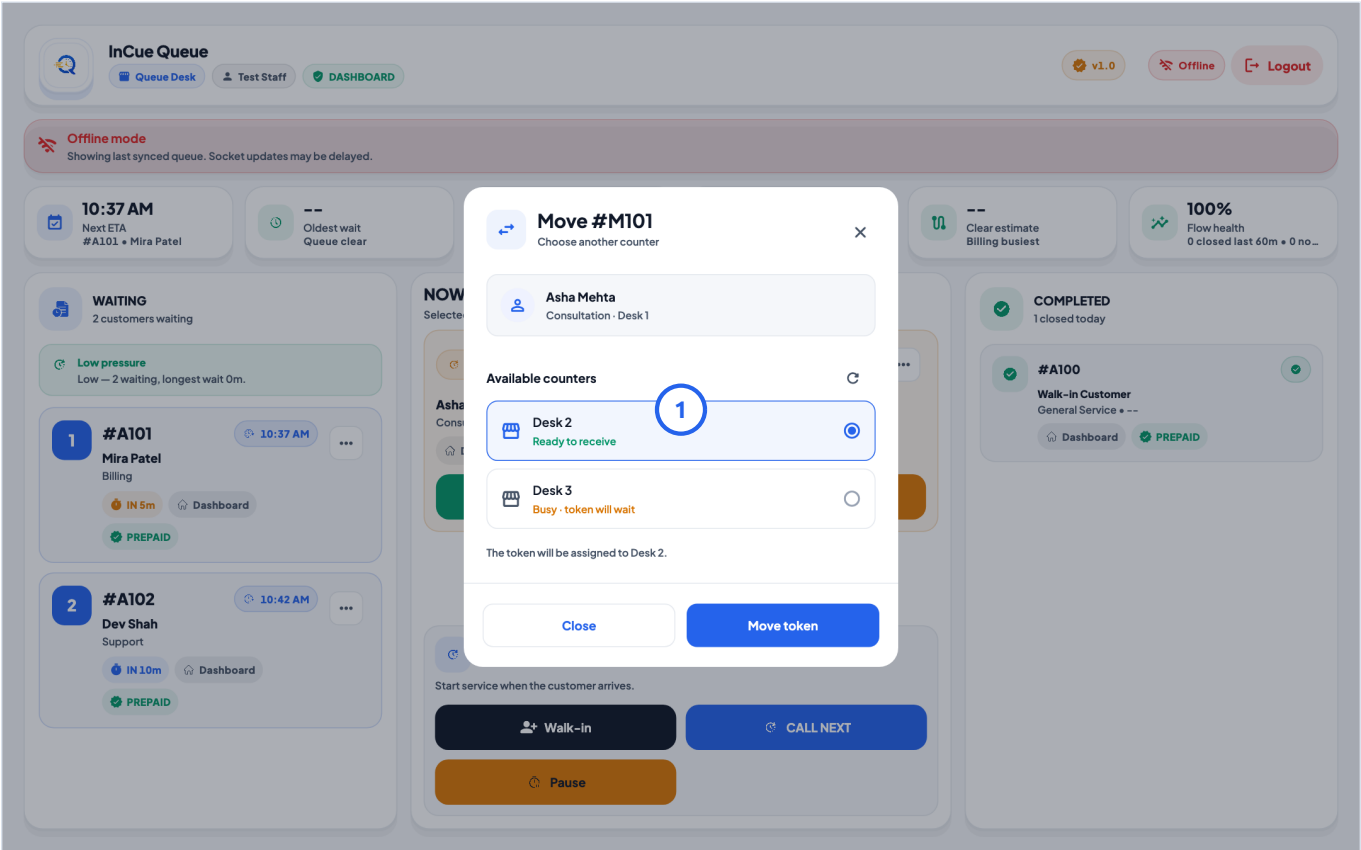
Move to another counter

Location: eligible Called token **three-dot menu** > **Move to another counter**. **Who:** Dashboard queue manager; not Counter mode.

1. Open the action for the called token before service starts.
2. Wait for the live compatible-counter list to load.
3. Choose an eligible available counter and confirm.
4. Verify the new counter on the token and TV. Tell the customer where to go.

Targets depend on active staff, service compatibility and availability. The action can be hidden if there is no eligible target. If the token or counter changed while the dialog was open, reload rather than forcing the old selection. The token keeps its identity; it is not a new Waiting token. An eligible transfer message is handled separately from the first call notification.

Choose a compatible counter



Actual application interface; local example data. Numbered callouts are documentation overlays.

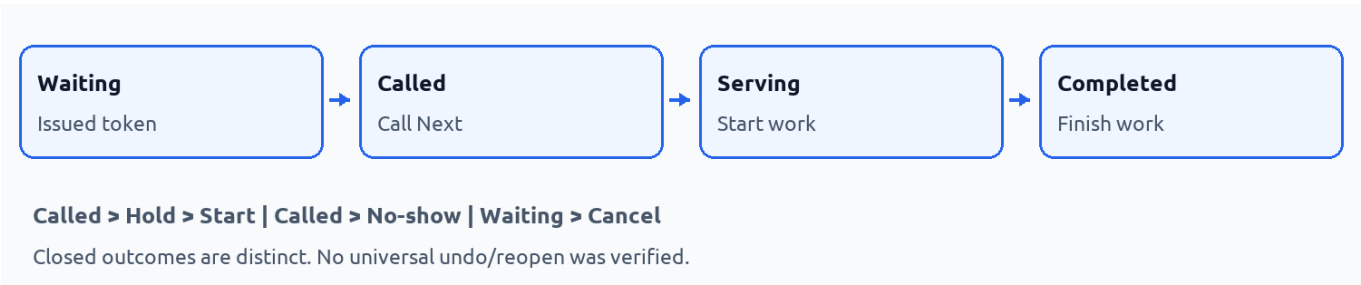
- 1. Choose an eligible compatible counter.

Pause and Resume

Use **Pause** in the Action Centre when service must stop temporarily. A paused queue blocks calls until resumed. Customer tracking and ETA should reflect the pause rather than a promised turn time. **Resume** restores the active flow and recalculates estimates. A pause does not complete, cancel or refund tokens. “Accepting” concerns intake/availability and can differ by Dashboard/Counter mode; it is not a replacement for checking queue status.

Auto-complete on next

When your plan permits it and the owner enables **Auto-complete on next**, advancing compatible work can complete previous work as part of the operation. Test this with your own counter arrangement before enabling it. Staff should still understand which customer is being closed. Leave it off when work needs explicit completion, payment checks or collection confirmation.



Practice scenarios

A. New customer: issue T-24; verify Waiting; Call Next changes it to Called; Start changes it to Serving; Complete closes it. The customer follows the same token link throughout.

B. Missed turn: hold a called token for a short absence, or mark No-show if the visit should be closed. Do not mark Completed merely to remove an absent person.

C. Different counter needed: transfer the Called token to a compatible available counter before starting. If already Serving, the inspected Dashboard does not offer the same transfer action; ask the supervisor for an appropriate supported operational decision.

D. Lunch break: announce the delay, Pause service and confirm whether intake should also stop. Resume when capacity is ready. Planned breaks should be configured in business hours.

E. Finish and continue: select the correct Serving token, Complete it, verify payment handling and then Call Next. With auto-complete enabled, confirm that its behaviour matches your operating policy before relying on it.

7. QR token generation

Assign and print the business QR

Location: Merchant **Account > QR Assign**. Some business cards use the label QR & Token Link; use the active QR Assign screen.

1. Open **QR Assign**. Obtain the QR code ID from an InCue-issued printed QR.
2. Scan it using the in-app scanner where camera support is available, or enter it into **QR code ID**.
3. Submit the assignment using the form's assign action. An arbitrary new ID is not created just by typing it.
4. Check that the code is assigned to the correct business. Open its card/poster.
5. Use **Copy QR Link** to test the destination. In **QR Poster**, use the available image/save/share action for your platform.
6. Print a clear copy. Place it near reception with a short "Scan to get a token" instruction. Test the printed copy on a second phone.

Mobile poster save is implemented as a PNG/gallery workflow. Browser download/share availability is platform-dependent; if it fails, use the copied official link and ask support for a print file. Never manually change the business/token identifiers in a QR URL.

QR assignment

QR Assign



Assign printed QR

Use the QR code ID from an InCue printed QR. This connects the QR to your merchant account.



Example: IQ-260614-AB12CD3

1





 Only unassigned or already-your QR codes can be claimed. Blocked, lost, retired, or another merchant QR will be rejected by backend.

Your QR codes



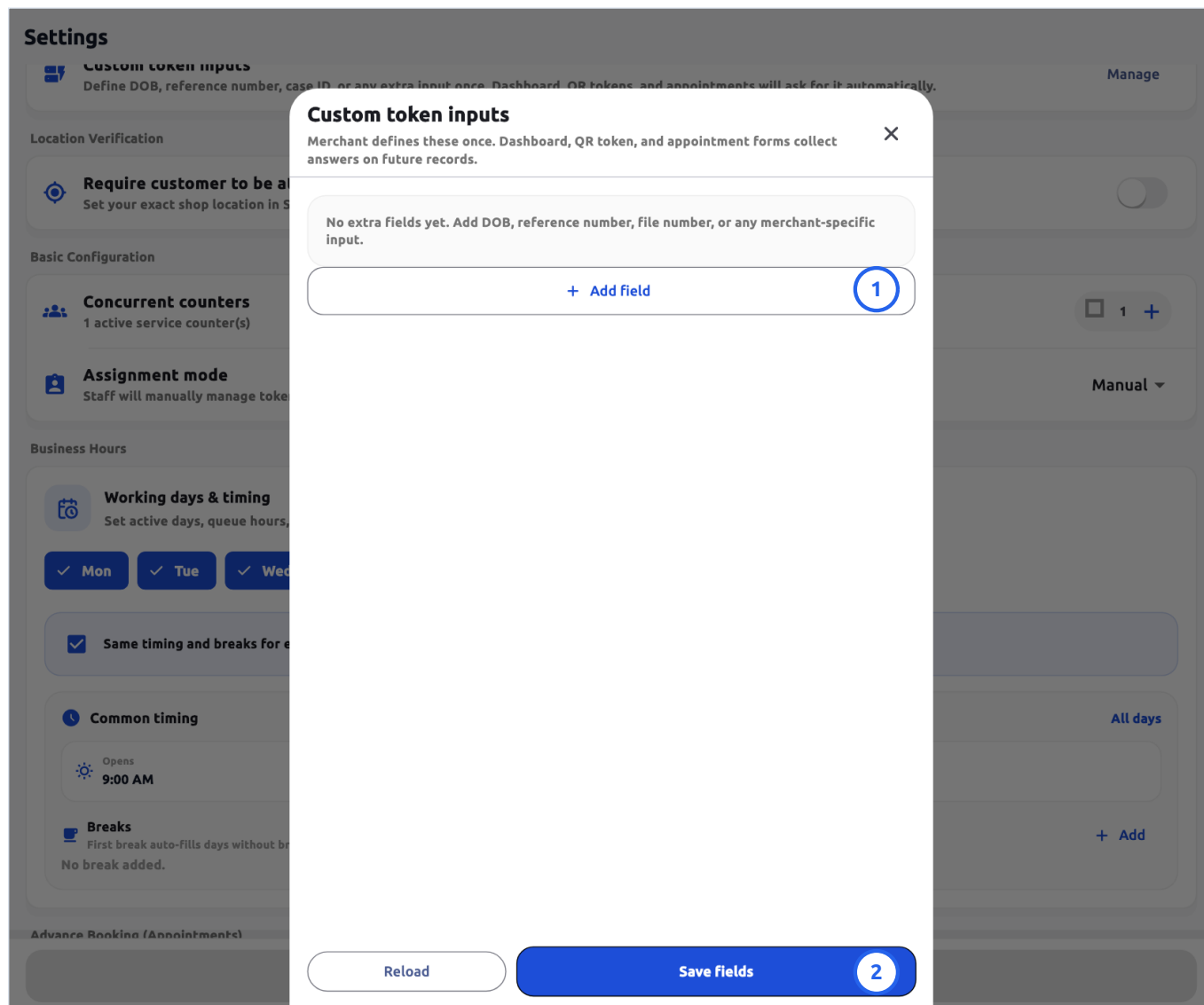
No QR assigned yet

Scan or enter the QR code printed by InCue. Once assigned, customers can scan it to open your token flow.

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Enter or scan an issued QR ID, then check the assigned business.

Owner-defined form fields



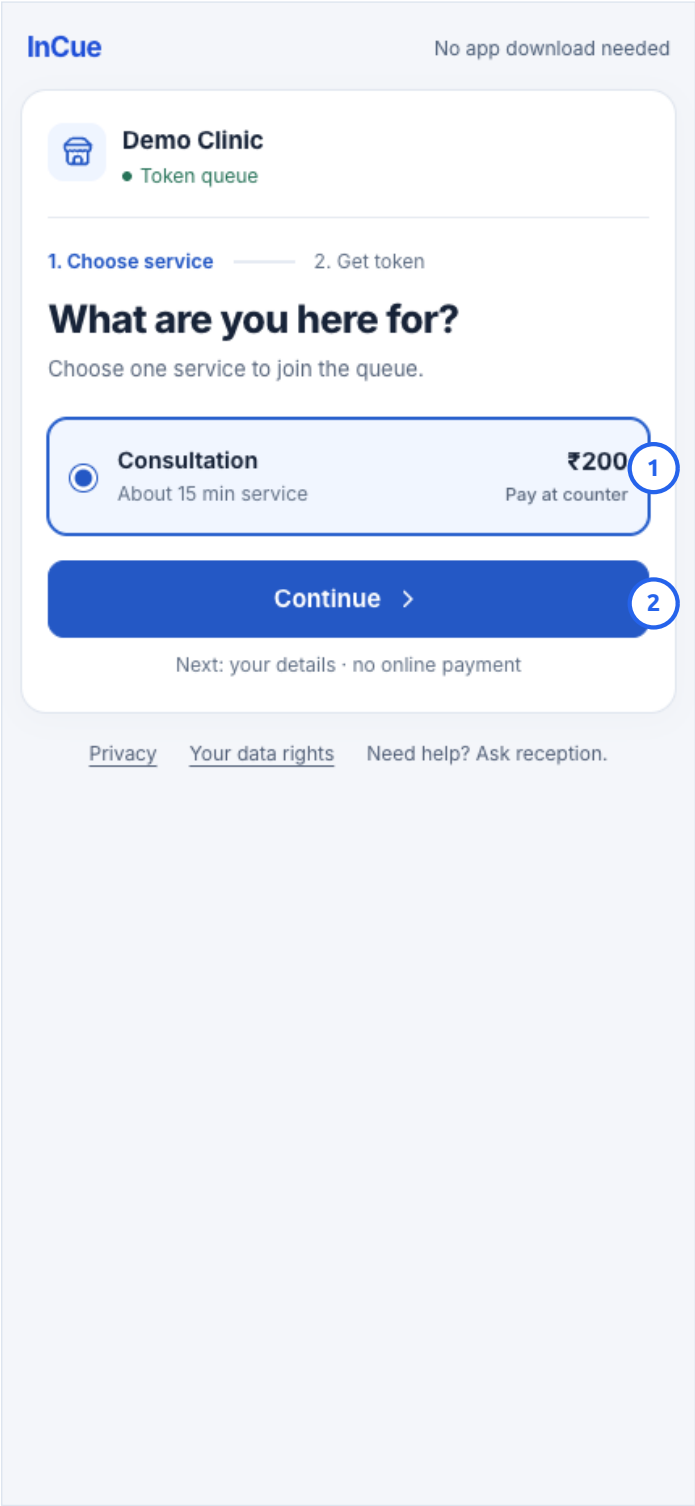
Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Add field opens the individual input editor.
2. Save fields commits the complete definition list.

Customer: from scan to token

1. Scan the QR with the phone camera and open the browser link. No customer app installation is normally required.
2. Confirm the business name and choose an available service on **1. Choose service**.
3. Review its price and payment mode, then tap **Continue**.
4. On **2. Your details**, enter **Your name**, a valid Indian mobile number and any required business-specific fields.
5. Read the merchant's arrival/refund terms and token privacy notice. Agree to the notice if you want to proceed. The notice and optional marketing consent are not interchangeable.
6. Review any revisit benefit and the amount. For payable online prepaid work, follow the offered gateway; for no online payment, use **Get my token**.
7. Wait for the confirmed token. Save/open the tracking link. If payment is still being checked, use the offered payment-status/recovery controls rather than paying again.

Choose a service



Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Review the service and amount.
- 2. Continue to customer details.

Enter customer details and review terms - view 1 of 2

InCue

No app download needed



Demo Clinic

● Token queue

1. Service selected

2. Your details

←

Your details

Consultation

₹200 · pay at counter

Change

Your name

Name reception can call

1

Mobile number

10-digit Indian mobile number

Used for this token's WhatsApp updates. No marketing.

