



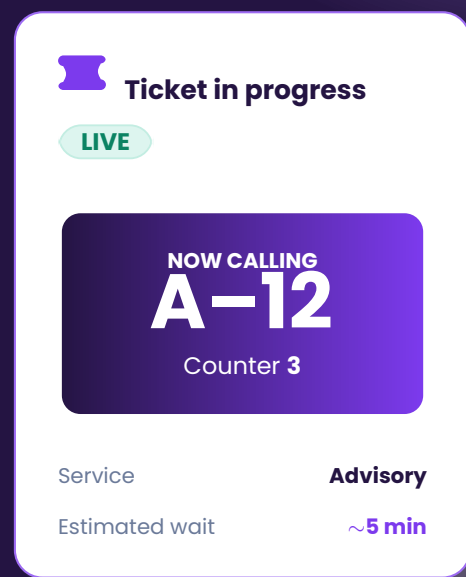
COMMERCIAL DOCUMENT
Edition September 17, 2026

MODULAR QUEUE MANAGEMENT SOFTWARE

The service your organisation deserves.

Organise queues, connect every service point and turn day-to-day operations into a faster, more measurable and more professional experience.

Free base platform + **applications tailored to your needs**



US\$0 USD

Base software

8

Apps included

Per branch

Premium modules

Flexible

Usage and scale

A clear proposal to help you decide

Learn what the platform includes, how it is activated and the investment involved in each modality.

Contents

1	About this document	3
2	What is Kiuu?	3
3	A model designed to grow with every organisation	3
4	Commercial structure of the platform	4
5	Applications included at no monthly cost	4
5.1	Queue Management	4
5.2	Self-Service Terminal	5
5.3	TV Display	6
5.4	Statistics	7
5.5	Ticket Search	8
5.6	Guide	9
5.7	Purchases and Packages	10
5.8	Billing	11
6	Premium applications	12
6.1	Customers	12
6.2	Satisfaction Surveys	13
6.3	Ticker	14
6.4	Advertising Lite	15
6.5	Advertising Pro	16
6.6	Advertising and Ticker as independent tools	17
6.7	Thermal Printer	18
6.8	Priority Support	18
7	Pay-as-you-go messaging channels	19
7.1	SMS	19
7.2	WhatsApp	21
8	Enterprise integrations	22
8.1	Developer API	22
9	Operating with multiple branches	23
9.1	Branch A	23
9.2	Branch B	24
9.3	Branch C	24
10	How Kiuu is implemented	24

10.1	Stage 1 – Define the branches	24
10.2	Stage 2 – Define the services	25
10.3	Stage 3 – Enable self-service	25
10.4	Stage 4 – Configure the service counters	26
10.5	Stage 5 – Configure the service screen	26
10.6	Stage 6 – Select premium applications	26
10.7	Stage 7 – Activate communication channels	27
10.8	Stage 8 – Analyse results	27
11	Starter example	27
12	Advanced operation example	28
13	Why choose Kiuu	28
14	Commercial summary	29
15	General commercial terms	30
16	A platform that adapts to the business	30
17	Commercial information	31

1 About this document

Here you will find a clear explanation of Kiuu: what the platform includes, what each application is for and how the pricing model works. The goal is that you can know, without detours, what you get at no cost, which options you can activate and how much you would invest.

All prices in this English edition are expressed in US dollars (USD) and do not include taxes, using a fixed commercial exchange rate of COP 5,000 per dollar. If your operation requires a special configuration, we can review it with you and prepare a tailored proposal.

US\$0 USD

Base software

8

Apps included

Per branch

Modular premium

Usage

SMS and WhatsApp

2 What is Kiuu?

Kiuu organises service from the moment a person requests their ticket until the interaction is complete. On a single platform you can manage the queue, call tickets, keep waiting visitors informed and review the results of the operation.

It works both for a business with a single counter and for an organisation with dozens of branches. Each service point is configured separately: one branch can work with the basic functions while another adds extra tools. You can start with a simple operation and expand it whenever you need to.

3 A model designed to grow with every organisation

Kiuu is modular. The base platform includes free functions, and each organisation chooses which additional tools it activates, when and in which branches.

Free core • premium applications per branch • pay-as-you-go messaging • enterprise API per organisation

This way you pay only for what you use. Instead of signing up for a closed plan, you choose the applications that make sense for your operation and add new capabilities without changing systems or starting over.

4 Commercial structure of the platform

The Kiuu offering is organised into four modalities:

- **Free applications.** They include the essential functions to get service running at no monthly cost.
- **Premium applications per branch.** Each service point can activate additional tools and pay a monthly fee for those alone.
- **Pay-as-you-go services.** SMS and WhatsApp messages have no monthly fee; they are bought in packages.
- **Services per organisation.** Some capabilities, such as the developer API, are contracted once and cover the whole organisation.

5 Applications included at no monthly cost

These eight applications are included with no monthly fee and cover what you need to start managing tickets.

5.1 Queue Management

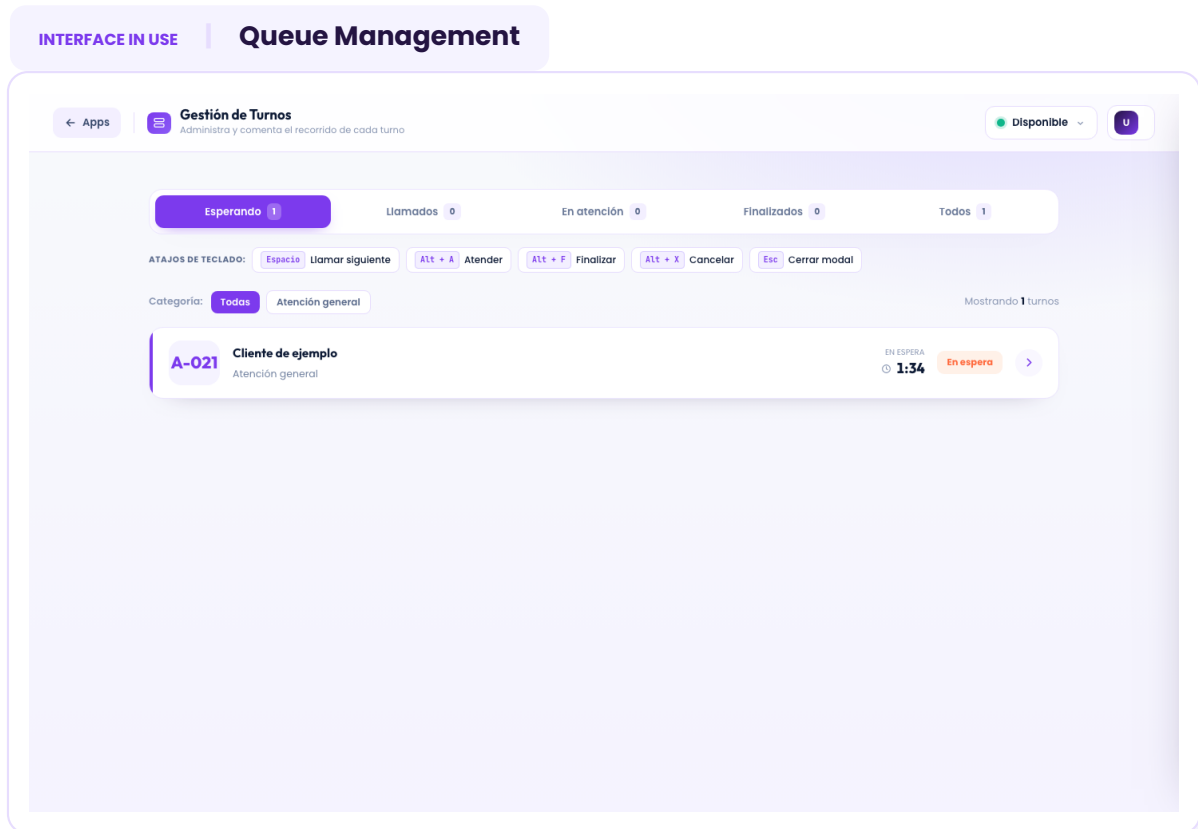
Included at no cost

Per branch

This is the working screen for the service team. From it, each staff member sees the waiting tickets and manages the full process:

- call a ticket;
- start the service;
- transfer the person to another service;
- review the ticket's journey;
- record information during the interaction;
- finish the interaction;
- review the events linked to the ticket.

The result is more orderly service, with no manual lists and no calling out loud.



Queue Management. The waiting queue gathers the pending tickets, their wait time and the actions the team needs to start the interaction.