Details requested by Demo Clinic

Reference number (required)

2

Enter customer details and review terms - view 2 of 2

Revisiting? Use the same name and mobile number as your earlier visit. Up to 1 free revisit(s) within 7 days for the same service.

► Business terms & refund policy

How your details are used English हिन्दी

Demo Clinic uses the details below through InCue to issue your token, show your queue position and call your turn.

Details: name, selected service and mobile number; Reference number.

Mobile is used for this token's WhatsApp queue updates and online payment when required. It is not used for marketing.

► Data, your choices & help

☐ I am 18 or older and taking my own token. I agree to use of my details for the token and queue purposes above. 3

For a child or someone else, please ask reception. Do not enter medical details, Aadhaar or other ID numbers.

 **Get my token**

Your token and tracking link appear on the next screen.

[Privacy](#) [Your data rights](#) [Need help? Ask reception.](#)

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Enter the actual visitor details.
2. Answer required business fields.
3. Read terms and privacy, then confirm.

The QR form currently requires a name and mobile number. It accepts the Indian mobile pattern used by the form, with normal +91/91 formatting. Name length is capped at 60 characters in this page. Custom-field requirements and date/number boundaries are enforced again when submitted.

The WhatsApp opt-in checkbox used in an older QR design was removed from generation. The page explains visit updates and provides tracking-page controls where supported. This is not permission to send marketing. Only collect details that your business needs.

Daily online limit

The owner can set **Daily limit for online tokens**. Example: limit 100, issued 98 across QR + staff + appointment conversions. Two more QR places can be issued, then public issuance closes. Staff can continue subject to their normal permissions and account/service availability. Cancellation does not lower the issued count. The day changes at midnight IST.

Online payment can reserve a place. A valid pending payment hold can temporarily make the page full. Previously accepted paid requests can be honoured after a limit change or date boundary. Do not promise that the issued count can never exceed the current public cap.

Free revisit

Use the same name and mobile number as the earlier qualifying visit. Matching normalizes ordinary number formatting, name case and extra spaces; it does not fuzzy-match a different family member. The original visit must be completed and have eligible recorded charges.

Default benefit when enabled is one revisit within seven days. Only qualifying earlier service fees are waived. New services and emergency upgrades can remain payable. The merchant chooses validity days, count and whether time is counted from the original paid visit or latest completed visit. The count does not reset after a free visit. A fully free quote says no payment will be collected; verify the final quote rather than assuming all selected work is free.

QR problems and duplicates

An unassigned, inactive or incorrectly printed QR cannot be repaired by customers. Ask the owner to check assignment. Closed hours, breaks, paused/closed state, intake controls, daily limits, missing required answers, plan access and location checks can block issuance.

Paid checkout recovery is designed to return an existing issued token for that payment. A universal one-token-per-phone-per-day rule was not verified. Do not repeatedly generate a free/postpaid token while waiting for a response; check reception/tracking first. One family's shared phone number is not automatic proof of revisit eligibility.

8. TV display setup and management

TV Setup Quick Guide

1. Connect the TV, monitor browser or supported Android Display device to reliable internet. Keep the reception and display associated with the same business.
2. Open display.incue.in or the current Display app. Leave its on-screen pairing QR visible.
3. On the owner's Merchant app, open **Account > Display Devices > Link Display** (desktop **Display** also opens the device area).
4. On **Scan TV QR Code**, allow the merchant phone camera and point it at the QR displayed on the TV. Wait for **Linking Display...** and confirmation. Verify that the business name on the TV is yours and that the device appears in Display Devices. A manual short-code entry field was not verified; if the owner's browser has no usable camera, use a supported merchant phone/app or contact support.
5. Open the display settings control on **Display Devices** to reach **Display Settings**. Choose layout, visible fields and voice behaviour, then save.
6. Press remote OK/Enter/Select/Space or tap **Enable sound** when required. Check TV mute, speaker routing and volume.
7. Call a sample token and verify the number/status and sound. Start and complete it to verify the selected announcement mode.
8. Enable full screen using the browser/device's own control. Prevent the TV/browser from sleeping during business hours.

A merchant account needs available display entitlement/seat capacity. Linking uses owner authorization; a staff queue account is not a display administrator. Unlink a screen from **Display Devices** if it is no longer yours, then pair again intentionally. Do not clear all browser storage as the first troubleshooting step: it can remove saved pairing.

Ranked Queue display



Selected Fields QA
PEOPLE FIRST. A BRIGHTER DAY.

Wed, 21 Oct 2026
08:35 PM

LESS WAITING.
MORE LIVING.

QUEUE

25 tokens

TOKEN NUMBER	NAME	VEHICLE NO.	STATUS
A-13 1	Demo Customer 136	DL-01-AB-136	Completed
A-137	Demo Customer 137	DL-01-AB-137	Completed
A-138	Demo Customer 138	DL-01-AB-138	Completed
A-139	Demo Customer 139	DL-01-AB-139	Completed
A-140	Demo Customer 140	DL-01-AB-140	Completed

ALREADY COMPLETED

2

A-122 A-123 A-124 A-125 A-126 A-127 A-128 A-129 A-130 A-131 A-132 A-133 A-1

Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Latest five completions form the first group.
- 2. Older completed numbers use the bottom strip.

Layouts and details

Available layout choices are **Default, Mercury, Classic, Ranked Queue, Counter Grid**. Layout changes are merchant-wide display settings in the inspected implementation, not a verified per-device layout editor. Verify a new setting on each paired TV. A separate per-TV counter-assignment or display-naming editor was not verified; do not assume those controls are available.

You can select at most **two optional public detail fields**, including customer name and approved custom inputs. Token number/status are core information and do not use that two-field allowance. Public display is off by default for personal fields. A Counter column appears only where actual assignments provide a counter; a blank invented counter is not required.

Ranked Queue v24 is one full-width table. The latest five completed tokens appear first, then remaining tokens oldest-to-newest. Older completed numbers appear in an **Already completed** strip. Main and footer lists scroll only when they overflow, with a five-second reading hold and about 900 ms movement. The footer uses recent synced history; it is not guaranteed to contain every completion for the whole day.

Display settings

Display Settings

Choose what shows up next to each token on the waiting-room TV display.

Voice announcements

Announce when

Call Next (default)

Spoken language

English and Hindi

Fields to show (2/2)

Customer name

Vehicle number

Layout

Default
The original dark board — a serving panel with a waiting-queue grid alongside it.

Mercury
Our premium board — one big "Now Serving" card, a clean "Up next" list with each wait time, on a bright, calm screen. Works on landscape and portrait TVs.

Classic
A big "Now Serving" card next to a per-counter list, with a queue summary strip.

Ranked Queue
Same hero card, plus one numbered list ranking every counter and waiting token together.

Counter Grid
A dark grid of counter cards — good for busier shops with several counters running at once.

No changes

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Choose announcement event and spoken language.
2. Choose at most two optional public details.
3. Select the layout; save when changes are ready.

Voice announcements

Announce when: Call Next (default), Work completed / collection, Call Next and work completed, or Announcements off. **Spoken language:** English and Hindi, English, or Hindi. Completion modes allow custom English/Hindi collection text, up to 240 characters each.

For a service centre, choose Work completed / collection and text such as "Your work is complete. Please collect your vehicle." For a clinic, keep Call Next unless completion announcements are useful. Test both languages. Some TV browsers lack voices; recorded fallback can speak token letters/digits and collection instructions but cannot pronounce every custom name/text exactly. Visible data remains important.

Compatibility and recovery

Use a current Chrome, Edge, Firefox or Safari-capable device with the rendering features required by the app. “Smart TV” alone does not establish browser compatibility. A current Android TV box or supported browser device is an alternative for an old embedded browser. The software-rendering retry can help graphics problems; it cannot add missing browser capabilities.

Live synchronization needs a working secure connection. A disconnected board can retain cached information; reconnect and verify a fresh sample change. Auto-update waits around active announcements; allow it to finish. The [sound check page](#) tests audio without generating a customer token. It does not pair a TV or prove queue synchronization.

9. Ads on TV

Location: Merchant **Account > Ads on TV**. **Dependency:** active base account and active Ads on TV add-on, enabled for your business. It is not automatically included in every base plan.

Activate, upload and publish

1. Open Ads on TV and check add-on status, expiry and current limits.
2. Use the offered purchase/extend flow if available. Review service dates, tax and amount before **Pay now**. Payment acceptance alone is not proof of activation; check status afterward.
3. Use the upload action and choose **Video** or **Image**.
4. Select your own permitted media. Enter **Ad name**; it is an internal name used in reports.
5. For images, choose **Show on TV for**. Review the selected duration/size.
6. Use **Upload & show on TV**. Wait for upload and publish confirmation. If the active limit is full, it may save paused; pause another item before activating this one.
7. Check playback on a paired, online TV. Use Preview, Rename, pause/activate or Delete as offered by the item's menu.

Default media limits

Item	Inspected default
Stored creatives	10
Active creatives	5
Video maximum	60 seconds, 50 MB
Image maximum	10 MB
Image time	Default 10 seconds; minimum 3 seconds; upper bound follows current ad duration limit
Accepted images	JPEG, PNG, WebP
Accepted videos	MP4, WebM, MOV; actual TV codecs may support fewer

Account/environment overrides can change limits. The app's current limits take priority. MP4 with common H.264/AAC encoding is a safer starting point than assuming every accepted upload format will play on every TV. GIF animation is not an advertised supported creative format.

Ads show between queue viewing periods when timing permits. Calls interrupt ads and prioritize the announcement; do not expect an ad to continue hiding a call. If media is unreachable or unsupported, the board should keep the queue usable and retry/skip the media. A busy queue may leave little time for ads.

Ad Report

Open the available **Ad Report** action. Choose 7, 30 or 90 days. Interpret plays/completion information as device playback reports, not verified human views, reach or sales. Network failure can delay upload of playback reports. An ad completing playback does not prove that a customer watched it. Paid network advertising income or guaranteed campaign revenue was not verified as a merchant operating feature.

10. Staff management and permissions

Add a staff member

Location: Merchant **Staff** > **Add Staff**. **Who:** merchant owner, with available seat entitlement.

1. Enter a real authorized staff member's **Phone number** and **Name**. Do not share the owner login.
2. Choose **Dashboard user** for reception or **Counter user** for assigned-service work.
3. For Dashboard users, **Manage queue** is always enabled by the current editor. Add **Reports access** and/or **Customer history** only if needed.
4. For Counter users, set **Counter name** and select at least one service this person can handle.
5. Save using the form action. Check the new staff card and ask the member to test OTP login.
6. Verify that the member sees only the intended operational tools and history.

The Staff app user choice is displayed as “Available in future” in this merchant editor. Separate staff-app code exists, but this guide does not promise that customers can activate/distribute it through the current screen.

Edit the member through the card menu. Remove access with the offered **Remove Staff** confirmation when they leave. This unlinks/disables access rather than erasing historical visit attribution. If the current edit form exposes active status, use it for temporary access changes; a dedicated password-reset flow was not verified. Resolve phone ownership/OTP problems through the registered identity or support.

Staff access form

Staff

Staff

1 dashbo

Recepti

R

Available

Add Staff

×

Phone number

10-digit mobile number

Name

Staff name

App access

Dashboard user

Can work from Dashboard. Reports need separate permission.

1

Counter user

Handles serving flow for selected services.

☐

Staff app user

Available in future

☐

Dashboard permissions

Manage queue

Always enabled for Dashboard users

☒

Reports access

Dashboard reports, limited to today and yesterday

2

☒

Customer history

Allow checking customer visit history

☐

Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Choose Dashboard or Counter access.
- 2. Grant only necessary extra permissions.

Role permission matrix

Operation	Merchant owner	Dashboard user	Counter user	Customer / TV
Configure services, custom field definitions, business/TV settings	Allowed	Restricted	Restricted	Restricted
Fill required token inputs	Allowed in available token workflow	Allowed with generation/queue access	Depends on offered operational controls and permission	Customer fills only own QR form; TV read-only
Call, start, hold, complete	Allowed within account rules	Queue/call/complete permissions	Assigned services, own active slot and permissions	Restricted

Operation	Merchant owner	Dashboard user	Counter user	Customer / TV
Cancel waiting token	Allowed	Completion/queue permission	Only if offered and in permitted scope	No general customer cancel control verified
Transfer called token	Allowed in supported Dashboard workflow	Queue management; eligible target required	Restricted in Counter mode	Restricted
Reports	Account/plan dependent	Explicit Reports access; offered date scope	Restricted as exposed	Restricted
Customer visit history	Owner/available workflow	Explicit Customer history permission	Restricted	No access to other visits
Staff, devices and billing administration	Allowed with account entitlement	Restricted	Restricted	Restricted

Roles such as “manager” are not a separate configurable role in the inspected merchant editor. Assign the actual permissions instead. Backend compatibility accepts several permission names, but the customer editor does not expose an arbitrary custom-role builder. A copied staff URL cannot override server permissions.

11. WhatsApp automation and wallet

WhatsApp is an optional, prepaid communication layer. It is separate from normal queue operation. A token can exist even when its WhatsApp message is not delivered. Having a paid InCue plan does not by itself prove that a sender, approved template, enabled automation and sufficient balance are ready.

Open and recharge the wallet

Location: Merchant **Account > WhatsApp Wallet**; the balance pill may also be visible in the workspace header.

1. Open the wallet and check balance, current usage and any unavailable/error message.
2. Use **Recharge wallet**. Choose an offered recharge pack rather than assuming an arbitrary amount is allowed.
3. Review the pack, GST/checkout total and payment method. Complete the hosted payment once.
4. Return and refresh the wallet. Confirm the credited transaction and the recharge invoice/status.
5. If payment succeeded but balance did not update, keep the payment reference and contact support. Do not repeatedly recharge to recover an earlier payment.

Current default token-flow debit is ₹1 from prepaid balance for an eligible token flow. It is not ₹1 for every individual message in that flow. Provider acceptance and billing eligibility determine the charge record. Wallet recharge invoices handle applicable tax; the inspected token-flow debit does not add GST a second time. Always check the current wallet/checkout amount.

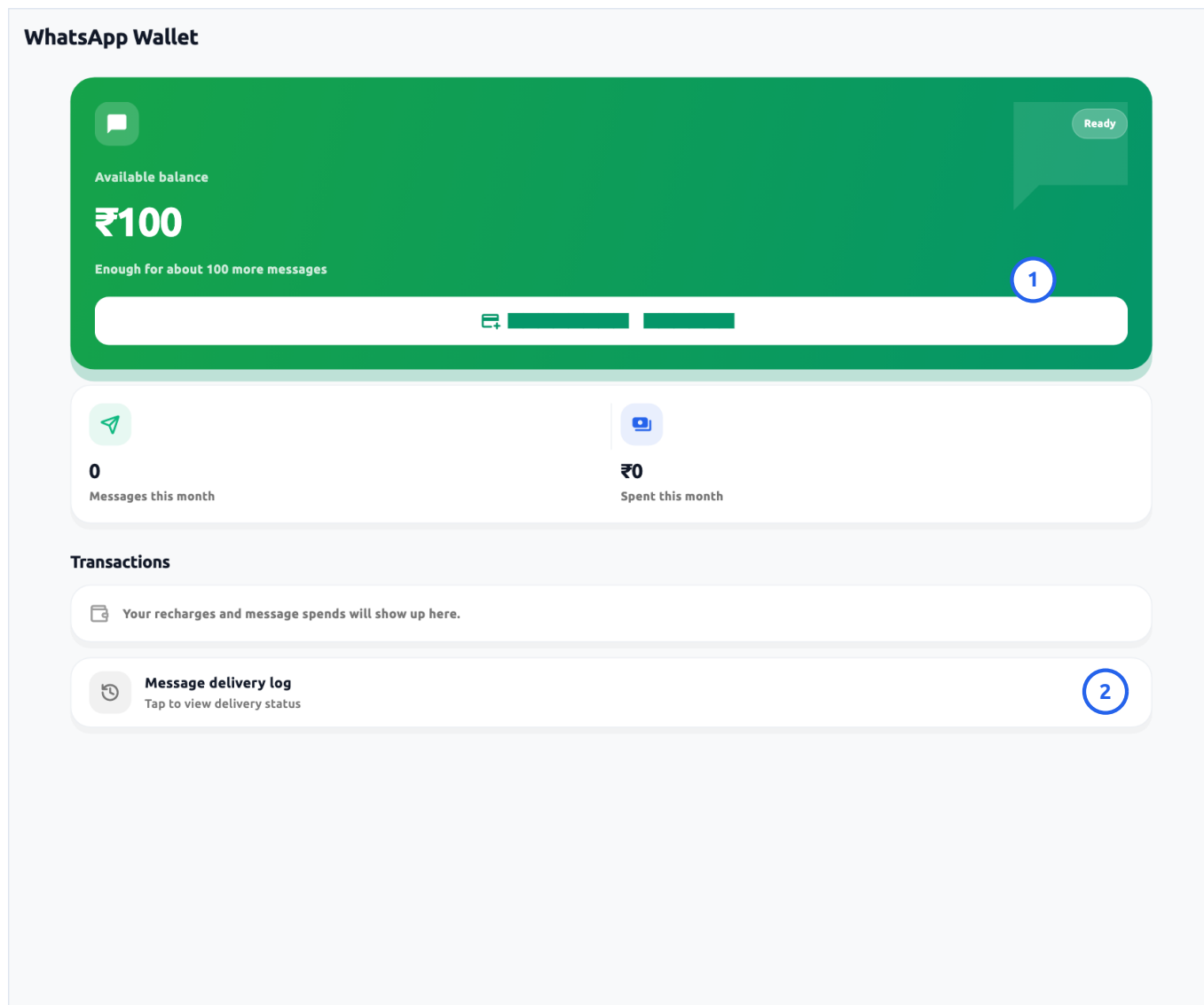
Appointment messaging has a separate implemented charge class with a default ₹0.50 appointment-flow rate in the inspected code. This is not clearly described by the public per-token price. Confirm the active rate with support and the actual wallet transaction before planning costs. It would be misleading to promise that every appointment message is covered by a token debit.

Which messages exist?

Event	Implemented behaviour / boundary
Token generated	Confirmation/tracking message for an eligible generated token.
Turn approaching	One eligible planned reminder window, or selected next/delay/early update under the notification policy. The initial wait and deployment settings determine the window; see the full Smart ETA lesson in Chapter 5. It is not a message on every ETA change.
Called / now serving	Turn/counter notification. Existing flags help avoid repeating the same journey update.
Counter transfer	A separate eligible transfer update can communicate the new counter.
Work completed	Completion may trigger the feedback-link path. A separate generic customer “completed” text/template is not promised here.
Feedback request	Supported after eligible completion; destination can be InCue feedback or the configured external link.
Appointment booked	Supported appointment confirmation path.
Appointment reminder	Day-before and same-day reminder paths exist; timing and operating conditions apply.

These are implemented event paths, not guarantees that every visit receives every message. Delivery depends on current account configuration, consent/withdrawal state where applicable, a usable WhatsApp number, balance, provider availability and template approval. A TV voice announcement is unrelated to WhatsApp delivery.

Wallet balance and delivery log



Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Balance and recharge control.
2. Open delivery log; Sent and Read differ.

Low balance, delivery logs and disabling

When a new billable flow lacks sufficient balance, WhatsApp can be skipped/rejected while normal token/queue processing continues. Already charged flow updates can follow different checks; read the transaction/message result rather than multiplying message count by ₹1. Recharge before busy periods. Low-balance indication is a warning, not an automatic recharge authorization.

Review the wallet's **Transactions**, usage and message-log sections where loaded by the current account. "Sent" normally means the provider accepted the request; it is not proof the customer read it. Delivered/read/failed results require provider feedback and may arrive later. Preserve the token number, event/time and masked error when escalating.

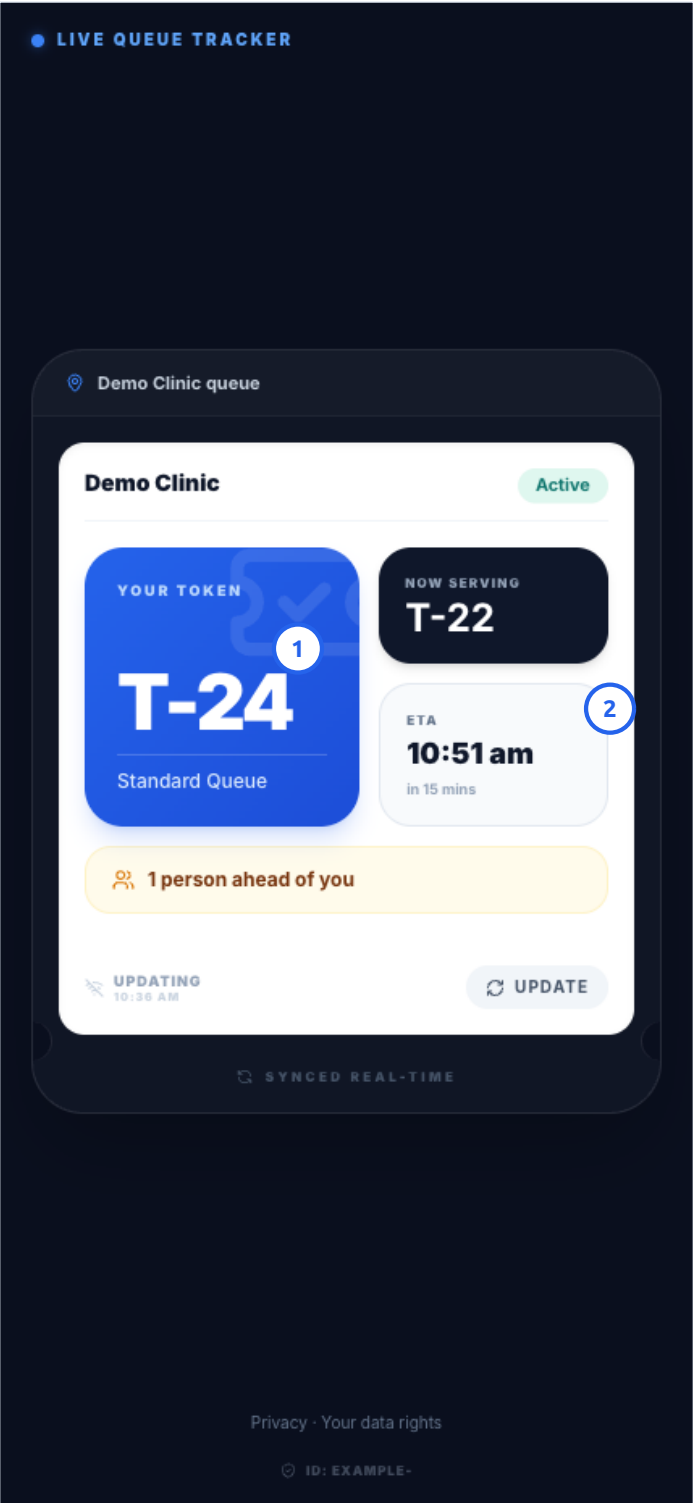
No general merchant-facing automation on/off toggle was verified in the current Wallet screen. Activation, account-level billing pause and provider/template setup may require InCue support. Do not tell staff to change an internal sender configuration. A customer can use the tracking-page update preference where present; marketing is not part of the token-update purpose.

12. Customer live tracking

Open and understand the link

A customer receives or saves the individual tracking link after token generation. Open the complete link in a current mobile browser. Normal tracking does not require a customer login or app install. Treat the link as private access to that visit, not as a public business homepage.

Customer tracking page



Actual application interface; local example data. Numbered callouts are documentation overlays.

- 1. Your token number.
- 2. Current serving and changing ETA.

Read the token number first. Then check status, tokens ahead/queue position, current serving information and the ETA/range if available. The page can show merchant location or arrival instructions. When the token is Called, follow the displayed counter/arrival instruction promptly. A Serving state means the work was started; Completed, No-show and Cancelled are final outcomes with different meanings.

Updates and limitations

The page tries a live connection when enabled and falls back to periodic checks, approximately every 30 seconds while visible. Hidden/background pages suspend activity and refresh when shown again. Use the displayed refresh control if the page looks stale. A phone in battery-saving mode or without internet cannot receive immediate visible updates.

ETA is an estimate. Staff work, compatible counters, a pause or business break can change it. Do not arrive at the very last second based solely on the earliest estimate. A paused/closed business state takes priority over an old displayed ETA. For missing details, use the link issued for the token rather than manually typing identifiers.

WhatsApp preference/withdrawal controls are visit-specific where available. Turning updates off does not cancel the token or delete the visit. For correction/deletion questions, use the business and InCue's data-rights channel.

13. Customer feedback

Receive and submit a review

After a completed visit, the customer may open the feedback link from the tracking journey or an eligible WhatsApp feedback button. Use the link for that visit. Choose the offered rating and, if useful, add a short factual comment. Do not put medical history, identity documents or payment secrets in feedback.

Feedback availability and duplicate-submission rules are checked for the linked visit. An invalid, expired or ineligible link must not be replaced by guessing another token's URL. Ask reception for help with the correct visit. Delivery of a feedback message is not proof that a review was submitted.

Owner: review and configure the destination

Location: Merchant **Account** > **Customer Feedback**.

1. Open the screen. Review **Total Reviews** and **Avg Rating** for the active filters.
2. Apply date/rating filters where offered. Use **Load More Feedback** when more pages are available.
3. Open an item for **Feedback Detail** and the related visit/service/counter context.
4. In **Feedback link on WhatsApp**, choose **Change** if you want to change the destination.
5. Select **InCue feedback form** to collect ratings/comments inside InCue, or **My own link** for your external review page. Enter a valid HTTPS destination and save through the offered control.
6. Test the destination with a non-sensitive sample link before giving it to customers.

External feedback stays on that external site. InCue does not import external Google ratings just because you paste a review URL. Do not interpret an empty InCue review list as proof that no one reviewed the external site.

Public marketplace copy describes feedback as free while WhatsApp alerts are enabled, with a standalone ₹299/outlet/month reference otherwise. Account entitlement/activation must be confirmed; an advertised reference price is not proof of automatic standalone activation. The owner sees merchant reviews; platform-only feedback and other businesses' records are not a general customer-facing feed.

14. Reports and analytics

Open, filter and inspect

Location: Merchant **Reports** tab/sidebar; **Token History** and **Token Audit** provide visit-level detail. Staff use Queue Dashboard **Reports** only with Reports access.

1. Open Reports and wait for the report to load.
2. Choose **Today**, **Yesterday**, **Week**, **Month** or an offered custom period. On staff Dashboard, the UI commonly limits its date choices to Today/Yesterday; use the options actually present.
3. Apply the status filter: available merchant choices include All, Completed, No-show, Cancelled and Waiting.
4. Read the selected date range before comparing numbers. Loading more history adds records, not another business day.
5. Open a token to inspect saved services, charges, custom answers and audit times.
6. Remove the filters when comparing with the whole-day Home count.

The backend can support a wider staff report boundary than the staff screen exposes; this is not a promise of an unlisted staff date picker. Owner custom reports are bounded to supported dates, not arbitrary future periods. Current plan and server access determine which blocks are returned.

Report filters and plan-dependent blocks

Reports

TodayYesterdayLast 7 daysThis monthCust1

Thursday, 22 Oct 2026

AllCompletedNo showCancelledWait2

Total Tokens20

Completed15 (0%)

No-show2

Avg WaitN/A

Unlock Advanced Reports

Busiest hours & 7-day trends

Staff & counter performance

Prepaid vs postpaid + wait accuracy

Upgrade to Growth

Token History

No tokens found

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Select the report period.
2. Status filter changes the scope.

What the reports mean

Block / value	Interpretation
Total Tokens	Issued token records for the selected scope. It is not necessarily unique people or completed visits.
Completed / No-show / Cancelled	Different final outcomes. Do not add no-shows to successful completions.
Waiting / Called / Serving	Current or scoped in-progress records. An old unresolved visit can differ from today's active view.
Avg Wait	Average from recorded issue-to-call/start timing for qualifying records; missing timestamps can be excluded.

Block / value	Interpretation
Avg Service Time	Recorded start-to-completion time where qualifying timestamps exist. Opening an app does not record service work.
Collected	Amount recorded as charged/collected by the visit logic. It is not necessarily the gateway bank settlement.
Pending	Postpaid/unsettled visit amount remaining after charges and waivers.
Waived	Amount waived, including eligible revisit or closing rules. This is not automatically a gateway refund.
Services / demand	Work selected and handled by catalog item; a multi-service token can contribute more than one service.
Busiest Window / trends	Distribution over the selected period based on report data, useful for staffing decisions.
Staff / Counter Performance	Work attributed to the recorded staff/counter, not everyone who was logged in.
Payment Mode / Wait Accuracy	Prepaid vs Postpaid and estimated vs actual wait indicators. Treat missing data separately.
Needs Attention / bottlenecks	Higher-tier operational indicators; investigate the underlying visits.
Revenue Deep-Dive / WhatsApp Usage	Higher-tier business and usage summaries, distinct from audited accounts and provider settlement.
Customer Reviews	Reviews captured in InCue under current filters; external review sites are separate.

Starter provides Basic Reports. Growth adds Advanced Reports; Pro provides Full reports and an export entitlement in the default plan model. The current merchant UI mentions **CSV export** in an upgrade card, but a working user-facing download/export control was not verified. Do not promise an export button that is not present. Ask support for the required report/export and approved access.

Clinic example

Compare a busy morning with the afternoon over the same week. Check token count, recorded average wait and staff/counter output together. If morning waits rise while one compatible counter is occupied, consider adjusting staffing or service duration estimates. A short average alone can hide a few long waits, so review individual delayed tokens before changing policy.

15. Activity logs and history

Location: Merchant **Account > Activity Logs**. Token-specific history is under **Reports > Token History > Token Audit**. Queue Dashboard History is a permission-controlled customer/visit tool, not the owner's complete account audit console.

1. Open Activity Logs and check its date/filter scope.
2. Identify the action label, actor and time. Open or read the item details where offered.
3. Cross-check the token or service involved using its number/ID and business day.
4. Keep the approximate time/action description if support is needed. Do not send an entire unredacted customer list.

Recorded activities can include owner/service/staff/account changes, queue actions and billing/device events, depending on the emitting workflow. Not every button press or customer read of a link becomes an audit entry. A failed action may leave a failure record instead of a successful state change. A real-time screen and a history report need not refresh at exactly the same moment.

Token Audit includes Customer Info, Counter/Staff, Performance Metrics, Services & Billing, Customer Feedback and Audit Trail as data is available. Issue, call, service-start and completion times are different timestamps. Historical custom answers are saved with the token; renaming a current field does not rewrite what was collected earlier.

Customer-facing activity-log retention and a merchant download-all-log control were not verified. Internal operational job logs are not customer activity logs and are not a menu customers should use. Use the privacy policy for retention context and support for a specific access request; do not promise indefinite history.

16. Subscription, plans, marketplace and payments

A base plan is the starting requirement. Optional services/extra seats can be added on top; a standalone extra does not replace the base plan. Included QR check-in and customer queue tracking should not be sold to your staff as separate mandatory per-visit products.

Dated plan reference

Default entitlement	Starter	Growth	Pro
Monthly, before GST	₹499	₹999	₹1,499
Yearly, before GST	₹4,999	₹9,999	₹14,999
Display devices	1	Up to 3	Up to 5
Staff / Dashboard users	1	Up to 3	Up to 8
QR, tracking, token generation	Included	Included	Included
Activity logs	Included by current default plan	Included	Included
Analytics	Basic	Advanced	Full
Auto-complete on next	Not in default plan	Included capability	Included capability
Multi-counter / advance appointments	Not in default plan	Included capability	Included capability
Export entitlement	No	No	Yes; usable download UI not verified
Priority support flag	No	No	Yes; no response-time guarantee documented

This table matches inspected default plan definitions and the dated public prices, not a read of your production contract. Included capability still needs configuration. Special account grants, offers and add-ons can alter limits. Yearly prices are the stated amounts, not a calculation you should replace with exactly 10 times the monthly price. Plan GST is shown in checkout/invoice; the default configuration uses 18%, but rely on your issued invoice and applicable billing details.

Subscription status and marketplace entry

Subscription

Growth

1

Inactive

Billing Cycle

Monthly

Renewal Date

Not set

Payment links are generated exclusively by InCue support.

Payment Collection

Manual

Collection mode

Manual link

Next billing

Not set

Plan Usage

Tokens this month

0

Staff users

0 / 3

Display devices

0 / 3

QR scans

0

Plans, marketplace & billing details

2

Actual application interface; local example data. Numbered callouts are documentation overlays.

1. Check actual plan status and service dates.
2. Open plans/marketplace details where available.

Buy or change plan and extras

Location: Account > Subscription & Billing > Plans, marketplace & billing details, opening Plans & marketplace where offered.

1. Review current plan, **Billing Cycle**, expiry, **Plan Usage** and payment/collection status.
2. Open the plans/marketplace control. Check **Billing & GST details** before payment.
3. Choose **Base plan** and **Monthly** or **Yearly**. Set optional service quantities only for extras you intend to buy.
4. If offered, choose **Upgrade for the remaining period**. Otherwise the new plan is scheduled for renewal; downgrades apply at renewal.
5. Press **Review price & service dates**. Read each item, service dates, tax, total and any terms.
6. Tick **I approve these services, dates and total**. only after checking them. Press **Approve & pay**.
7. Complete the payment once. Return to check the activated/scheduled services and invoice.

8. For an unfinished checkout use **Check payment**, **Continue payment** or **Cancel checkout** as appropriate. Cancelling an unpaid checkout is not a refund of a successful charge.