5.2 Self-Service Terminal

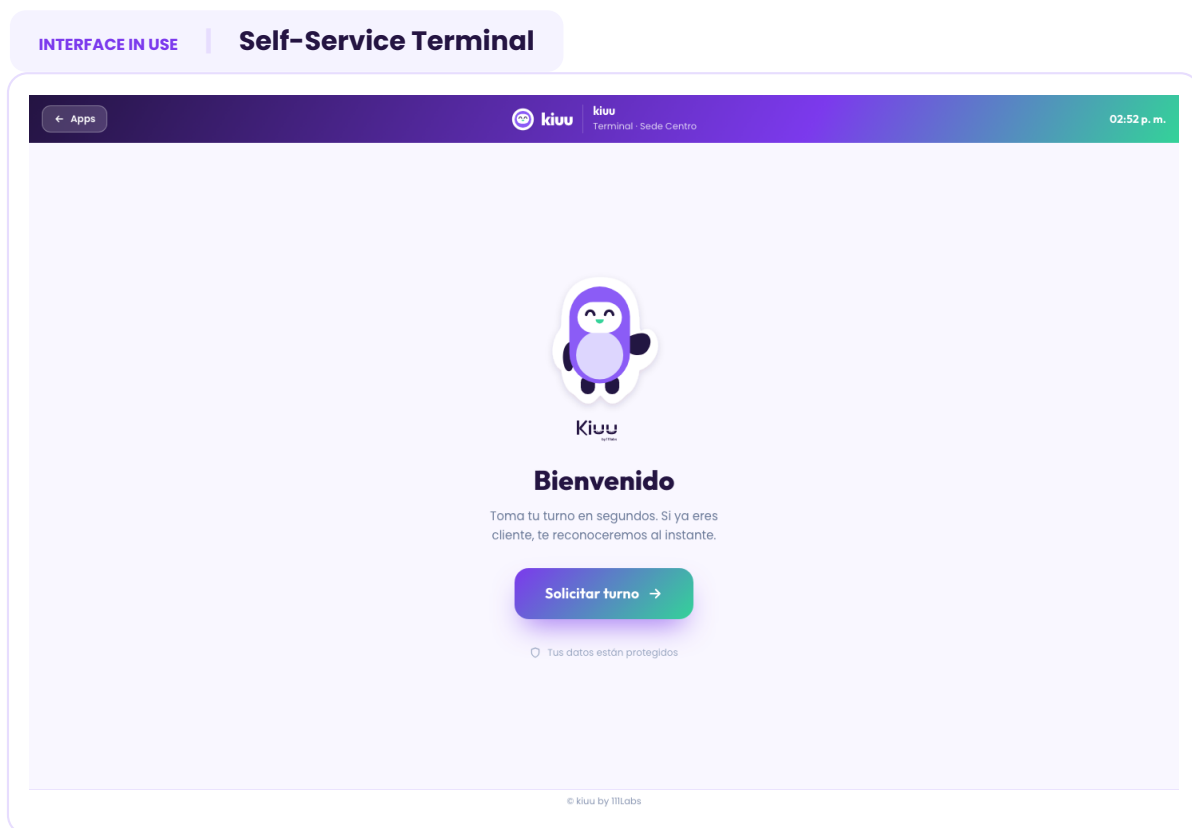
Included at no cost

Per branch

It turns a tablet or reception screen into a self-service point. Each person chooses what they need and gets their ticket without depending on staff. The process can include:

- customer identification;
- service selection;
- selection of categories or sub-services;
- automatic ticket generation.

It is useful in any operation with in-person service and prevents the reception team from handing out tickets manually.



Self-Service Terminal. The welcome screen offers a simple starting point for each visitor to request their ticket without assistance.

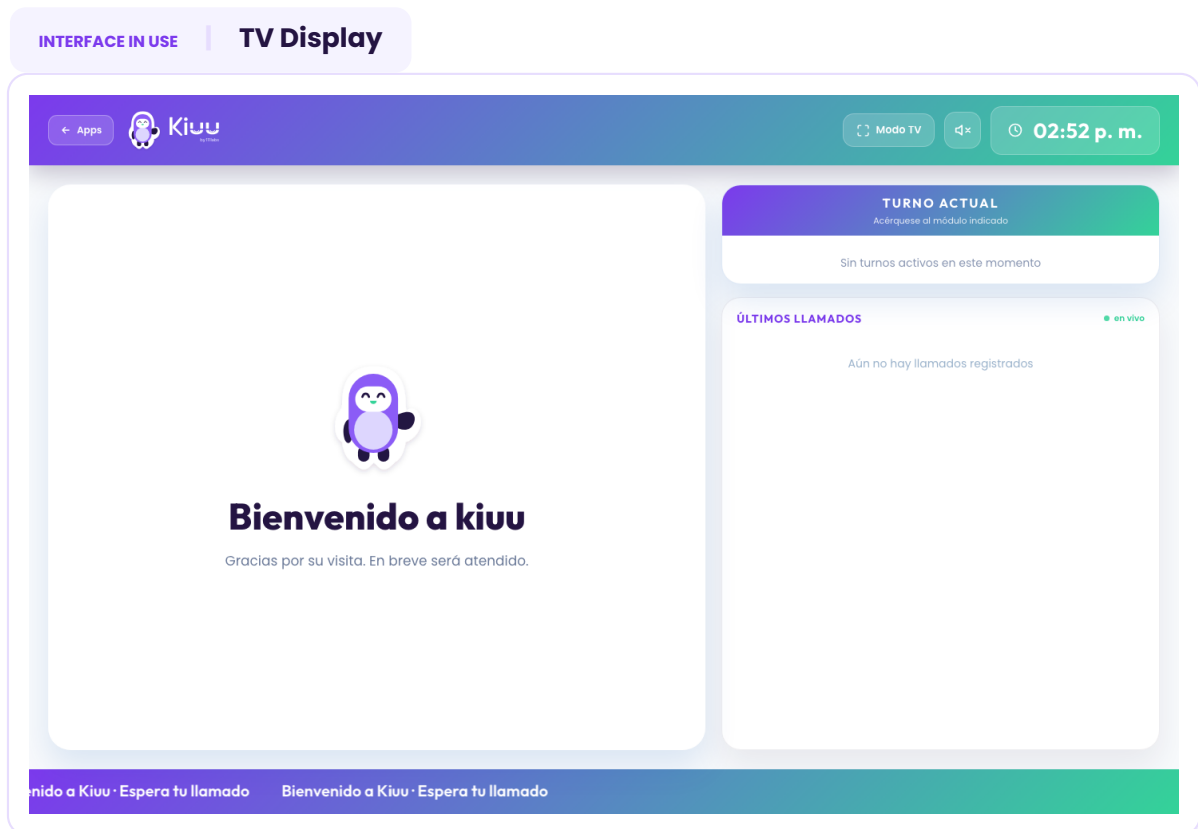
5.3 TV Display

Included at no cost

Per branch

Connect a television or monitor in the waiting area and use it to show the tickets being called. People know when they will be served and which counter to go to.

You can also use that screen to publish notices, campaigns or audiovisual content with Advertising Lite, Advertising Pro or Ticker. Everything works in the same place, with no additional system to install.



TV Display. The waiting area can show the tickets being called, the service counter and a visual space for the organisation's messages or content.

5.4 Statistics

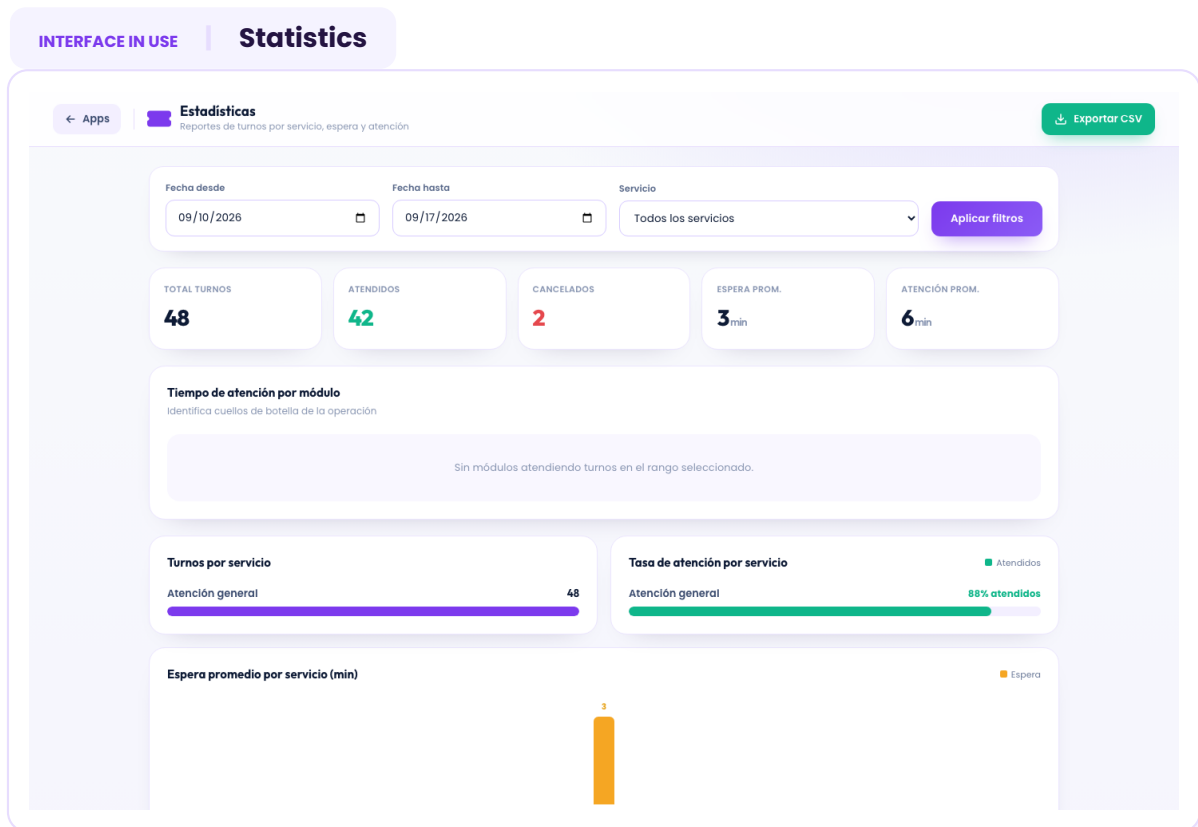
Included at no cost

Per branch

It shows what is happening in the service. Kiuu records every ticket and presents per-branch indicators for:

- number of people served;
- behaviour of the services;
- day-to-day operation;
- performance of the service points;
- ticket detail;
- survey results, when that application is active.

This lets you spot problems, compare results and make decisions based on data.



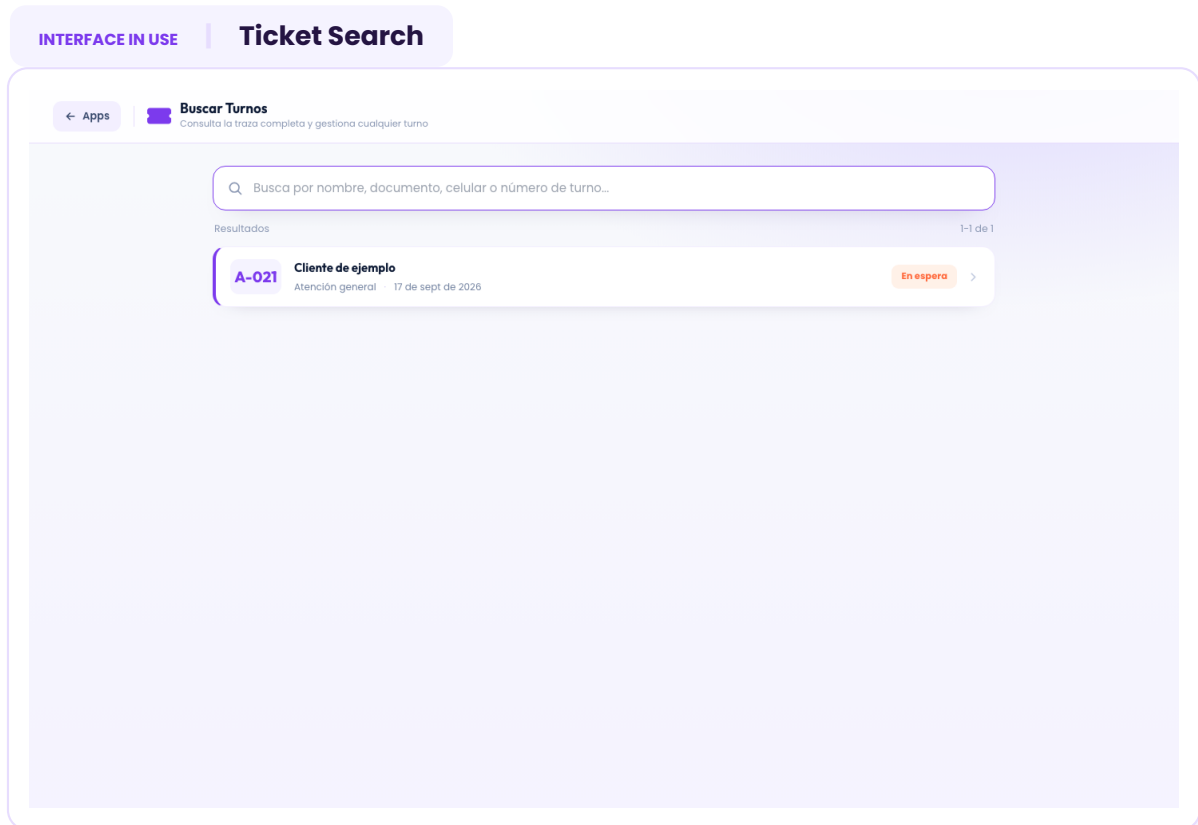
Statistics. The filters, indicators and charts help you understand the service volume and compare the performance of services and counters.

5.5 Ticket Search

Included at no cost

Per branch

It lets you find a ticket and review its entire journey. It is useful when a person asks about their case or when the team needs to verify what happened during the interaction. This way, every case is on record and follow-up is easier.



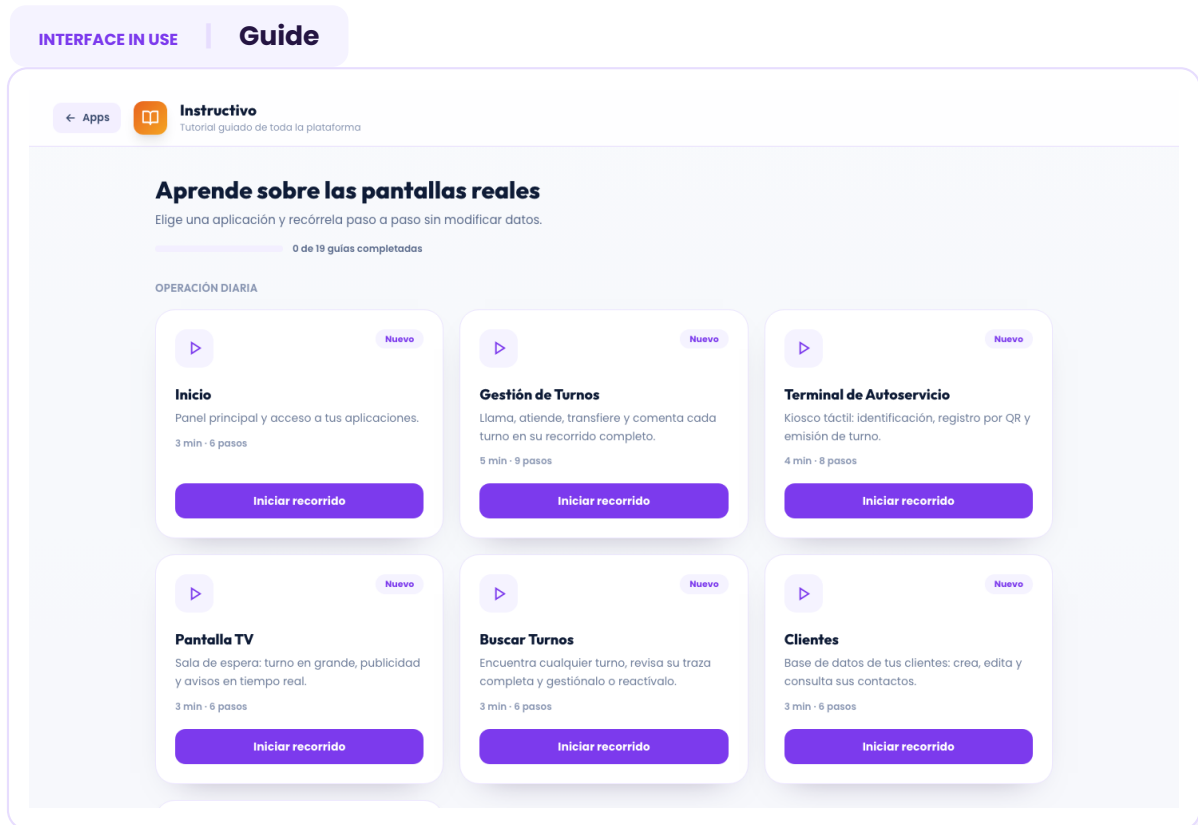
Ticket Search. The search shows the essential data for each ticket and lets you open its detail to reconstruct what happened during the interaction.

5.6 Guide

Included at no cost

Platform

The Guide is a manual built into the platform. The team can learn at its own pace and check the available functions without relying on external documentation.



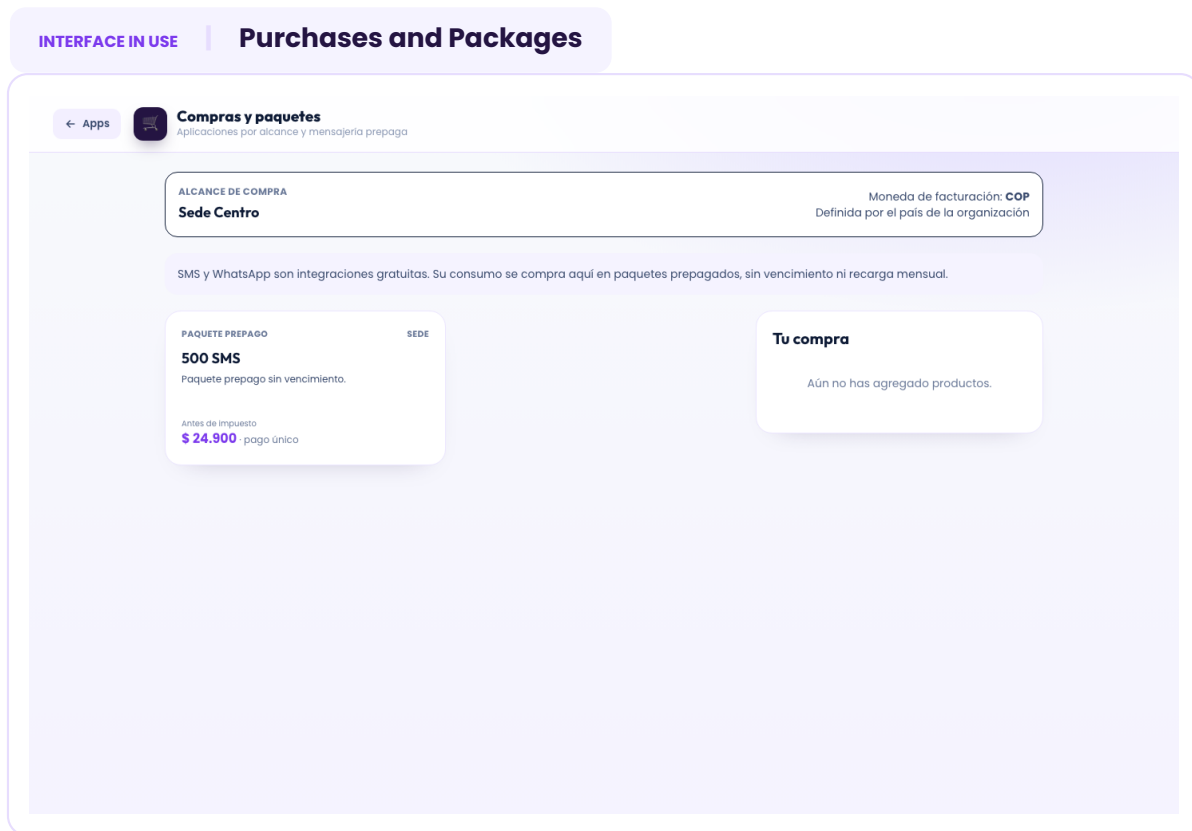
Guide. The catalogue of guides organises the walkthroughs by application so the team can learn a function or resolve a question from the platform itself.