The app and backend implement a self-service quote/checkout interface. Public marketplace text still says some extras require the InCue team and self-service is coming soon. Treat the visible, enabled account workflow as the available option; if it is absent or blocked, contact support. Live paid checkout and renewal processing were not executed for this manual.

Add-on reference and billing boundaries

Item	Dated reference / action
Extra display	₹100 + GST per display/month beyond included entitlement; check quote/activation.
Extra staff/dashboard user	₹100 + GST per user/month beyond included entitlement; check quote/activation.
Ads on TV	₹499 + GST/month or ₹4,999 + GST/year; separate add-on.
WhatsApp	Default ₹1 eligible token flow from prepaid balance; recharge and appointment charging are separate checks.
Feedback	Public reference ₹299/outlet/month without enabled WhatsApp; inclusion/activation must be confirmed.
Advanced reports	Included with eligible plans; ₹499/outlet/month is a published later/standalone reference, not an automatic extra charge to an included plan.
Setup/training	Public launch/basic-onboarding offer; later reference ₹999 onwards. Confirm the agreed scope; do not assume paid field installation.

Offers do not authorize an automatic future paid conversion. Review explicit service dates and approval. Use **Stop renewal at period end** where offered if you do not want future renewal; this is not immediate termination or an automatic refund. Do not lower seat quantities below active use without first resolving the extra staff/display devices.

Invoices, GST and online customer money

Open **Recent Invoices** in Subscription. Review invoice date, due date, plan/item details, subtotal, discount, GST, total, paid status and payment link where present. Use **Copy Link / Copy Payment Link** only for the correct invoice. A newly paid invoice may need confirmation/reconciliation before all entitlements refresh.

Billing & GST details are for your purchase from InCue. Enter correct legal name, GSTIN where applicable, billing address/state and contact fields offered by that form. A business service token is not automatically a customer GST invoice, and merchant subscription invoices are not a complete GST filing/reporting product for your own business. Ask your accountant about statutory use; no customer-facing GST filing console was verified.

Online Payments is a different feature: it connects customer prepaid payments to supported gateway configurations for the merchant. Use only your own approved gateway account, choose the supported provider and **Connect & verify** credentials inside the secure form. Never send API keys in a support screenshot. Provider options/account activation vary; a “Coming soon” card is not an active gateway.

Payments & Payouts shows payment/settlement records and charges. Payout creation and bank routing are read-only here in the inspected view; customers should not be directed to internal operator tools. Reconcile recorded Collected, gateway charges and actual bank settlement separately.

If a customer paid but received no token, check **Online Payments > Payments that need you**. Verify the payment and use **Give token** if appropriate. **Mark refunded** records a refund only after you have made it in the gateway as instructed by the confirmation. It does not send money back itself. If uncertain, stop the retry/payment cycle and contact support with the payment reference.

17. Every merchant setting explained

Use this reference with the screen in front of you. For each control, read what it means, the exact value/example, why it matters, its effect, a common mistake and how to check the result. A default is a starting value for a new account/form, not a recommendation for every business or proof of your saved setting.

For example, service **Avg time (min)** is the time spent doing one customer's work, not their waiting time. That service-editor field is taught in Chapter 5 of the complete manual. **Slot Interval**, **Minimum Lead Time**, **revisit days** and **TV slide duration** each measure something different; their entries below explain the difference.

Only change a setting when you understand the example and can check the outcome. Start with one change at a time. Server-only automation values are explained in the Smart ETA guide, not presented as imaginary Merchant buttons.

Searchable settings index

ID	Exact label / grouped control	Location
S01	Shop name	Merchant > Account > Shop Profile > Edit Profile
S02	Owner name	Merchant > Account > Shop Profile > Edit Profile
S03	GST number	Merchant > Account > Shop Profile > Edit Profile
S04	Business category / Business type	Merchant > Account > Shop Profile > Edit Profile
S05	Street / area	Merchant > Account > Shop Profile > Edit Profile
S06	Pincode	Merchant > Account > Shop Profile > Edit Profile
S07	City / State	Merchant > Account > Shop Profile > Edit Profile
S08	Latitude / Longitude	Merchant > Account > Shop Profile > Edit Profile
S09	Auto-complete on next	Merchant > Account > Settings > Queue Configuration
S10	Accept walk-ins	Merchant > Account > Settings > Queue Configuration
S11	Concurrent counters	Merchant > Account > Settings > Basic Configuration
S12	Assignment mode	Merchant > Account > Settings > Basic Configuration
S13	Daily limit for online tokens	Merchant > Account > Settings > QR tokens & revisits
S14	Token payment refund policy	Merchant > Account > Settings > QR tokens & revisits
S15	Customer terms	Merchant > Account > Settings > QR tokens & revisits
S16	Free revisits	Merchant > Account > Settings > QR tokens & revisits
S17	Valid for (days)	Merchant > Account > Settings > QR tokens & revisits
S18	Free revisits (count)	Merchant > Account > Settings > QR tokens & revisits
S19	Count validity from	Merchant > Account > Settings > QR tokens & revisits

ID	Exact label / grouped control	Location
S20	Require customer to be at location	Merchant > Account > Settings > Location Verification
S21	Allowed distance	Merchant > Account > Settings > Location Verification
S22	Working days	Merchant > Account > Settings > Business Hours
S23	Same timing and breaks for every working day	Merchant > Account > Settings > Business Hours
S24	Opens / Closes	Merchant > Account > Settings > Business Hours
S25	Breaks: Add / Start / End	Merchant > Account > Settings > Business Hours
S26	Enable Advance Bookings	Merchant > Account > Settings > Advance Booking (Appointments)
S27	Max Advance Booking Days	Merchant > Account > Settings > Advance Booking (Appointments)
S28	Slot Interval	Merchant > Account > Settings > Advance Booking (Appointments)
S29	Minimum Lead Time	Merchant > Account > Settings > Advance Booking (Appointments)
S30	Field label	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S31	Field type	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S32	Required	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S33	Active	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S34	Show while generating token	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S35	Show while creating appointment	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S36	Dropdown options	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S37	Min characters / Max characters	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S38	Min value / Max value	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S39	Min date / Max date	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S40	Allow past dates / Allow future dates	Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field
S41	Fields to show	Merchant > Account > Display Devices > Display Settings

ID	Exact label / grouped control	Location
S42	Layout	Merchant > Account > Display Devices > Display Settings
S43	Announce when	Merchant > Account > Display Devices > Display Settings > Voice announcements
S44	Spoken language	Merchant > Account > Display Devices > Display Settings > Voice announcements
S45	Collection message - English / Hindi	Merchant > Account > Display Devices > Display Settings > Voice announcements
S46	Haptic feedback	Merchant > Account > Settings > App
S47	Theme	Merchant > Account > Settings > App
S48	InCue feedback form / My own link	Merchant > Account > Customer Feedback > Feedback link on WhatsApp > Change
S49	Your feedback link	Merchant > Account > Customer Feedback > Feedback link on WhatsApp > Change
S50	Legal business name	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S51	GSTIN (optional for unregistered business)	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S52	Street / billing address	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S53	City	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S54	State (full name)	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S55	PIN code	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S56	Billing email	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details
S57	Base plan	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details
S58	Monthly / Yearly	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details
S59	Upgrade for the remaining period	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details
S60	Optional services / quantity	Merchant > Account > Subscription & Billing > Plans, marketplace & billing details
S61	Phone number / Name	Merchant > Staff > Add Staff / edit member
S62	Dashboard user / Counter user	Merchant > Staff > Add Staff / edit member
S63	Reports access / Customer history	Merchant > Staff > Add Staff / edit member
S64	Counter name	Merchant > Staff > Add Staff / edit member
S65	Services	Merchant > Staff > Add Staff / edit member

ID	Exact label / grouped control	Location
S66	Ad name	Merchant > Account > Ads on TV > upload / creative menu
S67	Show on TV for	Merchant > Account > Ads on TV > upload / creative menu
S68	Creative active / paused	Merchant > Account > Ads on TV > upload / creative menu
S69	Payment gateway provider	Merchant > Account > Online Payments
S70	Gateway key / secret fields	Merchant > Account > Online Payments
S71	Link Google Account / Unlink Google Account	Merchant > Account > Linked Accounts

S01. Shop name

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Name customers and staff use to identify this business.

What exactly to enter or choose: Enter the customer-facing trading name, for example Sharma Family Clinic, as it appears at reception.

Why it matters / effect: Customers need to recognise the business they have opened; a clear shop name helps prevent taking a token for the wrong premises.

Options and starting value: Business text; required by setup. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Shop name, save the form and reopen it.

Common mistake: Entering the owner's personal name here when the clinic has a different public name.

Check the result: Reopen the profile and check the business name on a fresh customer QR page.

Boundaries: The public shop name is separate from legal billing identity and does not change login ownership. Plan/access dependency: Active merchant account.

S02. Owner name

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Identifies the responsible business owner.

What exactly to enter or choose: Enter the responsible owner's name, for example Asha Sharma; use Shop name separately for the clinic name.

Why it matters / effect: This identifies the person responsible for the account; it does not give another person staff access.

Options and starting value: Name, not a staff login role. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Owner name, save the form and reopen it.

Common mistake: Treating a name change as a transfer of the registered mobile login.

Check the result: Save, reopen the profile and separately check the registered contact details.

Boundaries: Editing this text does not change the registered mobile, verified contacts or access permissions. Plan/access dependency: Active merchant account.

S03. GST number

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Business tax identity in the profile.

What exactly to enter or choose: Enter your business's valid GSTIN if registered; leave blank when not applicable.

Why it matters / effect: This records profile tax identity. Invoice billing details have their own GSTIN field and must also be checked.

Options and starting value: Optional valid GSTIN; use billing details separately for InCue invoices. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update GST number, save the form and reopen it.

Common mistake: Copying a customer's GSTIN, inventing a number or assuming this alone updates every invoice.

Check the result: Compare with your own registration and review billing details before buying a plan.

Boundaries: The profile GST field is separate from Subscription & Billing details; an already issued invoice is not rewritten by this edit. Plan/access dependency: Active merchant account.

S04. Business category / Business type

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Classifies the business.

What exactly to enter or choose: Choose the closest offered category and subtype, such as Clinic and the relevant clinic type.

Why it matters / effect: It describes the business; you must still create the services, prices and staff separately.

Options and starting value: Choose the categories and types returned by the selector. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Business category / Business type, save the form and reopen it.

Common mistake: Assuming selecting Clinic automatically creates Consultation or medical permissions.

Check the result: Save the selected category, then confirm your Services list independently.

Boundaries: Category selection does not create services, staff, tax registration or additional permissions. Plan/access dependency: Active merchant account.

S05. Street / area

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Physical premises address.

What exactly to enter or choose: Enter the building, floor, street and locality where customers actually attend.

Why it matters / effect: A useful address helps people reach the right reception; it is separate from the coordinates used by location restrictions.

Options and starting value: Address text. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Street / area, save the form and reopen it.

Common mistake: Using only a city name or the owner's home address for a different premises.

Check the result: Read it as a first-time visitor: could they find this reception?

Boundaries: A written address does not set precise GPS coordinates or replace the separate invoice billing address. Plan/access dependency: Active merchant account.

S06. Pincode

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Helps resolve city/state.

What exactly to enter or choose: Enter the six-digit postal PIN of the business premises.

Why it matters / effect: PIN lookup can help fill city/state. A postal area's centre is not the precise building location.

Options and starting value: Valid Indian postal code accepted by the form. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Pincode, save the form and reopen it.

Common mistake: Entering a customer's PIN or treating a successful PIN lookup as GPS verification.

Check the result: Check the resolved city/state and capture precise business coordinates if nearby-only QR is enabled.

Boundaries: A postal-area lookup can be approximate; use the actual premises GPS separately for nearby-only QR. Plan/access dependency: Active merchant account.

S07. City / State

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Location text for the business.

What exactly to enter or choose: Confirm the actual city and state, correcting the offered value where editable.

Why it matters / effect: Location text should match the premises and other profile information.

Options and starting value: Auto-detected from PIN where available; verify the displayed result. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update City / State, save the form and reopen it.

Common mistake: Accepting an incorrect auto-filled city because the PIN was mistyped.

Check the result: Reopen the saved profile and compare with the premises address.

Boundaries: City/state text is separate from exact coordinates and the purchaser details used for billing. Plan/access dependency: Active merchant account.

S08. Latitude / Longitude

Where / who: Merchant > Account > Shop Profile > Edit Profile. Merchant owner.

What it means: Exact business location for location-restricted QR.

What exactly to enter or choose: Use Get current location while physically at reception, or enter verified latitude/longitude for that premises.

Why it matters / effect: Nearby-only QR compares a customer's location with these coordinates. A wrong pin can block genuine customers.

Options and starting value: Valid geographic coordinates or Get current location. Starting value: Account-specific; no single prefilled business value.

How to save: Open Edit Profile, update Latitude / Longitude, save the form and reopen it.

Common mistake: Capturing GPS at home, swapping latitude with longitude or using a postal centroid.

Check the result: With the owner's permission, test a customer phone at reception after enabling location checks.

Boundaries: Location permission and GPS accuracy are device-dependent; a postal PIN centroid is not exact premises GPS. Plan/access dependency: Active merchant account.

S09. Auto-complete on next

Where / who: Merchant > Account > Settings > Queue Configuration. Merchant owner.

What it means: Closes eligible earlier service work when advancing next work.

What exactly to enter or choose: Leave off for explicit Start and Complete handling; turn on only when advancing really means the previous work is finished.

Why it matters / effect: In the supported reception flow, Call Next can close previous active work. It changes records, not just the screen.

Options and starting value: On / Off Starting value: Off in backend model; existing account can differ.

How to save: Change the switch and Save changes.

Common mistake: Turning it on to improve ETA, or pressing Next while the previous customer's work/payment is unfinished.

Check the result: Use an agreed sample flow and inspect which prior token closes; Counter mode has separate capacity rules.

Boundaries: Use only after a staff trial; do not confuse with a background completion timer. Plan/access dependency: Growth/Pro default capability.

S10. Accept walk-ins

Where / who: Merchant > Account > Settings > Queue Configuration. Merchant owner.

What it means: Allows normal walk-in/QR intake under applicable availability rules.

What exactly to enter or choose: Turn on while accepting new walk-ins; turn off when you want to stop intake.

Why it matters / effect: Intake is the ability to create new visits. It is different from Pause, which concerns operating the existing queue.

Options and starting value: On / Off Starting value: On

How to save: Change the switch and Save changes.

Common mistake: Closing intake and assuming it cancels waiting tokens, or using it instead of updating business hours.

Check the result: Open a fresh public QR page and separately inspect existing waiting visits.

Boundaries: Not a refund or queue-close action; staff operational exceptions can differ. Plan/access dependency: Active merchant account.

S11. Concurrent counters

Where / who: Merchant > Account > Settings > Basic Configuration. Merchant owner.

What it means: Specifies simultaneous service capacity.

What exactly to enter or choose: Enter the real simultaneous serving capacity: 1 for one worker, 2 only if two customers can genuinely be served at once.

Why it matters / effect: Parallel capacity affects call limits and estimates. Service-mapped active counters also influence Smart ETA.

Options and starting value: 1-20 in the current app control; plan validation applies. Starting value: 1

How to save: Use minus/plus and Save changes.

Common mistake: Entering the number of chairs, rooms or employees when only one person is actually serving.

Check the result: Compare a controlled one-counter and two-counter workflow; check actual staff availability and mappings.

Boundaries: Does not create staff accounts, named counters or display seats. Plan/access dependency: Multi-counter capability; default Growth/Pro.

S12. Assignment mode

Where / who: Merchant > Account > Settings > Basic Configuration. Merchant owner.

What it means: Chooses how compatible counter work is assigned.

What exactly to enter or choose: Choose Manual when reception decides when to call; choose Auto only when compatible free counters should receive waiting work automatically.

Why it matters / effect: Auto assignment claims an available counter and calls eligible work. It does not start or complete the physical service.

Options and starting value: Manual / Auto Starting value: Manual

How to save: Choose the dropdown option and Save changes.

Common mistake: Assuming Auto ignores paused/offline staff or matches a counter that cannot perform all selected services.

Check the result: Check the assigned counter, Called status and TV update before allowing unattended operation.

Boundaries: Auto cannot make an offline, busy or unqualified person available. Plan/access dependency: Multi-counter/assignment entitlement and configured staff.

S13. Daily limit for online tokens

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Caps public issuance against the total daily issued count.

What exactly to enter or choose: Enter 100 for a daily intake ceiling of 100 issued tokens, or 0 for no QR daily ceiling.

Why it matters / effect: All issued tokens contribute, including staff issues and appointment conversions; at the threshold new QR issuance stops, while authorised staff can continue.

Options and starting value: Whole number 0-100000; 0 means unlimited. Starting value: 0

How to save: Enter the limit and Save changes; test a public availability page.