5.7 Purchases and Packages

Included at no cost

Platform

From here you can review and activate premium applications or buy messaging packages. You do not need to carry out any process outside the platform or migrate to another system.



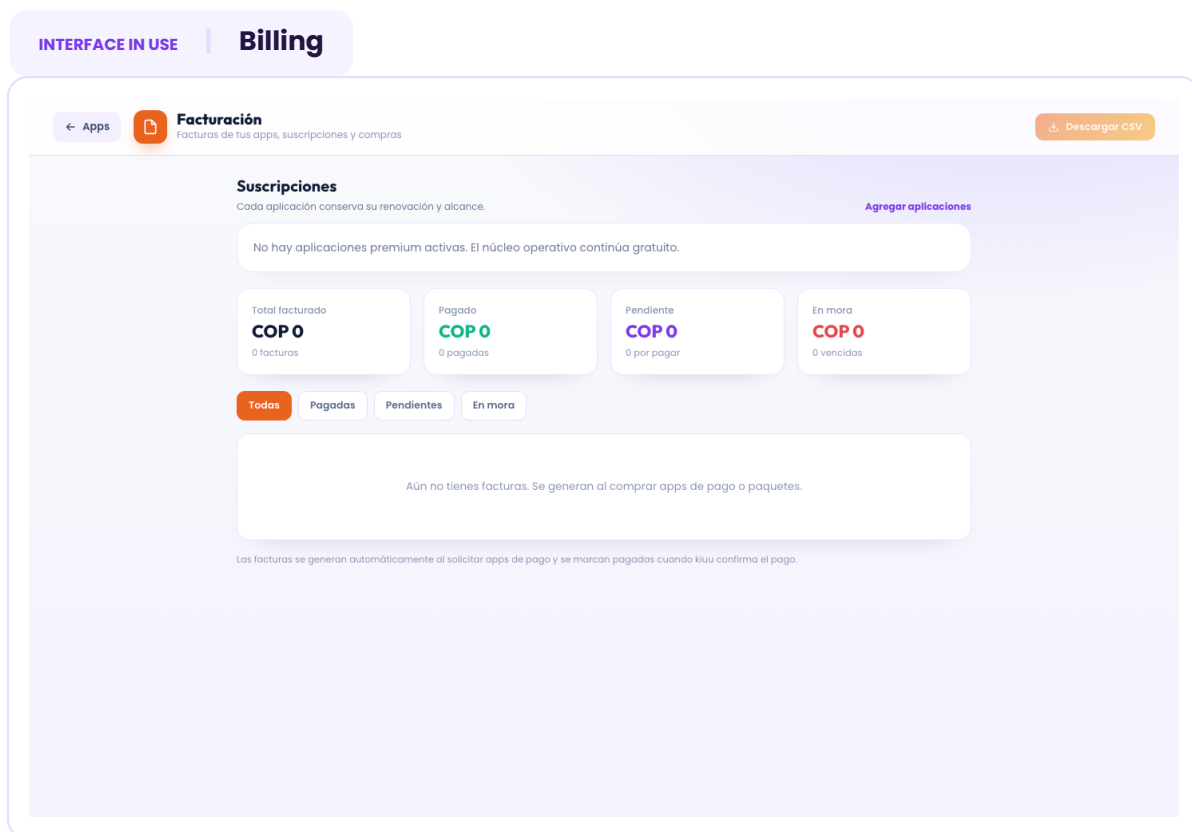
Purchases and Packages. The catalogue shows the available applications, branches and packages, with their scope and price before adding them to the cart.

5.8 Billing

Included at no cost

Platform

It gathers the information about purchases and contracted services. This way you know what is active and keep administrative control from a single place.



Billing. The history lets you review items, amounts, statuses and due dates, and download the information for administrative control.

6 Premium applications

Premium applications add specific functions to the platform. Each branch activates only the ones it needs, so different locations of the same organisation can have different configurations.

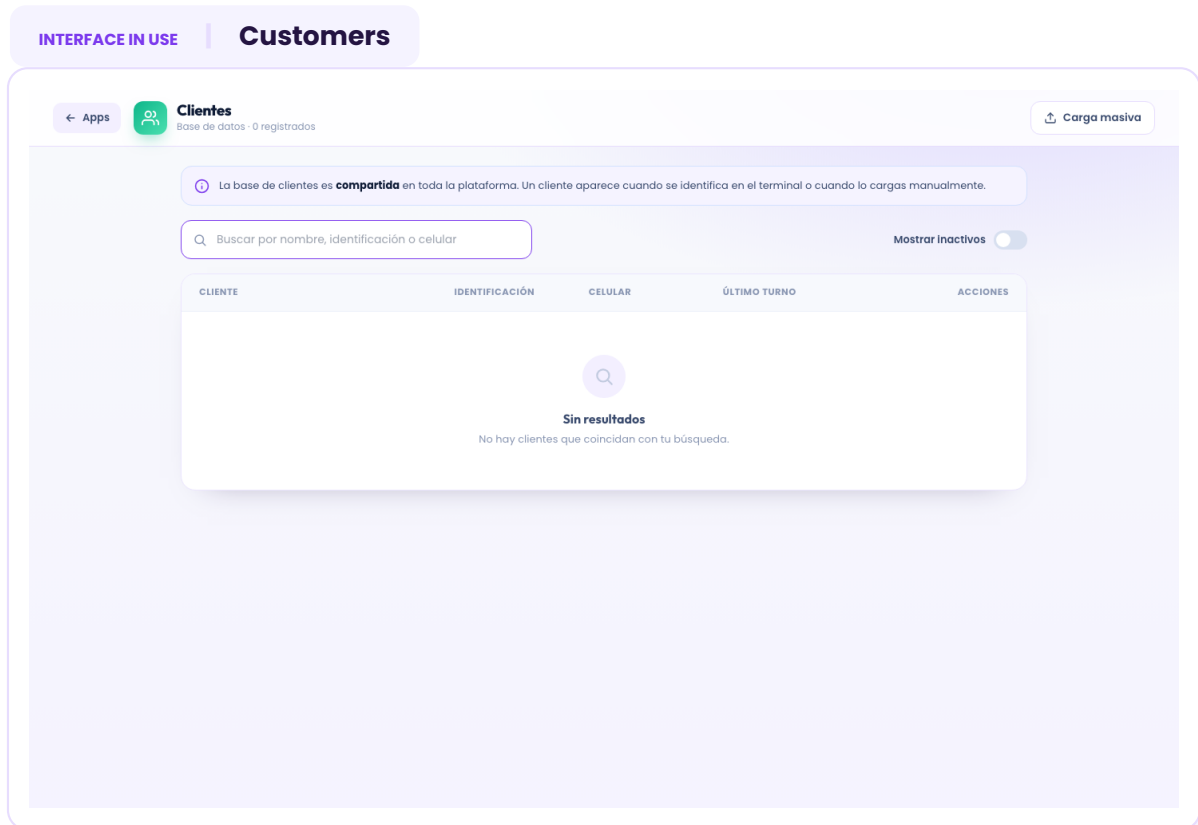
Unless stated otherwise, the values are monthly fees per branch.

6.1 Customers

US\$2.40 USD / month

Per branch

Build a database of the people who use your services. The database is completed with every interaction in Kiuu and you can review or update the information whenever you need to. It is especially useful if your customers return often.



Customers. The database gathers the identification and contact details of the people served so you can find them and update their information easily.

6.2 Satisfaction Surveys

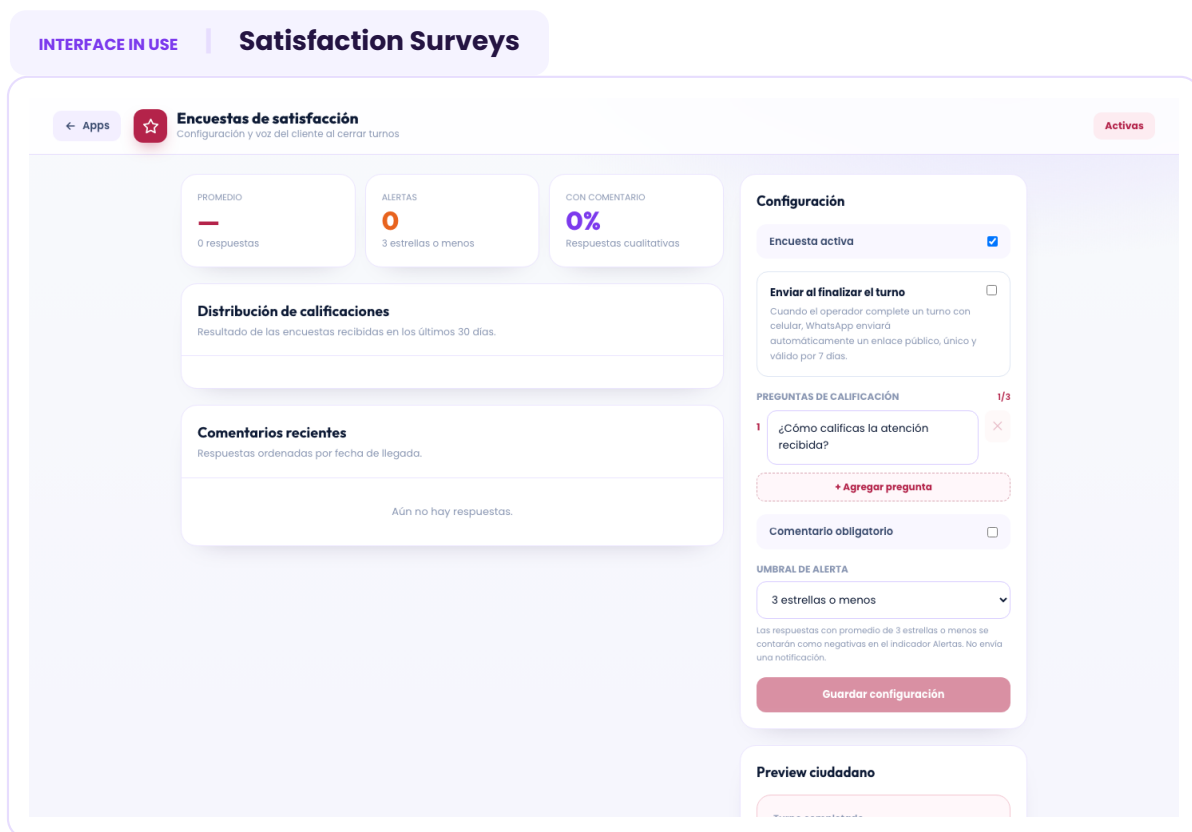
US\$5.80 USD / month

Per branch

It lets you learn each person's opinion right after the interaction. When the ticket is closed, Kiuu can show or send a survey to measure:

- the level of satisfaction;
- the perception of the service;
- opportunities for improvement;
- how responses behave over time.

The responses are integrated with the platform's other indicators so you can follow the customer experience and find opportunities for improvement.



Satisfaction Surveys. A single view configures the questions and the delivery, while the indicators summarise ratings, alerts and comments received.

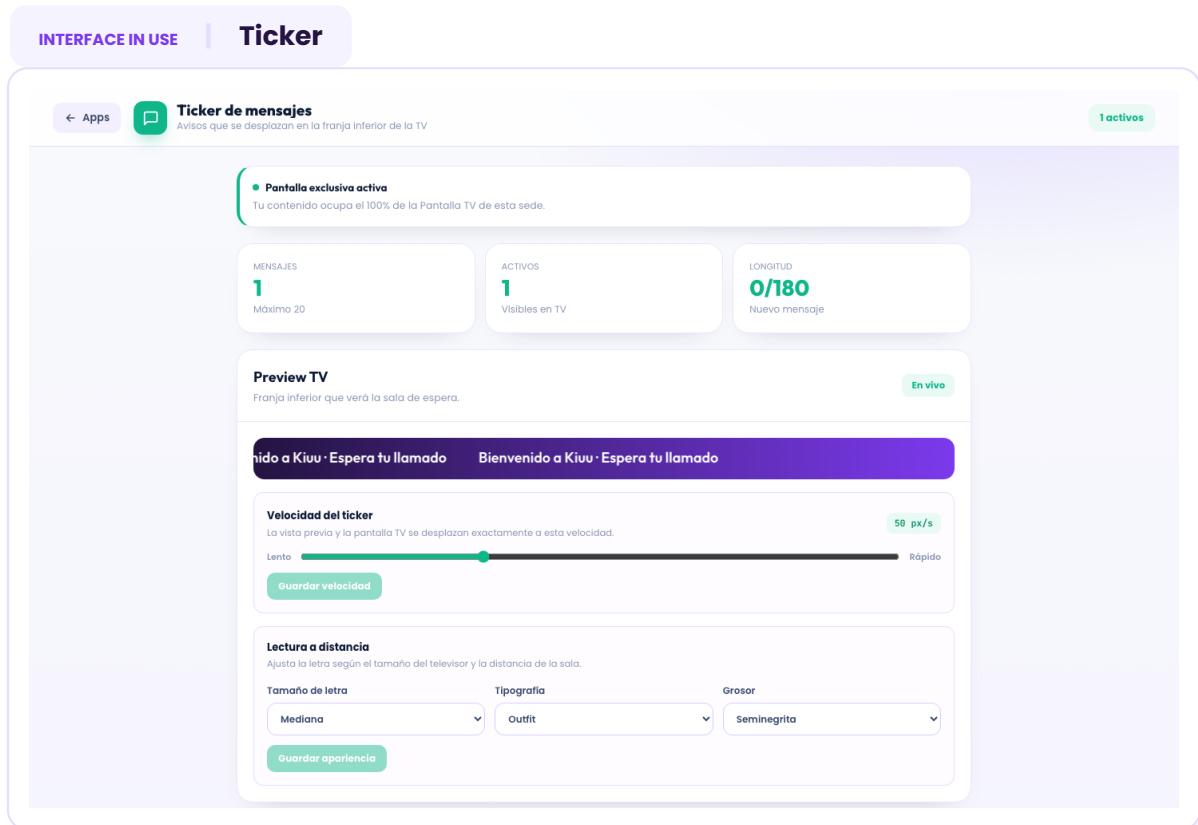
6.3 Ticker

US\$3.80 USD / month

Per branch

It shows scrolling messages at the bottom of the screens. You can use it to publish opening hours, recommendations, institutional notices, promotions or internal campaigns.

Ticker works independently: you can contract it without activating Advertising Lite or Advertising Pro.



Ticker. The editor lets you prepare and order messages; the preview shows how the information strip will appear on the service screen.

6.4 Advertising Lite

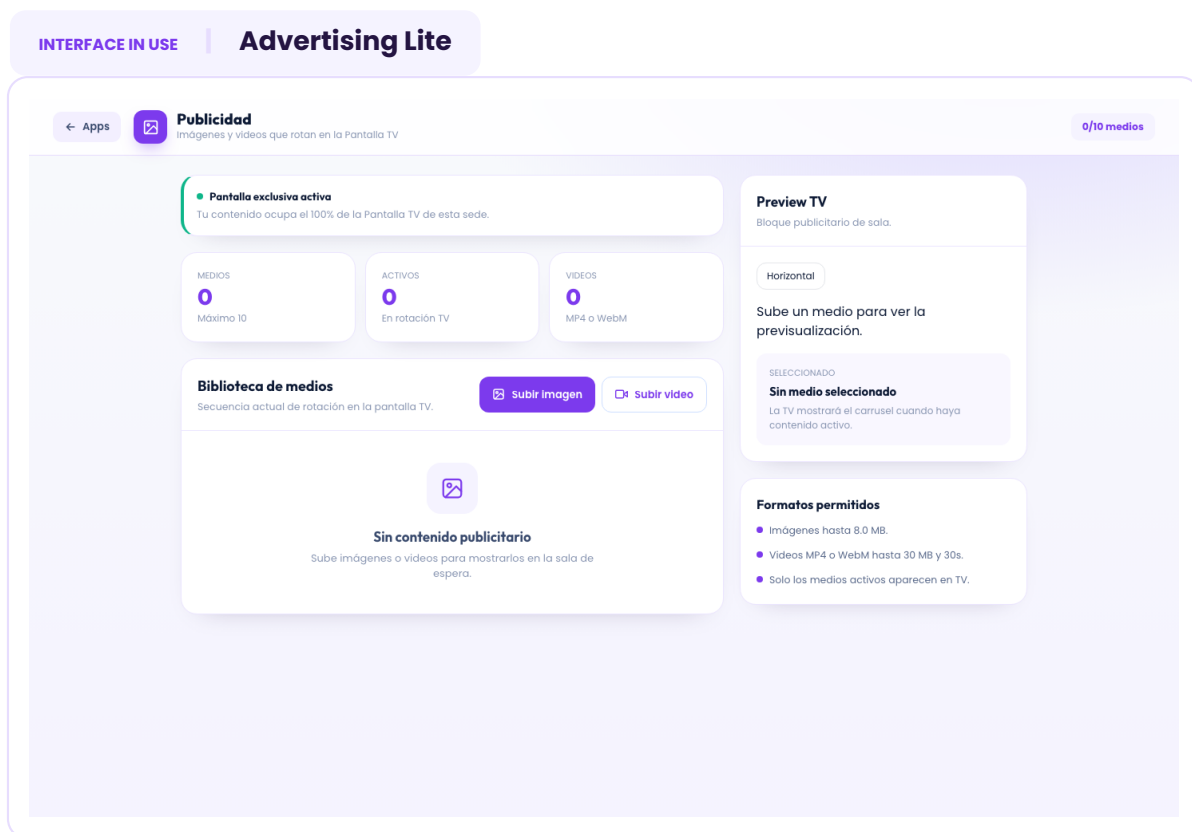
US\$5.80 USD / month

Per branch

It is a simple option to start using the screens as a communication channel. It lets you manage up to:

3 active advertising pieces

You can use those pieces to show promotions, services, featured products, internal campaigns or commercial information. If you later need to publish more content, you can move to Advertising Pro.