Common mistake: Thinking the cap counts only QR tokens or that cancelling a token restores an issued number.

Check the result: At total 98 with limit 100, two ordinary new QR issues can reach the cap; check paid reservations separately.

Boundaries: Includes staff/conversion issue count; cancellations do not reduce it; payment holds/accepted payments affect capacity. Plan/access dependency: Active merchant account.

S14. Token payment refund policy

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Discloses your policy before QR submission.

What exactly to enter or choose: Choose the offered policy that describes your real refund terms; explain conditions in Customer terms.

Why it matters / effect: This tells the customer the policy before payment. It does not instruct the gateway to send money back.

Options and starting value: Contact reception for refunds / Refundable as per terms / Non-refundable
Starting value: Contact reception for refunds

How to save: Choose the policy and Save changes.

Common mistake: Selecting Refundable and assuming a cancellation automatically refunds the bank payment.

Check the result: Read a fresh QR checkout disclosure and confirm the provider refund procedure with the responsible person.

Boundaries: This does not issue a gateway refund or override applicable obligations. Plan/access dependency: Active merchant account.

S15. Customer terms

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Shows arrival, cancellation and refund instructions.

What exactly to enter or choose: Write short customer instructions, for example arrive at reception before your turn, and state your actual refund conditions.

Why it matters / effect: Customers can understand the service terms before taking a token; terms are not executable queue rules.

Options and starting value: Text, maximum 2000 characters. Starting value: Empty

How to save: Enter clear business terms and Save changes.

Common mistake: Putting an OTP, gateway secret, unsupported promise or hidden charge in the text.

Check the result: Read it on a phone and verify it agrees with prices, revisit settings and the refund policy.

Boundaries: Do not collect secrets or customer medical details here; it is not a universal legal template. Plan/access dependency: Active merchant account.

S16. Free revisits

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Enables eligible earlier-service fee waivers.

What exactly to enter or choose: Enable only if your business offers free follow-ups; then set days, allowed count and the validity basis.

Why it matters / effect: The system checks matching customer identity and earlier eligible services to calculate a waiver.

Options and starting value: On / Off Starting value: Off

How to save: Turn on, configure days/count/basis and Save changes.

Common mistake: Telling every repeat visitor the visit is free without checking the quoted eligibility.

Check the result: Try a matching eligible sample and a new-service sample; verify waived versus payable amounts.

Boundaries: Same merchant, matching name/mobile and eligible original charges required. New services/upgrades remain payable. Plan/access dependency: Active merchant account.

S17. Valid for (days)

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Sets the return window.

What exactly to enter or choose: Enter 7 for a seven-day revisit window; choose another allowed value only if that is your real policy.

Why it matters / effect: The chosen basis visit starts the eligibility window. Increasing days makes more past visits potentially eligible.

Options and starting value: Whole number 1-90 Starting value: 7

How to save: Enable Free revisits, enter days and Save changes.

Common mistake: Entering 7 because it is the default when your actual promise is three days.

Check the result: Read the displayed quote and the qualifying visit's date before confirming a free revisit.

Boundaries: Time-window rules still require qualifying original service/payment records. Plan/access dependency: Active merchant account.

S18. Free revisits (count)

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Limits free returns against an original visit.

What exactly to enter or choose: Enter 1 for one free revisit per qualifying allowance, or your intended permitted count.

Why it matters / effect: This limits how many free follow-ups can consume the benefit; it is not the number of services free on a visit.

Options and starting value: Whole number 1-20 Starting value: 1

How to save: Enter the count while Free revisits is on, then Save changes.

Common mistake: Assuming a cancelled/no-show free token always returns the allowance.

Check the result: Review the earlier visits and the current waiver; escalate a disputed allowance instead of creating duplicates.

Boundaries: Cancelling/no-show does not automatically restore it; moving the time basis does not reset the count. Plan/access dependency: Active merchant account.

S19. Count validity from

Where / who: Merchant > Account > Settings > QR tokens & revisits. Merchant owner.

What it means: Chooses the date used for the validity window.

What exactly to enter or choose: Choose original paid/completed visit for a fixed window, or latest completed visit if that is your deliberate policy.

Why it matters / effect: The basis determines the date used for eligibility; latest-completed policies can extend eligibility as visits occur.

Options and starting value: Original paid visit / Latest completed visit Starting value: Original paid visit

How to save: Choose the dropdown and Save changes.

Common mistake: Choosing latest completed while promising customers a strictly fixed seven days from the first paid visit.

Check the result: Explain the same dated example to staff and compare with the eligibility quote.

Boundaries: Original paid service anchor and total free-visit count still apply. Plan/access dependency: Active merchant account.

S20. Require customer to be at location

Where / who: Merchant > Account > Settings > Location Verification. Merchant owner.

What it means: Restricts public QR requests to near the premises.

What exactly to enter or choose: Enable only if customers must be physically near your verified premises before public QR issuance.

Why it matters / effect: It requests customer location and checks distance, discouraging remote queue entry.

Options and starting value: On / Off Starting value: Off

How to save: Save exact Shop Profile coordinates first; switch on and Save changes.

Common mistake: Enabling before saving the correct business GPS, or assuming browser location permission is automatic.

Check the result: Test on a real phone at reception with location permission; provide staff assistance for permission failures.

Boundaries: Browser/device location permission and accuracy are required; this is not fraud-proof identity verification. Plan/access dependency: Active merchant account.

S21. Allowed distance

Where / who: Merchant > Account > Settings > Location Verification. Merchant owner.

What it means: Sets accepted distance around the exact shop coordinates.

What exactly to enter or choose: Choose a distance covering your actual reception area, for example 100 metres if that offered value fits your premises.

Why it matters / effect: A smaller radius is stricter but can reject genuine visitors when GPS is inaccurate indoors.

Options and starting value: 20-200 metres within app/server bounds. Starting value: 50 metres

How to save: Use distance controls and Save changes; test outdoors/at reception.

Common mistake: Entering 100 thinking it means kilometres, or increasing the radius to conceal a wrong map pin.

Check the result: Verify the unit shown and test near the edge; correct the business coordinates first.

Boundaries: GPS indoors can be inaccurate. Do not repeatedly change coordinates to a PIN centroid. Plan/access dependency: Active merchant account.

S22. Working days

Where / who: Merchant > Account > Settings > Business Hours. Merchant owner.

What it means: Identifies days the business operates.

What exactly to enter or choose: Select only the days on which you actually serve customers, for example Monday-Saturday.

Why it matters / effect: Public availability and business-time ETA should not assume Sunday service if the business is closed.

Options and starting value: Mon, Tue, Wed, Thu, Fri, Sat, Sun Starting value: All seven days

How to save: Toggle the day chips and Save changes.

Common mistake: Leaving every day selected because the initial defaults do.

Check the result: Open the saved schedule and check the next closed day as well as today's hours.

Boundaries: Closing a day is not a refund or automatic cleanup of existing tokens. Plan/access dependency: Active merchant account.

S23. Same timing and breaks for every working day

Where / who: Merchant > Account > Settings > Business Hours. Merchant owner.

What it means: Chooses common or individual schedules.

What exactly to enter or choose: Use common timing only when every selected day genuinely has the same hours and breaks; otherwise configure daily timing.

Why it matters / effect: It prevents accidental copying of weekday hours onto a short Saturday.

Options and starting value: On / Off Starting value: On

How to save: Set the checkbox, adjust common or daily cards, then Save changes.

Common mistake: Using common hours even though one day opens late or closes early.

Check the result: Reopen two different days and check both the opening interval and lunch break.

Boundaries: Check each day after switching mode; do not assume an overnight shift is supported. Plan/access dependency: Active merchant account.

S24. Opens / Closes

Where / who: Merchant > Account > Settings > Business Hours. Merchant owner.

What it means: Defines daily opening interval.

What exactly to enter or choose: Use the time pickers for real opening/closing, for example 09:00 to 18:00; opening must precede closing.

Why it matters / effect: ETA counts workable minutes and moves unfinished waiting time through closed periods to an available interval.

Options and starting value: Valid time pickers; opening before closing. Starting value: 09:00 / 21:00

How to save: Pick opening and closing times on the relevant card; Save changes.

Common mistake: Entering consultation duration here, or identical start/end to mean open for 24 hours.

Check the result: Check morning, closing-time and next-open-day examples; this is not a verified overnight-shift editor.

Boundaries: Do not enter the same opening and closing time to mean 24 hours. Plan/access dependency: Active merchant account.

S25. Breaks: Add / Start / End

Where / who: Merchant > Account > Settings > Business Hours. Merchant owner.

What it means: Removes scheduled break periods from available work time.

What exactly to enter or choose: Add a real non-serving interval, for example 13:00 to 14:00 for lunch, within valid daily hours.

Why it matters / effect: A longer wait crossing lunch includes the closed interval. A short wrap-up can use the schedule helper's limited spillover allowance; see the Smart ETA lesson.

Options and starting value: Valid non-overlapping break intervals inside the work period. Starting value: No breaks

How to save: Use Add in the break section, choose Start/End, then Save changes.

Common mistake: Adding a break for each customer's normal consultation or leaving an old lunch time active.

Check the result: With a sample wait across lunch, compare the expected turn time with the saved break and the documented spillover rule.

Boundaries: A current operational pause is a separate control; invalid/overlapping breaks may be rejected. Plan/access dependency: Active merchant account.

S26. Enable Advance Bookings

Where / who: Merchant > Account > Settings > Advance Booking (Appointments). Merchant owner.

What it means: Allows future slots for supported appointment workflows.

What exactly to enter or choose: Enable when you want entitled staff to create future appointments; complete the day/slot/notice settings too.

Why it matters / effect: An appointment reserves scheduled intent; it is separate from a waiting token until conversion/check-in.

Options and starting value: On / Off Starting value: Off

How to save: Switch on and Save changes; check Queue Dashboard Appointment.

Common mistake: Assuming turning it on creates public customer self-booking or guarantees service at an exact minute.

Check the result: Create an agreed sample appointment through the offered staff flow and verify its date/status.

Boundaries: A merchant route exists, but a direct active merchant navigation entry was not verified. Do not promise public QR self-booking. Plan/access dependency: Growth/Pro default capability.

S27. Max Advance Booking Days

Where / who: Merchant > Account > Settings > Advance Booking (Appointments). Merchant owner.

What it means: Limits how far ahead reception can book.

What exactly to enter or choose: Choose how far ahead staff may book, for example 7 days for the coming week.

Why it matters / effect: A smaller booking horizon reduces very distant commitments; it is unrelated to free-revisit validity.

Options and starting value: Current UI: 1, 2, 3, 7, 14, 30 days; backend range extends to 90. Starting value: 7

How to save: Choose a displayed value and Save changes.

Common mistake: Entering 7 here expecting to enable seven-day free revisits.

Check the result: Check the farthest selectable appointment date and configure revisits in their own section.

Boundaries: Use UI values; do not instruct customers to edit server configuration. Plan/access dependency: Advance bookings enabled and entitled.

S28. Slot Interval

Where / who: Merchant > Account > Settings > Advance Booking (Appointments). Merchant owner.

What it means: Sets spacing of appointment slots.

What exactly to enter or choose: Choose the spacing between offered start times, for example 15 minutes gives 10:00, 10:15 and 10:30.

Why it matters / effect: Slot spacing organises the appointment calendar. Service Avg time still estimates how long the actual work takes.

Options and starting value: Current UI: 15, 30, 45, 60 minutes. Starting value: 15 minutes

How to save: Choose the interval and Save changes.

Common mistake: Thinking a 15-minute slot guarantees every service takes 15 minutes or creates extra workers.

Check the result: Compare offered start times with service duration and the actual counter capacity.

Boundaries: Slot interval is not a guarantee of exact service duration. Plan/access dependency: Advance bookings enabled and entitled.

S29. Minimum Lead Time

Where / who: Merchant > Account > Settings > Advance Booking (Appointments). Merchant owner.

What it means: Requires notice before a bookable slot.

What exactly to enter or choose: Choose the notice needed before a slot, for example 30 minutes when staff need preparation time.

Why it matters / effect: At 10:00 with a 30-minute lead time, a 10:15 appointment is too close; other schedule/capacity rules also apply.

Options and starting value: Current UI: 0, 15, 30, 60, 120 minutes. Starting value: 30 minutes

How to save: Choose a value and Save changes.

Common mistake: Reading this as an arrival-lateness allowance or post-call no-show timeout.

Check the result: Try a too-near and a later slot in an agreed sample without creating unintended bookings.

Boundaries: Schedule, breaks and capacity still constrain dates. Plan/access dependency: Advance bookings enabled and entitled.

S30. Field label

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Names the information you need.

What exactly to enter or choose: Enter a label the customer recognises, for example Vehicle number or Date of birth.

Why it matters / effect: This becomes the visible question; the label should make the requested answer unambiguous.

Options and starting value: 1-80 characters Starting value: Blank for new field

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Using only Reference when customers cannot know which reference you mean.

Check the result: Open both staff and QR forms and ask a new user what answer they would enter.

Boundaries: Internal field key is stable when editing a saved label. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S31. Field type

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Selects the input kind.

What exactly to enter or choose: Use Date for DOB, Text for vehicle/reference codes, Number for genuine quantities, or Dropdown for a fixed choice.

Why it matters / effect: The type controls input and validation. Identifiers may contain letters or leading zeros and usually belong in Text.

Options and starting value: Text / Number / Date / Dropdown / Yes / No Starting value: Text for new field

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Using Number for AB00127, a vehicle registration or a reference with leading zeros.

Check the result: Enter a realistic sample including letters/leading zeros and verify the saved answer.

Boundaries: Changing meaning/type does not rewrite saved answers. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S32. Required

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Makes an answer mandatory.

What exactly to enter or choose: Mark Required only when the visit cannot be handled without the answer; otherwise leave optional.

Why it matters / effect: Required means the form cannot proceed without a valid value on the enabled forms.

Options and starting value: On / Off Starting value: Off

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Making an unnecessary sensitive detail compulsory or assuming required supplies a default answer.

Check the result: Try the form empty; required should block; optional should permit proceeding.

Boundaries: A required Yes/No answer may be No; it is still an answer. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S33. Active

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Includes the field in future applicable forms.

What exactly to enter or choose: Keep Active on for a question still in use; turn it off to stop asking it on future forms.

Why it matters / effect: It controls future collection without rewriting old saved answers.

Options and starting value: On / Off Starting value: On

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Turning it off and expecting historical answers to be erased.

Check the result: Open a fresh form, then separately inspect an existing sample token.

Boundaries: Inactive does not delete old answers. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S34. Show while generating token

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Includes the field on token forms.

What exactly to enter or choose: Enable when staff and QR token creation should collect this field.

Why it matters / effect: The field must be in the token form's scope to appear during walk-in/QR issuance.

Options and starting value: Checked / Unchecked Starting value: Checked in new-field editor

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Enabling appointment scope only and expecting the field in a walk-in form.

Check the result: Open a new Dashboard token form and the public QR details step.

Boundaries: At least one form scope must remain selected. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S35. Show while creating appointment

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Includes the field on appointment forms.

What exactly to enter or choose: Enable when appointment creation should collect this answer as well.

Why it matters / effect: Appointment and token form scopes are separate; decide at which stage the information is needed.

Options and starting value: Checked / Unchecked Starting value: Checked in new-field editor

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Assuming token scope automatically means appointment scope, or collecting the same sensitive answer unnecessarily.

Check the result: Open a new appointment form and check required/optional behaviour.

Boundaries: Required rules apply when the field is active in that scope. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S36. Dropdown options

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Defines selectable answers.

What exactly to enter or choose: Enter the allowed choices clearly, for example Two-wheeler and Car for vehicle type.

Why it matters / effect: A fixed choice prevents inconsistent spellings and makes customer selection easier.

Options and starting value: 1-30 unique non-empty choices, each up to 80 characters Starting value: No options until entered

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Creating a dropdown but leaving it without meaningful choices.

Check the result: Select every offered option in a sample form and check what is stored.

Boundaries: Required for Dropdown type; do not duplicate choices. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S37. Min characters / Max characters

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Restricts Text length.

What exactly to enter or choose: Set sensible text lengths, for example a reference code's permitted minimum and maximum characters.

Why it matters / effect: Length checks reject obviously incomplete or excessively long entries; they cannot verify the real-world identity of a code.

Options and starting value: Optional min ≥ 0 ; max 1-500; min $\leq$ max Starting value: No minimum; effective maximum 500

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Setting the minimum so high that valid names/references fail.

Check the result: Try the shortest valid example, the longest valid example and one outside each boundary.

Boundaries: Only relevant to Text fields. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S38. Min value / Max value

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Restricts numeric answers.

What exactly to enter or choose: Set the allowed numeric range for an actual quantity, for example 1-10 items.

Why it matters / effect: It rejects values outside the permitted quantity; it is not a text-code length limit.