Advertising Lite. The library makes it easy to upload and organise the active pieces, while the preview helps you check how they will look alongside the tickets.

6.5 Advertising Pro

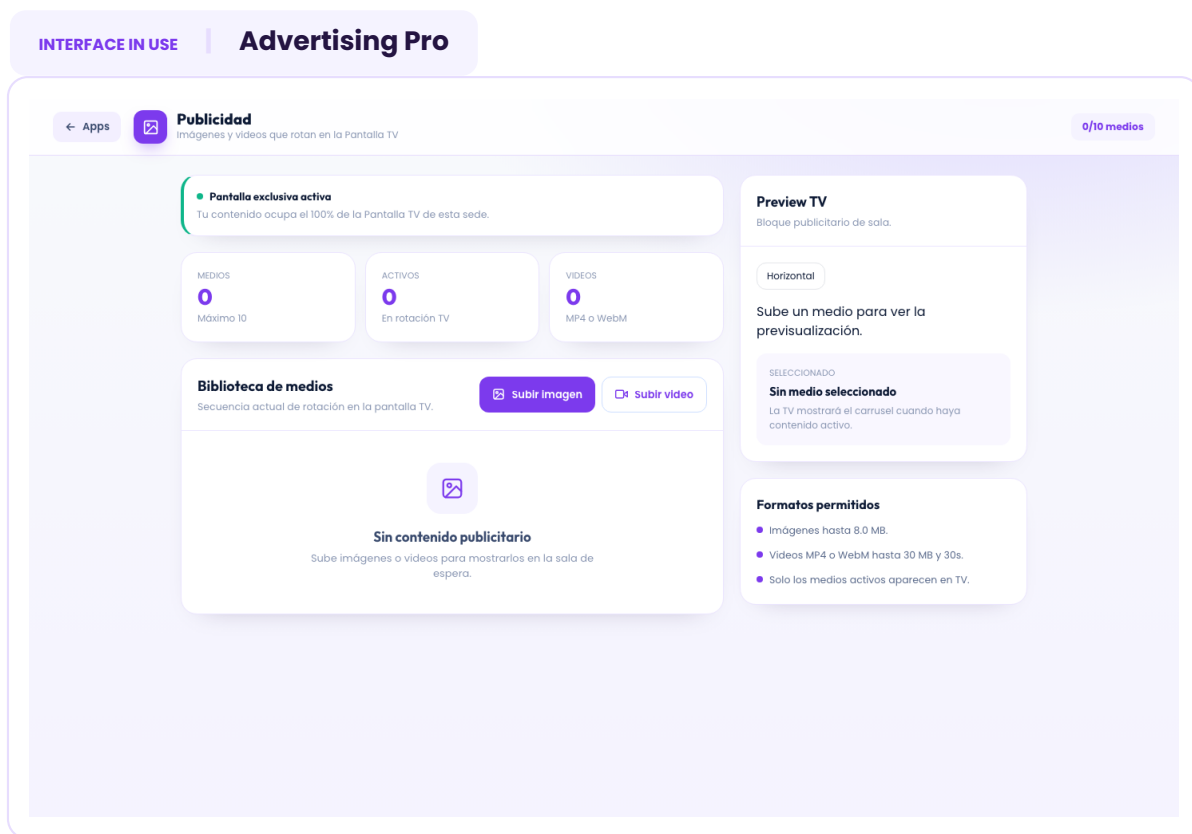
US\$13.80 USD / month

Per branch

It turns the service screens into a full communication channel. You can manage images and videos without the three-piece limit of Advertising Lite. Use it to promote products and services, present campaigns, show institutional content or publish third-party ads.

An additional revenue opportunity

If your branch receives many people, you can also offer on-screen space to companies, partners or brands related to your audience. So, beyond announcing tickets, the screen can become a source of revenue.



Advertising Pro. The same library centralises images and videos; with the Pro modality you can manage a wider content schedule.

6.6 Advertising and Ticker as independent tools

Ticker, Advertising Lite and Advertising Pro are contracted separately. Each branch can combine them according to its budget and its goals.

CONFIGURATION	MONTHLY PRICE
Ticker	US\$3.80 USD
Advertising Lite	US\$5.80 USD
Advertising Pro	US\$13.80 USD

Ticker can accompany both Advertising Lite and Advertising Pro. It is not necessary to contract all three applications.

6.7 Thermal Printer

US\$9.80 USD / month**Per branch**

Kiuu can work without paper, but some organisations prefer to hand over a physical receipt. This application prints the number and the ticket information. It can be useful when:

- the audience has varying familiarity with technology;
- a physical receipt needs to be kept;
- an internal process requires printing.

Printing is optional; each branch decides whether it needs it.

PRODUCT VIEW

Thermal Printer**Impresora térmica**

Imprime tickets físicos. Incluye software de escritorio.

View of **Thermal Printer** in Kiuu with demonstration data.

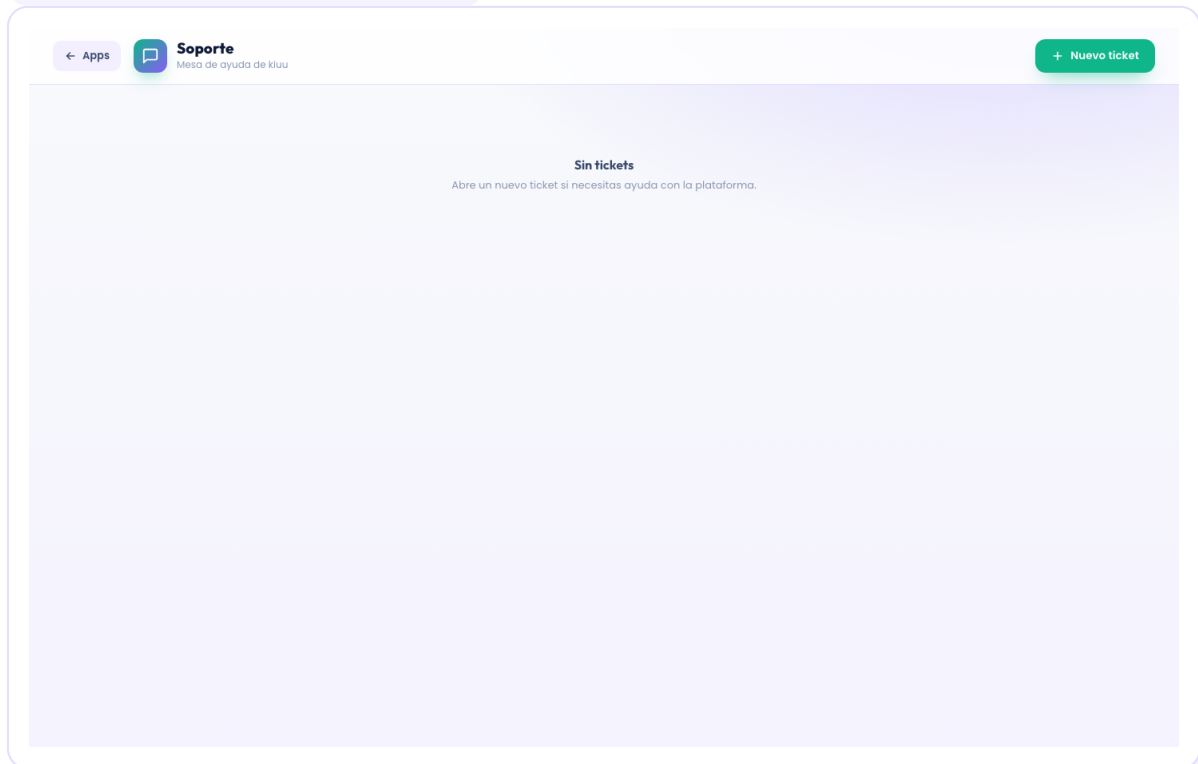
6.8 Priority Support

US\$13.80 USD / month**Per branch**

All Kiuu users have access to general help and documentation. Priority Support adds a preferred channel, tracking of each request and an organised history of the conversations.

It is designed for branches that need closer attention because their operation depends on the platform. Those who do not contract it keep access to the general support channels.

INTERFACE IN USE

Priority Support

Priority Support. Each request is identified by number, subject, category and status, which makes it easy to check its progress and keep the history.

7 Pay-as-you-go messaging channels

7.1 SMS

No monthly fee

Pay per use

Kiuu can send the ticket confirmation, advance notices, the call and other reminders by text message. So the person can follow the process even if they are not looking at the screen in the waiting area.

The application has no monthly fee; messages are bought in packages.

SMS packages

QUANTITY	PRICE
100 SMS	US\$1.98 USD
500 SMS	US\$4.98 USD
1,000 SMS	US\$7.98 USD
5,000 SMS	US\$19.80 USD
10,000 SMS	US\$33.00 USD

You can buy the package that best fits your operation's message volume.

INTERFACE IN USE

SMS Notifications Panel

← Apps

Notificaciones SMS

Avisa a tus clientes por mensaje de texto

1 crédito = COP 16 - USD 0.0048

SALDO

100

Créditos disponibles

Sede: 100 - Compartido: 0

MES ACTUAL

20

Mensajes usados

ESTADO

OK

Saldo operativo

Comprar paquetes

Amplia SMS, sedes y módulos de tu plan

Compras y paquetes

Consumo del mes 20 / 100

Automatización

Reglas activas para la sede actual.

3 notificaciones por turno

Al crear el turno

Envía plantilla inicial si el dato es teléfono.

Antes del llamado

Avisa cuando el turno entra al umbral.

3

Cuando es llamado

Controla el SMS de llamado y el caso sin aviso previo.

Notificar en cada rellamado

Envía un aviso adicional cada vez que el operador rellama el turno.

⚠ Cada mensaje automático tiene un costo adicional y puede consumir tu plan más rápido. Se envían máximo 2 notificaciones automáticas por turno.

Plantillas de mensaje

Elige el tono de cada mensaje. Son plantillas aprobadas por WhatsApp: no se pueden editar libremente, pero puedes escoger la que más te guste.

Envío de prueba

+573001112233

Opcional: escribe un mensaje manual

Turno

Servicio

Módulo

Cliente

Posición

PREVIEW

Tu turno A-24 esta listo. Acercate a Módulo 2.

Enviar prueba

SMS Notifications Panel. The panel shows the balance, the month's usage and the service status; it also lets you send a test before using it in the operation.

INTERFACE IN USE

SMS Automations

← Apps

Notificaciones SMS

Avisa a tus clientes por mensaje de texto

1 crédito = COP 16 - USD 0.0048

SALDO

100

Créditos disponibles

Sede: 100 - Compartido: 0

MES ACTUAL

20

Mensajes usados

ESTADO

OK

Saldo operativo

Comprar paquetes

Amplia SMS, sedes y módulos de tu plan

Comprar y paquetes

Consumo del mes 20 / 100

Envío de prueba

+573001112233

Turno

Servicio

Módulo

Cliente

Posición

PREVIEW

Tu turno A-24 esta listo. Acercate a Módulo 2.

Enviar prueba

Automatización

Reglas activas para la sede actual.

3 notificaciones por turno

Al crear el turno

Envía plantilla inicial si el dato es teléfono.

Antes del llamado

Avisa cuando el turno entra al umbral.

3

Cuando es llamado

Controla el SMS de llamado y el caso sin aviso previo.

Notificar en cada reclamo

Envía un aviso adicional cada vez que el operador reclama el turno.

⚠ Cada mensaje automático tiene un costo adicional y puede consumir tu plan más rápido. Se envían máximo 2 notificaciones automáticas por turno.

Plantillas de mensaje

Elige el tono de cada mensaje. Son plantillas aprobadas por WhatsApp: no se pueden editar libremente, pero puedes escoger la que más te guste.

SMS Automations. The controls let you decide whether the message is sent when the ticket is created, before the call, at the call or during a recall.

7.2 WhatsApp

No monthly fee

Pay per use

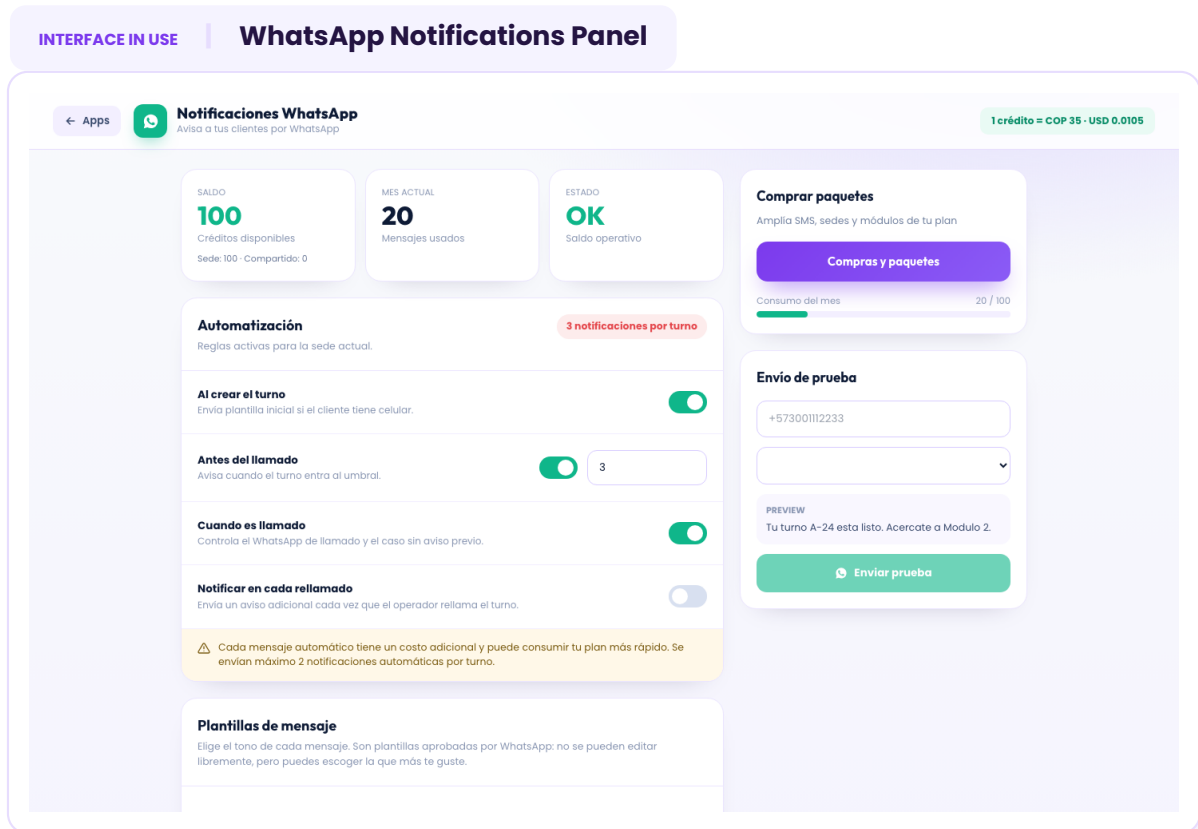
You can also send the ticket information over WhatsApp, a channel many people already check during the day. The available notifications depend on the service configuration.

The application has no monthly fee; messages are bought in packages.

WhatsApp packages

QUANTITY	PRICE
100 messages	US\$1.18 USD
500 messages	US\$2.98 USD
1,000 messages	US\$4.98 USD
5,000 messages	US\$13.80 USD
10,000 messages	US\$21.80 USD
20,000 messages	US\$33.00 USD

You can buy new packages whenever you need them.



WhatsApp Notifications Panel. The view gathers balance, usage, automatic rules and a message preview so you can validate the communication before activating it.

8 Enterprise integrations

8.1 Developer API

US\$27.80 USD / month

Per organisation

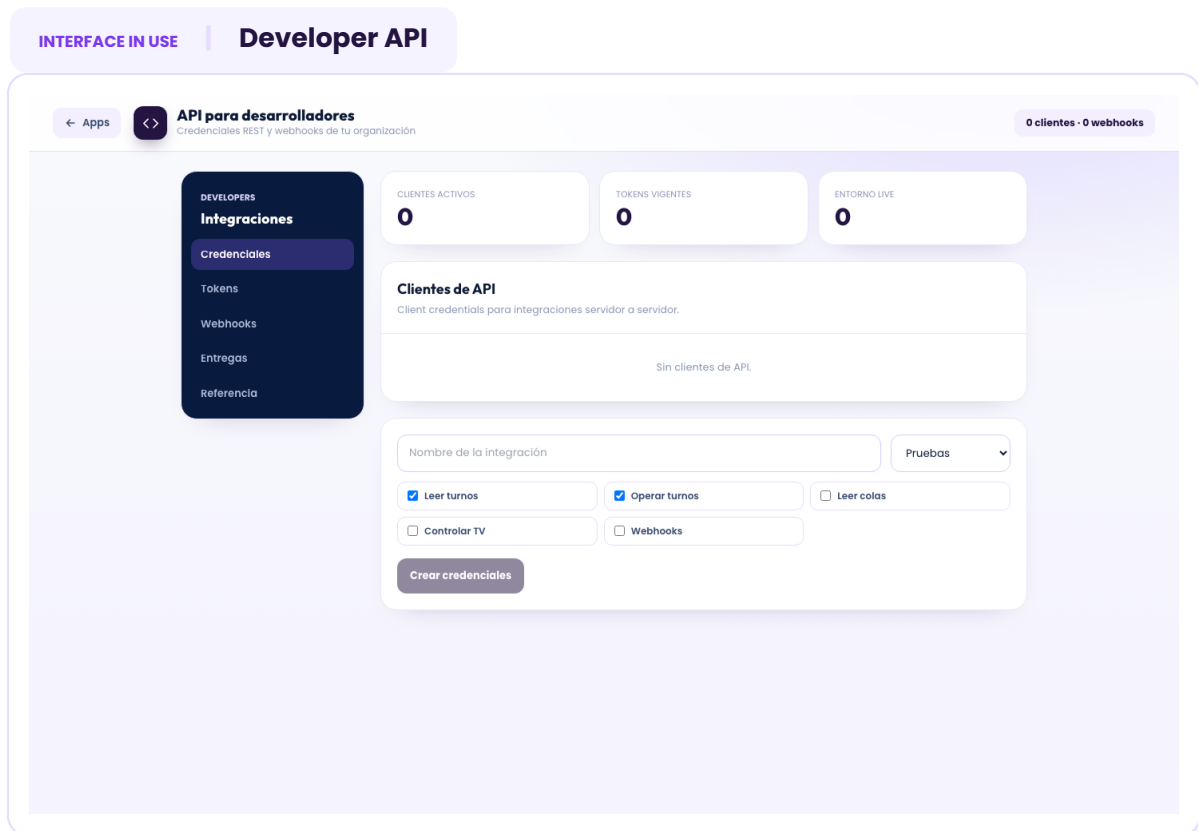
The API lets you connect Kiuu with internal systems, custom applications, portals and automations. It is designed for technology teams, software providers and organisations that need to exchange information with other tools.