Options and starting value: Finite optional numeric boundaries; minimum <= maximum Starting value: No explicit boundaries

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Using a numeric range to validate a phone, vehicle registration or reference code.

Check the result: Test the minimum, maximum and one disallowed number.

Boundaries: Phone numbers and identifiers with leading zeroes are often better as Text. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S39. Min date / Max date

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Restricts Date answers.

What exactly to enter or choose: Use real calendar limits if needed, for example a DOB cannot be later than the permitted maximum date.

Why it matters / effect: Calendar bounds restrict accepted dates; they do not calculate age or establish a medical eligibility policy by themselves.

Options and starting value: Valid YYYY-MM-DD dates; minimum <= maximum Starting value: No explicit boundaries

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Entering today's date as a minimum when collecting dates of birth.

Check the result: Try a legitimate old birth date and a future date, and compare with the intended rules.

Boundaries: Use real calendar dates and the business date context. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S40. Allow past dates / Allow future dates

Where / who: Merchant > Account > Settings > Token Form Fields > Custom token inputs > Manage > Add field / Edit field. Merchant owner.

What it means: Allows dates before/after today.

What exactly to enter or choose: Allow past dates for DOB; allow future dates only for a question that needs them.

Why it matters / effect: These switches determine whether older/later dates are valid, alongside explicit date bounds.

Options and starting value: Independent On / Off switches Starting value: Both on

How to save: Use Add field or edit an existing field; configure this control, press Save field, then Save fields on the outer editor.

Common mistake: Disabling past dates on DOB, making almost every real customer unable to answer.

Check the result: Check yesterday, today and tomorrow in a sample form.

Boundaries: Can combine with date min/max; do not create an impossible range. Maximum 20 definitions per merchant; staff cannot edit definitions. Plan/access dependency: Active merchant account.

S41. Fields to show

Where / who: Merchant > Account > Display Devices > Display Settings. Merchant owner.

What it means: Selects optional customer details visible in the waiting room.

What exactly to enter or choose: Select only the public details visitors need, for example Name and Vehicle number; maximum two optional fields.

Why it matters / effect: Token/status remain core details. The selected optional fields can become Ranked columns; Counter appears only when there is a real assignment.

Options and starting value: Customer name and enabled custom fields; maximum 2 selected. Starting value: None

How to save: Tick only necessary fields and press Save changes.

Common mistake: Selecting a phone, DOB or private reference for public TV, or expecting unlimited optional columns.

Check the result: Use a sample with actual answers and inspect each layout; blank answers cannot appear magically.

Boundaries: Names and vehicle identifiers are personal details. Missing answers show no invented values. Plan/access dependency: Active merchant account.

S42. Layout

Where / who: Merchant > Account > Display Devices > Display Settings. Merchant owner.

What it means: Chooses the TV composition.

What exactly to enter or choose: Choose the offered layout after testing it on the actual TV; Ranked suits a table of token, selected details and status.

Why it matters / effect: Layout changes presentation, not queue order rules, token ownership or staff permissions.

Options and starting value: Default / Mercury / Classic / Ranked Queue / Counter Grid Starting value: Default

How to save: Choose a layout, save, then verify every paired screen.

Common mistake: Changing layout to fix an offline connection or missing source data.

Check the result: Check waiting, called, serving and completed examples at the physical viewing distance.

Boundaries: The Ranked option description in Merchant still mentions an older hero design; v24 uses a full-width table. Per-device layout selection not verified. Plan/access dependency: Active merchant account.

S43. Announce when

Where / who: Merchant > Account > Display Devices > Display Settings > Voice announcements. Merchant owner.

What it means: Chooses the event for spoken calls.

What exactly to enter or choose: Choose Called for next-turn announcements, Completed for collection, Both for both moments, or Off for silence.

Why it matters / effect: It determines which status transition produces a voice announcement; it does not change a token's status.

Options and starting value: Call Next (default) / Work completed / collection / Call Next and work completed / Announcements off Starting value: Call Next (called)

How to save: Choose the mode and Save changes.

Common mistake: Choosing Completed while expecting an announcement at Call Next.

Check the result: Call and complete a sample separately and confirm exactly which event speaks.

Boundaries: Requires unlocked TV audio and a supported voice/fallback; do not expect historical calls to replay. Plan/access dependency: Active merchant account.

S44. Spoken language

Where / who: Merchant > Account > Display Devices > Display Settings > Voice announcements. Merchant owner.

What it means: Chooses announcement language.

What exactly to enter or choose: Choose English, Hindi or both according to your waiting-room audience.

Why it matters / effect: It selects announcement language; actual speech still depends on supported device audio/voices and sound being enabled.

Options and starting value: English and Hindi / English / Hindi Starting value: English and Hindi

How to save: Choose the language, save and run sound check/sample call.

Common mistake: Expecting language selection to override a muted TV or autoplay restriction.

Check the result: Unlock audio and test the real TV in the chosen language.

Boundaries: A TV may lack a natural speech voice; recorded fallback is simpler. Plan/access dependency: Active merchant account.

S45. Collection message - English / Hindi

Where / who: Merchant > Account > Display Devices > Display Settings > Voice announcements. Merchant owner.

What it means: Customizes the work-completed collection instruction.

What exactly to enter or choose: Write a short collection instruction, for example Please collect your vehicle from reception, in each language you use.

Why it matters / effect: Completion announcements combine token identification with this collection wording; keep it appropriate to your business.

Options and starting value: Up to 240 characters per language; empty resolves to the standard message. Starting value: Your work is complete. Please collect your vehicle. (and the Hindi equivalent)

How to save: Select a completion mode, enter appropriate text and Save changes.

Common mistake: Using a vehicle message in a clinic, or including a private diagnosis/customer detail.

Check the result: Complete a sample and listen to the full token-plus-instruction announcement.

Boundaries: Recorded fallback cannot reproduce every custom sentence/name. This does not change WhatsApp templates. Plan/access dependency: Active merchant account.

S46. Haptic feedback

Where / who: Merchant > Account > Settings > App. Signed-in user on that device.

What it means: Controls local vibration feedback.

What exactly to enter or choose: Enable vibration feedback if useful on your supported phone; disable for a quieter interaction.

Why it matters / effect: It is device interaction feedback, not a customer alert, queue sound or server setting.

Options and starting value: On / Off Starting value: Enabled in local haptic service; device preference can differ.

How to save: Change the switch; test on a supported phone.

Common mistake: Assuming it makes a TV announce tokens.

Check the result: Try an ordinary supported action on that device and compare the preference.

Boundaries: No effect on token order, customer money or TV sound. Plan/access dependency: Active merchant account.

S47. Theme

Where / who: Merchant > Account > Settings > App. Signed-in user on that device.

What it means: Controls the app appearance.

What exactly to enter or choose: Choose the offered light/dark/system preference that is easiest to read on your device.

Why it matters / effect: It changes appearance; it does not change payment, priority or queue behaviour.

Options and starting value: System / Light / Dark Starting value: System in controller

How to save: Choose the offered dropdown option.

Common mistake: Expecting a theme choice to fix missing data or change the public TV layout.

Check the result: Read inputs, disabled actions and dialogs in the selected mode.

Boundaries: Theme persistence across installs/devices was not verified. Plan/access dependency: Active merchant account.

S48. InCue feedback form / My own link

Where / who: Merchant > Account > Customer Feedback > Feedback link on WhatsApp > Change. Merchant owner.

What it means: Chooses where a feedback button sends customers.

What exactly to enter or choose: Choose InCue feedback for ratings submitted in InCue, or My own link to send customers to your external review destination.

Why it matters / effect: The choice changes where the feedback request leads; external reviews are not automatically imported into InCue.

Options and starting value: InCue feedback form / My own link Starting value: InCue unless the account already has a custom destination

How to save: Choose the mode, enter a URL if needed and save through the offered action.

Common mistake: Expecting Google reviews to appear in InCue's internal feedback report.

Check the result: Open an eligible sample feedback link and check the destination before rollout.

Boundaries: External ratings stay external and are not imported into InCue. Plan/access dependency: Feedback entitlement / account configuration.

S49. Your feedback link

Where / who: Merchant > Account > Customer Feedback > Feedback link on WhatsApp > Change. Merchant owner.

What it means: Sets an external review destination.

What exactly to enter or choose: Paste the complete HTTPS review URL for this business, then open it yourself.

Why it matters / effect: A valid destination prevents customers landing on a wrong business or a broken page.

Options and starting value: Valid allowed web URL; HTTPS recommended/normalized by the editor Starting value: Empty until provided

How to save: Select My own link, enter the official review URL, save and test it.

Common mistake: Pasting an admin-only link, an OTP/session URL or another outlet's review link.

Check the result: Open from a signed-out phone and verify the business and review page.

Boundaries: Do not paste a private customer token or gateway link. Plan/access dependency: Custom feedback mode and account configuration.

S50. Legal business name

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter the legal recipient name used by your business for InCue billing.

Why it matters / effect: The subscription/add-on invoice should identify the correct purchaser, which can differ from the shop's short public name.

Options and starting value: Legal entity text Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Using a customer's name or assuming an old issued invoice will be rewritten.

Check the result: Review the checkout recipient before payment and the issued invoice afterward.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction.
Plan/access dependency: Active merchant account.

S51. GSTIN (optional for unregistered business)

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter your business GSTIN exactly if registered; leave optional when unregistered.

Why it matters / effect: Correct billing tax identity matters for the invoice; GSTIN alone does not promise eligibility for any tax credit.

Options and starting value: Valid GSTIN where applicable Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Entering a made-up/sample GSTIN or relying only on the Shop Profile GST field.

Check the result: Compare with your registration document and verify the checkout billing details.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction.
Plan/access dependency: Active merchant account.

S52. Street / billing address

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter the actual billing address associated with the purchaser.

Why it matters / effect: It forms part of billing identity and should agree with your records.

Options and starting value: Address text Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Copying the visiting customer's address or leaving a former premises address.

Check the result: Check the full billing summary before confirming a purchase.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction.
Plan/access dependency: Active merchant account.

S53. City

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter the city for that billing address, for example Ambala.

Why it matters / effect: Billing location should be consistent with the address, state and PIN.

Options and starting value: Billing city text Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Entering the service customer's city instead of the purchaser's.

Check the result: Read the complete billing address together before paying.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction.
Plan/access dependency: Active merchant account.

S54. State (full name)

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter/select the full correct state name, for example Haryana, as accepted by the form.

Why it matters / effect: Billing state is used in location/tax handling; a typo can cause incorrect or rejected details.

Options and starting value: Recognized full state name Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Typing a city here or using an unrecognised shorthand.

Check the result: Compare state with GST registration where applicable and inspect the final tax breakdown.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction.
Plan/access dependency: Active merchant account.

S55. PIN code

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter the six-digit PIN for the billing address.

Why it matters / effect: It completes the purchaser's postal address; it is separate from customer or QR GPS details.

Options and starting value: Valid postal code Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Using a convenient PIN from a different city.

Check the result: Verify city, state and PIN agree before issuing the purchase invoice.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction. Plan/access dependency: Active merchant account.

S56. Billing email

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details > Billing & GST details. Merchant owner.

What it means: Provides invoice recipient details.

What exactly to enter or choose: Enter a monitored business billing email, for example accounts at your own business domain.

Why it matters / effect: It records the contact for billing communication; it does not replace the registered mobile login.

Options and starting value: Valid email address Starting value: Account-specific; not a universal default.

How to save: Open Billing details, change this field and Save; review the next quote/invoice.

Common mistake: Entering an unmonitored staff email or assuming it changes OTP delivery.

Check the result: Check spelling, save and reopen; use offered invoice/receipt tools as well.

Boundaries: Changing a profile is not a promise to rewrite an already issued invoice. Contact support for correction. Plan/access dependency: Active merchant account.

S57. Base plan

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details. Merchant owner.

What it means: Selects the required subscription tier.

What exactly to enter or choose: Choose the plan whose real staff/display/feature limits fit your operation.

Why it matters / effect: The mandatory base plan grants the core entitlements; optional extras sit above it.

Options and starting value: Plans currently offered by the catalog Starting value: Current account selection

How to save: Change the selection, Review price & service dates, approve the listed items/total, then complete payment.

Common mistake: Choosing solely by the price without checking seats, dates and renewal terms.

Check the result: Review the current quote, active dates and entitlements after successful payment.

Boundaries: A base plan is required; add-ons alone do not replace it. Plan/access dependency: Catalog/account eligibility and base plan.

S58. Monthly / Yearly

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details. Merchant owner.

What it means: Selects subscription period.

What exactly to enter or choose: Choose Monthly or Yearly based on the period you actually want to purchase.

Why it matters / effect: It changes the billed service period and total quote; a yearly total is not the monthly price multiplied by an assumed offer.

Options and starting value: Monthly / Yearly Starting value: Current account period

How to save: Change the selection, Review price & service dates, approve the listed items/total, then complete payment.

Common mistake: Reading a yearly amount as a one-month amount or ignoring GST in checkout.

Check the result: Read the service dates and tax-inclusive payable total before paying.

Boundaries: Check service dates and the actual total, not only monthly equivalent. Plan/access dependency: Catalog/account eligibility and base plan.

S59. Upgrade for the remaining period

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details. Merchant owner.

What it means: Chooses immediate prorated upgrade where eligible.

What exactly to enter or choose: Use the remaining-period upgrade only when you intend to change the current plan mid-term.

Why it matters / effect: The quote calculates the applicable remaining-period change; it is different from purchasing an entirely new full period.

Options and starting value: On / Off where offered Starting value: Off unless selected

How to save: Change the selection, Review price & service dates, approve the listed items/total, then complete payment.

Common mistake: Assuming a plan tap already activates an upgrade or that every change is automatically refunded.

Check the result: Approve only the displayed quote, then verify updated entitlement and service dates.

Boundaries: Downgrades apply at renewal; server eligibility applies. Plan/access dependency: Catalog/account eligibility and base plan.

S60. Optional services / quantity

Where / who: Merchant > Account > Subscription & Billing > Plans, marketplace & billing details. Merchant owner.

What it means: Chooses optional extras.

What exactly to enter or choose: Select the optional service you need and the real quantity, such as one additional entitled display where offered.

Why it matters / effect: Extras have their own scope, dates, tax and price; some features may already be included or temporarily bundled.

Options and starting value: Available catalog items and allowed quantities Starting value: Current active/scheduled quantities

How to save: Change the selection, Review price & service dates, approve the listed items/total, then complete payment.

Common mistake: Buying an extra twice, assuming every advertised future add-on is self-service, or ignoring existing included limits.

Check the result: Compare active extras with the plan and final line-item quote; contact support if checkout is unavailable.

Boundaries: Do not reduce below active usage. Current checkout/support availability varies. Plan/access dependency: Catalog/account eligibility and base plan.

S61. Phone number / Name

Where / who: Merchant > Staff > Add Staff / edit member. Merchant owner.

What it means: Identifies the staff login and person.

What exactly to enter or choose: Use the staff member's own authorised mobile and recognisable name.

Why it matters / effect: Their mobile/OTP identifies their login; a separate name does not create a second independent login on the owner's phone.

Options and starting value: Valid 10-digit mobile and non-empty name Starting value: Empty for a new staff member

How to save: Configure the staff form, save and verify the staff card/login.

Common mistake: Giving several people the owner's number or sharing OTPs.

Check the result: Have that staff member sign in and confirm the correct business/access badge.

Boundaries: Phone ownership and one active session matter; no password-reset setting. Plan/access dependency: Available staff seat and active account.

S62. Dashboard user / Counter user

Where / who: Merchant > Staff > Add Staff / edit member. Merchant owner.

What it means: Selects work access mode.

What exactly to enter or choose: Choose Dashboard user for reception work; Counter user for a worker serving assigned services.

Why it matters / effect: Access mode controls available operations and scope; it is not merely a different visual theme.

Options and starting value: Dashboard user / Counter user; Staff app user is future-disabled in this editor Starting value: Dashboard in current add form

How to save: Configure the staff form, save and verify the staff card/login.

Common mistake: Giving broad reception access to someone who should handle one counter only.

Check the result: Use that person's own login and inspect the allowed actions and visible queue.

Boundaries: Counter requires at least one service; Staff app deployment is not promised. Plan/access dependency: Available staff seat and active account.

S63. Reports access / Customer history

Where / who: Merchant > Staff > Add Staff / edit member. Merchant owner.

What it means: Grants extra Dashboard visibility.

What exactly to enter or choose: Grant reports/history only to staff who need the relevant customer/business records.

Why it matters / effect: Permissions restrict sensitive visibility separately from basic queue operation; date scope depends on the offered interface/account.

Options and starting value: Independent permissions; Manage queue is fixed on for Dashboard Starting value: Extra permissions off unless selected

How to save: Configure the staff form, save and verify the staff card/login.

Common mistake: Turning everything on for convenience or assuming all report date ranges are identical across versions.

Check the result: Check both an allowed view and a view that should remain unavailable.

Boundaries: The screen limits offered report dates; no owner settings/billing access is granted. Plan/access dependency: Available staff seat and active account.

S64. Counter name

Where / who: Merchant > Staff > Add Staff / edit member. Merchant owner.

What it means: Names the work point for Counter access.

What exactly to enter or choose: Use a real public-facing desk/room label, for example Room 2 or Service Bay 1.

Why it matters / effect: It helps the called visitor find the assigned place and can appear on TV when there is an assignment.

Options and starting value: Text; form can fall back to staff name Starting value: Staff name/default form fallback

How to save: Configure the staff form, save and verify the staff card/login.

Common mistake: Inventing counters when the business has none or putting a private staff phone in the name.

Check the result: Call an assigned sample and check the destination on Dashboard and TV.

Boundaries: A counter label alone does not create serving capacity, an assigned worker or a separate TV display. Plan/access dependency: Available staff seat and active account.

S65. Services

Where / who: Merchant > Staff > Add Staff / edit member. Merchant owner.

What it means: Restricts Counter work to compatible catalog services.

What exactly to enter or choose: Assign only services this Counter user can actually perform, for example Consultation but not Lab collection.

Why it matters / effect: Compatibility affects assignment and ETA capacity. A multi-service token needs a counter covering its full selected set in service-aware routing.

Options and starting value: One or more selected active services Starting value: None until selected

How to save: Configure the staff form, save and verify the staff card/login.

Common mistake: Selecting all services merely to make auto assignment work.

Check the result: Try one compatible service and one incompatible combination with an agreed sample.

Boundaries: An unassigned service cannot be handled by assuming a generic role. Plan/access dependency: Available staff seat and active account.

S66. Ad name

Where / who: Merchant > Account > Ads on TV > upload / creative menu. Merchant owner.

What it means: Names media in your creative list and reports.

What exactly to enter or choose: Enter a recognisable internal creative name, for example October service reminder.

Why it matters / effect: It helps the owner distinguish uploaded ads in the library/report; the media itself carries the public message.

Options and starting value: Non-empty text accepted by upload/rename form Starting value: Empty/new suggested form value

How to save: Set the upload/menu option and wait for acknowledgement; check the TV.

Common mistake: Using the filename as the only clue when many similar versions exist.

Check the result: Check the right thumbnail, media and name before publishing.

Boundaries: Not a customer-targeting rule or guarantee of reach. Plan/access dependency: Active Ads on TV add-on and display entitlement.

S67. Show on TV for

Where / who: Merchant > Account > Ads on TV > upload / creative menu. Merchant owner.

What it means: Sets image display time.

What exactly to enter or choose: For an image, choose a readable on-screen dwell such as 10 seconds, within the offered limits.

Why it matters / effect: This controls how long a slide stays visible in rotation; it is unrelated to service duration or appointment slots.

Options and starting value: Minimum 3 seconds; maximum current ad-duration limit Starting value: 10 seconds for images

How to save: Set the upload/menu option and wait for acknowledgement; check the TV.

Common mistake: Using three seconds for a dense slide that visitors cannot read.

Check the result: Read the whole slide from the waiting seats before deciding its dwell time.

Boundaries: Video time is measured from the file, not this image setting. Plan/access dependency: Active Ads on TV add-on and display entitlement.

S68. Creative active / paused

Where / who: Merchant > Account > Ads on TV > upload / creative menu. Merchant owner.

What it means: Chooses whether uploaded media participates in playback.

What exactly to enter or choose: Keep Active for a creative you intend to rotate; pause an outdated/incorrect creative.

Why it matters / effect: Only eligible active media in an entitled working ad setup can play; pause stops that creative's intended rotation.

Options and starting value: Activate / Pause through offered item actions Starting value: Publish on upload if capacity permits; otherwise paused

How to save: Set the upload/menu option and wait for acknowledgement; check the TV.

Common mistake: Expecting Active to fix an expired add-on, unsupported codec or disconnected TV.

Check the result: Watch a full rotation on the real TV and check entitlement/format separately if absent.

Boundaries: Default 5 active and 10 stored; account overrides and add-on expiry apply. Plan/access dependency: Active Ads on TV add-on and display entitlement.

S69. Payment gateway provider

Where / who: Merchant > Account > Online Payments. Merchant owner.

What it means: Selects a supported merchant-owned payment connection.

What exactly to enter or choose: Select the supported provider for your business's approved payment account.

Why it matters / effect: QR payment collection depends on the matching provider configuration, approval and credentials.

Options and starting value: Only enabled provider cards; others may say Coming soon Starting value: No verified universal connected gateway

How to save: Open the supported connection form, enter your own correct credentials, Connect & verify and check its status.

Common mistake: Selecting a provider before the business account is approved or assuming a connection test proves settlement.

Check the result: Follow your approved provider setup and verify the offered status; use an authorised live payment acceptance check separately.

Boundaries: Do not share keys; removing the connection changes checkout behaviour but does not refund old orders. Provider availability/approval and account configuration apply. Plan/access dependency: Supported provider and approved account.

S70. Gateway key / secret fields

Where / who: Merchant > Account > Online Payments. Merchant owner.

What it means: Connects your approved payment account.

What exactly to enter or choose: Paste the matching keys/secrets issued by your own selected provider into their exact fields; obtain them from its secure portal.

Why it matters / effect: The backend needs correct credentials to use that merchant account. These are secrets, not customer-facing text.

Options and starting value: Provider-specific credentials, masked where displayed Starting value: Not connected until verified

How to save: Open the supported connection form, enter your own correct credentials, Connect & verify and check its status.

Common mistake: Pasting test keys into a live setup, another business's keys or sending secrets in support screenshots.

Check the result: Use the offered secure test/status, mask all secrets and separately verify the approved live payment flow.

Boundaries: Do not share keys; removing the connection changes checkout behaviour but does not refund old orders. Secrets are confidential; test credentials do not establish live payment receipt. Plan/access dependency: Supported provider and approved account.

S71. Link Google Account / Unlink Google Account

Where / who: Merchant > Account > Linked Accounts. Merchant owner.

What it means: Adds or removes the offered linked Google sign-in path for this merchant identity.

What exactly to enter or choose: Link only the Google identity authorised for this owner account using the offered verification flow.

Why it matters / effect: It provides an additional supported sign-in route; it does not create a staff permission or change the registered phone by itself.

Options and starting value: Link Google Account or Unlink Google Account, according to current linked state. Starting value: Account-specific; the screen reports its current linked email/state.

How to save: Open Linked Accounts, choose the appropriate action and complete the provider confirmation. Verify the resulting linked state before relying on Google sign-in.

Common mistake: Linking a shared/public computer identity or assuming unlinking deletes merchant data.

Check the result: Verify which Google account is linked and keep access to the registered mobile before unlinking.

Boundaries: Requires the correct Google identity and provider/platform support. This does not replace phone ownership or grant staff owner access. Account-recovery execution was not tested. Plan/access dependency: Authenticated merchant account and available provider flow.

18. What InCue can and cannot do

Capability	Status	Practical boundary / alternative
Digital queue, manual walk-in, public QR and tracking	Available in implementation, subject to active account	Internet and business/service eligibility still apply.
Owner-defined token/appointment fields	Available now	Maximum 20 definitions; staff fill answers only.
Public TV details	Available with configuration	At most 2 optional details; choose carefully for privacy.
Daily QR cap including staff issue count	Available with configuration	Does not cap staff issuance; prepaid holds and accepted-payment recovery have special handling.
Free revisits	Available when enabled	Same identity, earlier paid/completed service, validity/count limits; no universal free-all-services rule.
Advance appointments	Selected plans and owner configuration	Use available staff Dashboard workflow; a public customer self-booking flow was not verified.
Compatible counter routing	Plan/configuration dependent	A Counter user needs assigned services and available capacity.
Transfer after work already started	Not offered in the verified Dashboard action	Transfer Called work before Start; obtain a supported supervisor decision otherwise.
Undo every completed/cancelled/no-show action	Not supported as a general verified operation	Review history and contact support before creating a replacement record.
Automatic customer refund on token cancellation	Not supported	Refund through the approved payment provider, then record/reconcile as offered.
Ads on TV	Paid add-on	Active creative, working media host, supported codecs and queue timing required.
WhatsApp alerts	Optional paid usage/account activation	Provider acceptance/delivery/read are different; queue operation is separate.
Custom WhatsApp message/template editor for merchants	Not verified	TV completion text is configurable; ask support about message/template requirements.
External review link	Available with configuration	Reviews remain at the external site; no automatic rating import.
Report export	Pro entitlement exists; usable current download UI not verified	Request the required export from support; do not invent a button.
Multi-outlet consolidated owner switch	Not verified in the current merchant navigation	Ask support about separate location setup.
Custom manager-role builder	Not verified	Use supported Dashboard/Counter access and actual permission switches.

Capability	Status	Practical boundary / alternative
Automatic customer identity proof from name/mobile	Not provided by revisit matching	Use an appropriate assisted identity policy; matching is not OTP verification.
Full offline token issuance	Not verified/supported as a complete workflow	Cached screens are informational; wait for acknowledged server actions.
Guaranteed ETA, WhatsApp delivery, ad views or every-TV compatibility	Not guaranteed	Test devices and use staff communication when a channel is unavailable.
Medical records, diagnosis, inventory, vehicle repair job cards or GST filing	Not verified as customer operating features	Use an appropriate separate system; do not repurpose custom fields for unnecessary sensitive records.

“Available” above refers to inspected implementation/local checks, not a paid production transaction executed during this documentation task. Support activation, current catalog grants and app version can affect your account. No unconfirmed roadmap item is labelled Coming soon except the wording actually present in a feature card.

19. Daily business operations

Opening the business

1. Use the correct staff identity and confirm the business, date and Dashboard/Counter mode.
2. Check the connection. Resolve Offline/Reconnecting before relying on updates.
3. Confirm opening hours, planned breaks and **Accept walk-ins**. Resume a legitimately paused queue when staff are ready.
4. Confirm available services, prices and emergency policy. Make catalog changes before issuing a customer's token.
5. Confirm the required counters are signed in, available and assigned the correct services.
6. Check TV pairing, current business name, selected layout and sound with the sound-check page or an agreed sample journey.
7. Check QR destination/availability and WhatsApp balance. If online payment is offered, verify the correct Live gateway/account status.

During business hours

Use Walk-in or the QR workflow once per intended visit. Let the server calculate charges and revisit benefits. Call only the intended next compatible work. Start when work actually starts; complete when it actually finishes. Use Hold for short absence and No-show for an absent called customer. Cancel only the intended waiting token and record the reason.

Watch both queue state and connection state. Tell customers about delays; do not depend on an old ETA or one notification channel. Keep payment receipts separate from token status. Review **Payments that need you** when a customer paid without receiving a token. Never take a second payment simply because the TV did not refresh.

Appointments: book, check in and follow the token

Location: Queue Dashboard **Appointment**. **Prerequisites:** entitled plan, **Enable Advance Bookings** on, valid service, operating hours, notice period and slot capacity.

1. Open Appointment and use its **Create appointment** control.
2. Choose the service, date and an available slot. A fully booked/disabled slot cannot be forced into availability by tapping again.
3. Enter the customer's name/mobile and required appointment-specific fields. Review the slot details and confirm with **Confirm appointment**.
4. Verify that the appointment is in the calendar/list. A booked appointment is not yet a Waiting token.
5. On arrival, select the appointment and use its offered **Check in / convert** action. In the merchant appointment view the action is named **Convert to Token**.
6. Verify the linked token number and that it appears in the actual queue. Continue Call Next, Start and Complete on that token.
7. If already checked in, open the linked token/status rather than converting again. If state looks stale, reload and confirm the existing token before retrying.

Before conversion, use the appointment's Reschedule or Cancel action when available. Once converted, rescheduling/cancelling the old appointment does not cancel its token; the inspected backend directs you to handle the token instead. Automatic conversion/reminder paths exist under timing/availability rules, but they do not guarantee arrival or exact turn time. The merchant has appointment screens registered, but their active top-level entry was not found; the verified accessible operational entry is Dashboard Appointment.

Closing the business

1. Review Waiting, Called, Serving and Held before stopping intake.
2. Stop new intake at the agreed time; confirm business-hours/public QR status.
3. Complete finished work. Resolve absences and cancellations truthfully; do not mark all tokens Completed as a cleanup shortcut.
4. Check unresolved paid requests and required refunds/reconciliation.
5. Review today's reports, recorded collection/pending amounts and any unusual actions.
6. Log out of shared staff devices when the shift ends. Leave pairing intact on a TV that will remain yours.

A universal merchant **Close day / clear all tokens / reset numbering** button was not verified. New-day queue/numbering uses the system's India business date; this is not a reason to delete today's records. Operating hours, intake and pause controls serve different purposes.

Printable daily checklist

- Opening: correct account/date, online connection, hours/breaks, intake status, services/prices, compatible counters.
- Display: correct business, fresh token status, sound unlocked, visible public details appropriate.
- Customer channel: QR works, current terms visible, required fields right, wallet checked, payment connection correct.
- During shift: issue once, review amount, call, start, complete, record genuine no-shows/cancellations.
- Closing: resolve held/pending visits, reconcile customer money, review reports, stop intake, log out shared devices.

20. Troubleshooting

Use this sequence first: identify the business and token/date, check the connection, read the current error, then verify the saved record before repeating a request. The entries below do not require changing internal configuration or production data.

T01. Cannot log in or no OTP

Symptoms: Cannot log in or no OTP.

Possible causes: Wrong registered number, country code, delivery delay or inactive/unlinked staff.

Steps: Recheck the exact registered number. Wait for the resend control and use the latest code. Ask the owner to check staff access.

Verify: The correct shop and your own identity open.

Contact support when: The registered number is unavailable, blocked or still rejected after a controlled retry.

T02. Account access or subscription restriction

Symptoms: Account access or subscription restriction.

Possible causes: Expired plan, blocked/limited account, missing seat or failed payment confirmation.

Steps: Owner opens Subscription & Billing and reads status/expiry. Check the existing payment before starting another checkout.

Verify: The required entitlement/status is active and the action becomes available.

Contact support when: A confirmed payment/approved service has not been reflected.

T03. Service does not appear

Symptoms: Service does not appear.

Possible causes: Inactive/soft-removed item, wrong business, stale form or Counter service scope.

Steps: Owner checks Services. Confirm the item is active and assigned to the counter. Reload the token form after saving.

Verify: The appropriate current service is selectable.

Contact support when: The catalog looks correct but the server rejects it.

T04. Walk-in token will not generate

Symptoms: Walk-in token will not generate.

Possible causes: Missing service/required answer, invalid number, changed price/revisit quote, intake/account restriction or network failure.

Steps: Keep the form open. Read its error. Fix the highlighted field and review the new amount. Verify no token was already created, then retry once.

Verify: One new Waiting token with the intended amount appears.

Contact support when: An acknowledged submission has no visible record or keeps failing.

T05. Token status does not update

Symptoms: Token status does not update.

Possible causes: Connection lost, stale client or action rejected due to a changed state.

Steps: Read Live/Offline and wait for sync. Reopen/reload the queue once. Check the same token in history before pressing another action.

Verify: The token has one consistent current status.

Contact support when: Two online clients disagree after reconnect.

T06. QR does not work

Symptoms: QR does not work.

Possible causes: Unassigned/inactive/wrong QR, damaged print or invalid destination.

Steps: Scan with a second phone. Owner checks Account > QR Assign and the actual business on the link. Replace a damaged print.

Verify: The correct business and service choices open.

Contact support when: A valid assigned QR still resolves incorrectly.

T07. QR says full, unavailable or closed

Symptoms: QR says full, unavailable or closed.

Possible causes: Daily cap, held payment places, hours/breaks, intake/queue pause, inactive service or location restriction.

Steps: Owner checks QR policy and current issued count, hours, intake and queue state. Customer stays near the configured premises and grants location only if needed.

Verify: The page correctly offers intake, or accurately explains why it is closed.

Contact support when: Availability contradicts the saved settings after refresh.

T08. Tracking link missing or invalid

Symptoms: Tracking link missing or invalid.

Possible causes: Link copied incompletely or wrong token identifiers.

Steps: Use the original token confirmation/message link. Do not guess another ID. Ask reception to confirm the token and share its supported link.

Verify: Your own token number/status appears.

Contact support when: The correct issued link consistently fails.

T09. ETA is too early or late

Symptoms: ETA is too early or late.

Possible causes: Wrong service duration, missing start/complete actions, busy/incompatible counters, pause/break or stale sync.

Steps: Check recorded statuses and actual staff capacity. Owner reviews service minutes and hours. Refresh the current estimate and communicate a practical delay.

Verify: ETA reflects current conditions; it remains an estimate.

Contact support when: A reproducible schedule/counter mismatch persists.

T10. Queue is stuck or paused

Symptoms: Queue is stuck or paused.

Possible causes: Pause state, no compatible available counter, active slot already occupied or held work.

Steps: Read queue and counter state. An authorized user resumes a legitimate pause. Finish/hold/no-show the correct current work before next call.

Verify: The intended Waiting token can be called.

Contact support when: No compatible work moves despite correct online configuration.

T11. Staff permission error

Symptoms: Staff permission error.

Possible causes: Wrong access mode, missing Reports/History permission, expired session or other-device login.

Steps: Owner checks Staff card, active link, mode, services and permissions. Staff signs in again on the intended device after agreeing which session is used.

Verify: Only intended allowed controls work.

Contact support when: Configured access still returns rejection; include the error, not OTPs.

T12. TV pairing fails

Symptoms: TV pairing fails.

Possible causes: Wrong pairing QR, display limit reached, wrong owner account, unavailable camera or blocked network.

Steps: Open the real Display page on the TV. Owner uses Display Devices > Link Display > Scan TV QR Code and scans the QR on that TV. Check camera permission, seat usage and internet. Reload the pairing screen if needed; do not assume refresh creates a new device ID.

Verify: Correct business name and linked device appear.

Contact support when: Scanning the correct pairing QR with an available seat repeatedly fails.

T13. TV data or layout is outdated

Symptoms: TV data or layout is outdated.

Possible causes: Reconnecting, old build, wrong paired business or unsaved display settings.

Steps: Compare the business name. Save Display Settings, reload the display normally and wait for reconnect. Verify a fresh sample status change.

Verify: Both the chosen layout and new token state appear.

Contact support when: Online TV and Dashboard remain different after normal refresh.

T14. TV has no sound

Symptoms: TV has no sound.

Possible causes: Autoplay blocked, browser restarted, muted TV, missing speech voice or unsupported media.

Steps: Press OK/Enter/Select/Space or Enable sound. Check mute/volume/output. Run sound-check.html. Try a current supported browser/device.

Verify: Test chime/language audio and an actual eligible call play.

Contact support when: Sound check succeeds but real announcements fail; report mode/browser/version.

T15. Ads do not play

Symptoms: Ads do not play.

Possible causes: Add-on expired/disabled, creative paused, media unreachable, unsupported codec or busy call timing.

Steps: Check Ads on TV status and active list. Preview the media. Try a short supported MP4 or still image. Allow queue viewing/announcement priority.

Verify: An eligible ad plays without hiding calls.

Contact support when: Media consistently fails on multiple supported devices; include creative name and error.

T16. WhatsApp does not arrive

Symptoms: WhatsApp does not arrive.

Possible causes: Automation/provider unavailable, insufficient prepaid balance, invalid/non-WhatsApp number, withdrawn updates, template or provider failure.

Steps: Check the token exists, wallet balance and message log/result. Verify the customer number privately. Keep operating the queue through screen/reception.

Verify: Provider/delivery status is understood; customer receives eligible updates if the channel is available.

Contact support when: Repeated delivery failures affect valid numbers despite sufficient balance.

T17. Recharge paid but wallet balance is unchanged

Symptoms: Recharge paid but wallet balance is unchanged.

Possible causes: Payment still pending, return interrupted, webhook/reconciliation delay or wrong account.

Steps: Check the existing transaction/payment reference. Refresh wallet once and confirm the correct business. Do not pay again to repair the old request.

Verify: One corresponding credit appears with the correct amount.

Contact support when: Payment is confirmed but credit/status remains missing.

T18. Reports differ from the dashboard

Symptoms: Reports differ from the dashboard.

Possible causes: Different dates/status filters, pagination, current vs historical scope, missing timestamps or settlement vs collection difference.

Steps: Reset filters, match the India business day, load more if offered and inspect a sample Token Audit. Compare the same metric definition.

Verify: Counts/totals agree for the same scope, or the reason for difference is clear.

Contact support when: A repeatable record-level mismatch remains.

T19. Feedback is missing

Symptoms: Feedback is missing.

Possible causes: Visit not completed/eligible, external destination selected, no submitted review or active filter.

Steps: Owner checks Customer Feedback filters and destination. Customer uses the correct completed-visit link. Check the external site separately if configured.

Verify: An actual submitted InCue review appears in the intended scope.

Contact support when: A successful eligible submission cannot be found.

T20. Slow page, disconnects or browser incompatibility

Symptoms: Slow page, disconnects or browser incompatibility.

Possible causes: Weak Wi-Fi, captive portal, sleeping tab, old TV browser or blocked secure live connection.

Steps: Test another network/device, complete any Wi-Fi sign-in, keep the display awake and use a current browser. Avoid repeated reloads during payment.

Verify: Fresh state updates return reliably.

Contact support when: Multiple supported devices/networks reproduce the same issue.

T21. Accidental complete, no-show, cancel or wrong payment

Symptoms: Accidental complete, no-show, cancel or wrong payment.

Possible causes: Wrong token selected or action meaning misunderstood.

Steps: Stop repeating actions. Note the token/date/action/time. Inspect Token Audit and actual payment receipt. Ask the supervisor/support about the supported correction.

Verify: No duplicate visit/payment is added and the correction is documented.

Contact support when: A closed record or money movement needs correction; no universal undo was verified.

T22. Revisit is not free

Symptoms: Revisit is not free.

Possible causes: Different name/mobile, no eligible original paid/completed visit, expired window, used allowance, new service or emergency upgrade.

Steps: Use the original matching details with permission. Check the quote, window/count and selected services. Do not overwrite someone else's identity to force eligibility.

Verify: The displayed waiver/payable amount matches the qualifying services.

Contact support when: Known qualifying history still produces an incorrect quote.

T23. Appointment checked in but not visible

Symptoms: Appointment checked in but not visible.

Possible causes: Conversion not acknowledged, stale calendar/queue, already linked token or action failure.

Steps: Refresh the appointment and check its linked token/status. Verify the queue/business day. Do not convert repeatedly or create a replacement before checking the first result.

Verify: One linked token exists and shows the correct live queue state.

Contact support when: Confirmed conversion remains missing/inconsistent after reconnect.

T24. Customer paid but no token

Symptoms: Customer paid but no token.

Possible causes: Payment captured but issue failed or response interrupted.

Steps: Open Online Payments > Payments that need you. Verify the payment; use Give token if appropriate, or refund in the provider before Mark refunded. Preserve the reference.

Verify: Exactly one fulfilled token or a verified refund is recorded.

Contact support when: Payment outcome is uncertain or recovery is blocked.

21. Frequently asked questions

Getting started

Q01. Which site do I open as the owner?

Use merchant.incue.in or the Merchant app. Staff operate the separate Queue Dashboard.

Q02. Do I need a password?

The verified merchant flow uses a mobile OTP; linked Google sign-in is also implemented. No merchant password-reset procedure was verified.

Q03. Can I use the same account on a public TV?

Pair the Display app through the owner. Do not leave the owner workspace signed in on the TV.

Q04. Will my purchased plan activate just by logging in?

No. Check Subscription & Billing for actual activation, service dates and payment status.

Tokens and appointments

Q05. Is Called the same as Serving?

No. Call the customer first, then Start when work begins.

Q06. Can one token contain several services?

The staff walk-in form supports selecting multiple services. The current public QR flow selects one service.

Q07. Can I cancel a waiting token?

An authorized operator can use its menu, enter the required reason and confirm cancellation.

Q08. Does cancellation refund the customer?

No automatic gateway refund is implied. Verify and refund through the supported payment process.

Q09. What should I use if a called person steps away?

Use Hold for a temporary absence or No-show for an absent visit that should close.

Q10. Can I move a serving token to another counter?

The verified Dashboard transfer action is for Called tokens before Start, with compatible available targets.

Q11. Can I call any waiting token out of order?

A general arbitrary-selection call control was not verified. Use the supported call/priority workflow.

Q12. Can I undo every closed token?

No universal undo/reopen operation was verified. Inspect history and ask the supervisor/support.

Q13. Is an appointment immediately in the waiting queue?

No. It needs conversion/check-in; then operate the linked token.

Q14. Can I cancel the appointment after check-in to remove its token?

No. Handle the actual linked token; the converted appointment is a different record.

Settings and revisits

Q15. Who creates custom fields?

Only the merchant owner. Staff and QR customers enter answers to enabled fields.

Q16. How many custom fields can I define?

Up to 20 definitions per merchant in the inspected implementation.

Q17. Can a field be optional?

Yes. Turn Required off; Active and form-scope selections still decide where it appears.

Q18. Will editing a label rewrite old answers?

No. Existing records retain their saved field/answer snapshot.

Q19. What does a QR daily limit of 0 mean?

Unlimited public issuance under other normal account and availability rules.

Q20. Do staff tokens count toward the QR limit?

Yes. Total issued tokens count, while staff can continue beyond the public cap.

Q21. Does cancellation free another QR place?

No. The daily issued count does not decrease for a cancelled visit.

Q22. Is every return within seven days free?

No. Enable revisits and meet identity, original-service/payment, time and allowance conditions.

Q23. Are new services free during a revisit?

Only eligible earlier services are waived. New services and emergency upgrades can remain payable.

Q24. Does a cancelled free revisit restore its allowance?

Not automatically in the inspected implementation.

Staff and displays

Q25. Can I create a manager role?

Use the supported Dashboard/Counter mode and permissions; a custom manager-role builder was not verified.

Q26. Why is the staff member logged out on another device?

Staff access uses an active session. A second login/mode change can invalidate the earlier session.

Q27. Why does a counter see fewer services?

Counter access is limited to assigned compatible services and operational scope.

Q28. Can staff change QR, revisit or custom-field settings?

No. Those merchant settings require the owner.

Q29. Can every smart TV run the display?

No universal compatibility is promised. Test the actual browser/device; an updated supported device is the alternative.

Q30. Why must I press Enable sound again?

Browser autoplay restrictions can require a new gesture after a restart or reload.

Q31. Can I show name, vehicle, DOB and phone together on TV?

No. The current optional public detail selection is capped at two; do not expose unnecessary personal information.

Q32. Why is there no Counter column?

It is shown when real counter assignments exist, rather than invented for an unassigned queue.

Q33. Does Ranked show all completed tokens for today?

Its main table shows the latest five; the footer uses bounded recent synced completions, not a guaranteed full-day archive.

Q34. Can my TV announce completed vehicle collection?

Yes. Configure the completed/collection announcement mode and test the message/language on that device.

QR, tracking and feedback

Q35. Must a customer install an app?

Normal QR generation and token tracking use a browser.

Q36. Why is location requested?

The merchant may have enabled a premises radius. It is not always required.

Q37. Can I use one family mobile for every revisit?

Name matching matters too. The same number alone does not qualify a different person.

Q38. Does the tracking link reveal all customer history?

It is for the individual visit; broader history requires authorized staff/merchant access.

Q39. Does turning off updates cancel the token?

No. Communication preferences and queue status are different.

Q40. Will Google reviews appear in InCue?

An external feedback link sends customers to that site; automatic importing was not verified.

WhatsApp and billing

Q41. Is WhatsApp included in the subscription amount?

Optional prepaid usage is separate; the default eligible token-flow debit is ₹1.

Q42. Am I charged ₹1 for every update message?

The current default prepaid model charges an eligible token flow, not each individual message in that flow. Check the ledger.

Q43. Are appointment messages billed the same way?

A separate appointment-flow billing class exists; confirm the active rate in wallet/support.

Q44. Does low WhatsApp balance stop the queue?

Normally the message path is skipped/rejected while queue operations continue under their normal permissions.

Q45. Does Sent mean Read?

No. Provider acceptance, delivery and reading are separate statuses.

Q46. Are QR check-in and tracking separate mandatory purchases?

They are included in the current default plans; optional extras still require an active base plan.

Q47. Will an offer automatically become a paid service?

The implemented marketplace approval flow requires review of services/dates/total. Confirm your actual account terms.

Q48. Is token money the same as subscription billing?

No. Customer service payments, the WhatsApp wallet and InCue plan/add-on invoices are separate.

Q49. Does Mark refunded send money back?

No. Follow its instruction to refund in the gateway first, then record it.

Reports, troubleshooting and privacy

Q50. Why does my report have fewer tokens?

Check dates, status filters, pagination, role scope and whether you are comparing current versus historical views.

Q51. Can I download CSV because my plan says export?

The entitlement exists on Pro, but a working current merchant download control was not verified. Ask support for the approved export.

Q52. Can I operate offline?

Do not rely on cached screens for new acknowledged operations. Restore the connection and verify actions.

Q53. What if payment succeeded but token creation did not?

Check the existing request and Payments that need you; avoid a second payment until recovery is resolved.

Q54. May I collect Aadhaar or medical details as custom fields?

Collect only what is needed and lawful for your purpose. The QR notice tells customers not to enter such sensitive details. Use an appropriate assisted process when needed.

Q55. How do I request correction or deletion?

Contact the visited business or use InCue Your Data Rights/support. Identity verification and retention obligations can affect the result.

Q56. Should I send my OTP or secret key to support?

No. Send the account/business reference, token/payment reference, time and a redacted error screenshot.

22. Security, privacy and good operating habits

Protect account access

Use separate staff identities. Give only the modes and extra permissions needed. Remove staff access when someone leaves. Verify the business name before changing services, QR assignment or billing. Keep the owner's phone and linked Google account protected; do not share OTPs. Sign out of a shared reception device at the end of the shift using its **Logout / Log Out** control. Do not leave reports, payment pages or customer history open to waiting-room viewers.

Keep the TV paired as a display, not as a signed-in merchant workstation. If a TV is sold or moved, unlink it deliberately. Public customer details should be minimal. Selecting Name or Vehicle number for TV is an intentional disclosure; a clinic should consider whether token-only status is more appropriate.

Collect customer information responsibly

Tell customers which business is collecting the information and why. Request only needed fields; do not add identity documents, unnecessary medical information or financial secrets to a queue form. Required/optional is a product control, not proof that a collection purpose is lawful.

The public QR notice describes the business, token/queue purpose, collected details, any location requirement, language choice and assistance/data-rights links. The adult self-service declaration is for an adult taking their own token. For a child or someone the visitor represents, use reception and an appropriate assisted process. A checkbox is not verified parental consent or identity verification.

Keep WhatsApp limited to the visit-update purpose described to the customer. Do not treat supplying a mobile number for a token as authorization for unrelated marketing. Follow the available withdrawal/update preferences and the published policy. An update preference does not remove statutory records or cancel the visit.

Data access and retention

Use [Privacy Policy](#) and [Your Data Rights](#) for current information. Ask the visited business or InCue for help locating, correcting or requesting deletion of records. Provide just enough identifying context privately, such as business and visit date; support may need to verify the requester before disclosing data.

The published policy describes configurable retention, with queue customer data normally erased after 365 days unless a different supported period applies. It does not guarantee that every copy disappears on that exact day. Payment, security and legally required records can remain longer. This guide does not replace the current policy or legal advice. Merchant activity logs, TV cache and billing records have different purposes; no universal “delete everything now” customer button was verified.

Shared-device checklist

- Use the right staff login and screen lock. Do not save an owner's OTP in a shared note.
- Hide customer phone numbers/visit details from general waiting-room view.
- Keep browsers/apps updated and avoid unsupported extensions on payment devices.
- Share only the correct individual tracking link with its customer.
- Redact names, phone numbers, medical information, OTPs, API keys and bank details before sending troubleshooting screenshots.

23. Contact and support

Use self-service checks for a wrong filter, stale browser, missing required input or muted TV. Contact support for unresolved pairing, account/identity changes, confirmed payment without activation, inconsistent saved records, restricted exports or a correction without a supported control.

Verified official channels

- Email: support@incue.in
- Phone: +91 7988919040
- WhatsApp: [Contact InCue](#)
- Contact form: incue.in/contact
- Merchant app: **Account > Help Center**. A help/contact route is not a guarantee of 24-hour service.

No fixed support hours, response-time guarantee or emergency-service commitment is stated here. A Priority Support plan flag is not a documented SLA.

Send a useful support request

1. Identify your business/account using the normal support channel. Do not send your password, OTP or payment keys.
2. State the affected workspace: Merchant, Queue Dashboard, QR, tracking, TV or payment.
3. Give the date/time in IST, device/browser/app version and the exact action taken.
4. Include the token/appointment/payment reference where relevant, without exposing unnecessary personal details.
5. Quote the visible error and attach a redacted screenshot. Explain what you expected and what happened instead.
6. Say whether it affects one device/customer or several, and which non-destructive checks you already tried.

Example: "Our Display app shows Reconnecting after reload at 10:15 AM IST. Reception Dashboard is online. Device: current Chrome on a TV box; Display v24. The business name is correct, but today's sample token does not update. We tested the network and sound-check separately. No token was reissued."

Keep this guide current

This edition was checked against the available source and safe local interfaces on 22 October 2026. Review settings, prices, account entitlements and current UI after a product release. Use the editable manual and the separate documentation audit to see precisely what was inspected and which live/payment/device workflows still need acceptance review.