One API for the whole organisation

You do not need to contract an API for each branch. A single subscription covers the whole organisation. For example, a company with five service points can have:

1 Developer API • US\$27.80 USD / month

This subscription can be used across its different integrations, according to the capabilities enabled.



Developer API. From the technical panel you create credentials with specific permissions and manage tokens, webhooks, deliveries and reference documentation.

9 Operating with multiple branches

Each branch can have a different configuration. You do not need to activate the same applications at every service point. For example:

9.1 Branch A

- Queue Management — Free;
- Self-Service Terminal — Free;
- TV Display — Free;
- Ticker — US\$3.80 USD;
- Advertising Pro — US\$13.80 USD;
- Satisfaction Surveys — US\$5.80 USD.

9.2 Branch B

- Queue Management — Free;
- Self-Service Terminal — Free;
- TV Display — Free;
- Advertising Lite — US\$5.80 USD;
- Thermal Printer — US\$9.80 USD.

9.3 Branch C

- Queue Management — Free;
- Self-Service Terminal — Free;
- TV Display — Free;
- Statistics — Free.

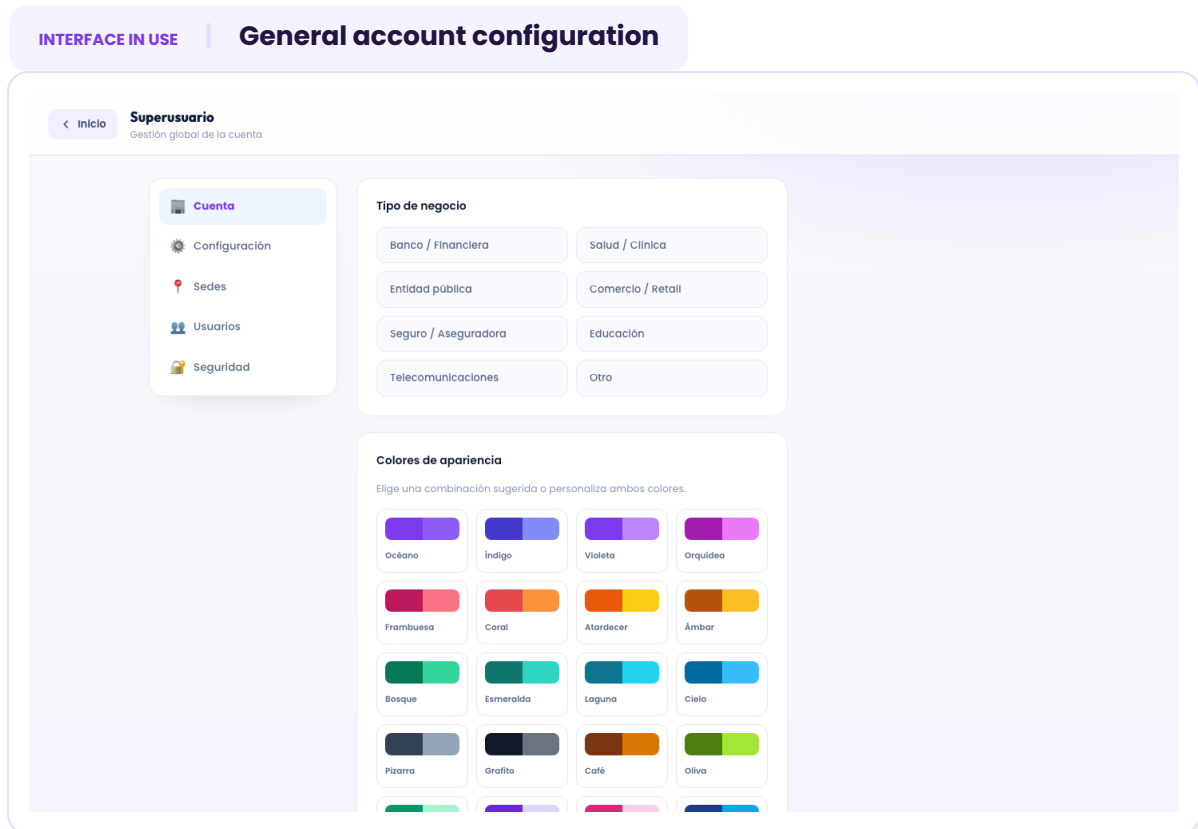
In this scenario, the organisation pays only for the premium tools activated at each branch.

10 How Kiuu is implemented

You can start with the essentials and expand the operation step by step. This is the usual path:

10.1 Stage 1 — Define the branches

Choose the locations where you will use Kiuu. Each branch will have its own configuration. From the main account you can also define the type of organisation and choose the colours that will identify the experience.



General account configuration. The Superuser view centralises the organisation's data, its branches, users, security and appearance options.

10.2 Stage 2 — Define the services

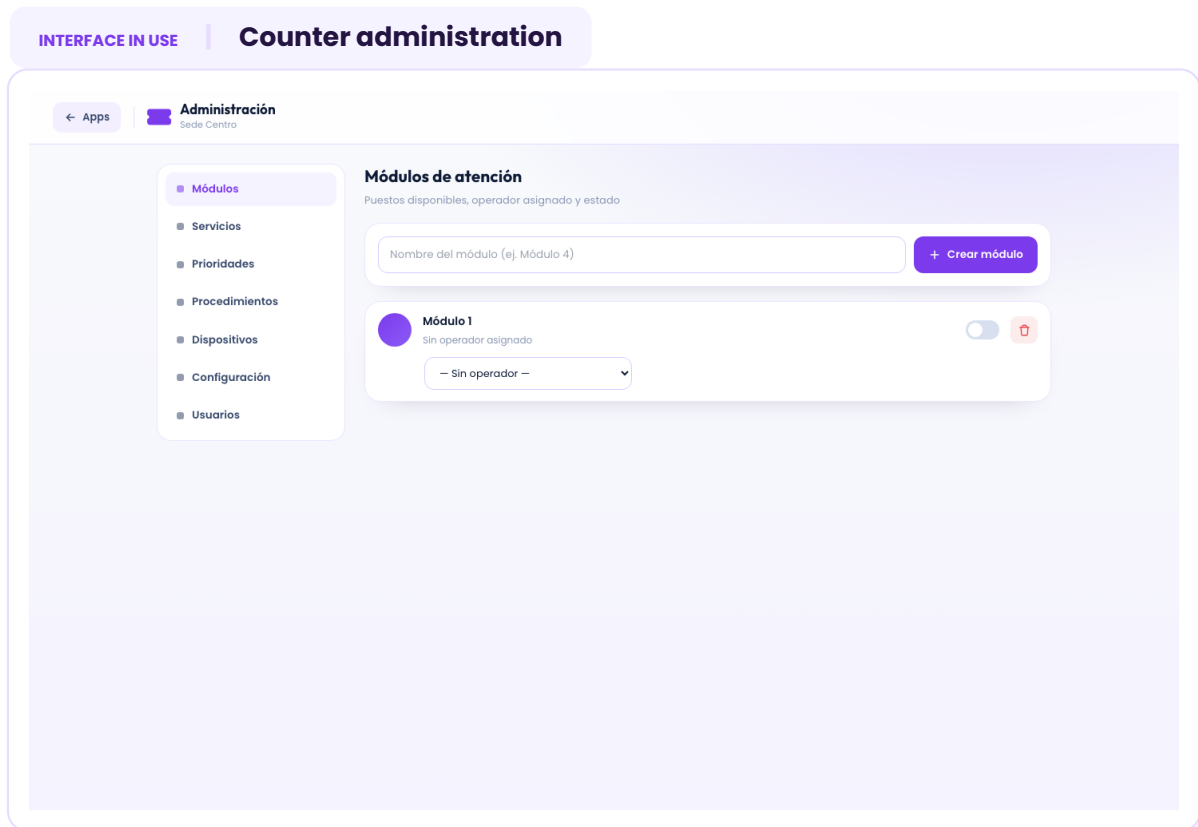
Define which procedures or services each branch offers: information, cashier, billing, reception, technical service, document delivery, advisory, complaints or others. People will see these options when requesting their ticket.

10.3 Stage 3 — Enable self-service

Set aside a tablet, screen or device so each person can request their ticket. The Self-Service Terminal guides the process.

10.4 Stage 4 — Configure the service counters

Assign each staff member the queues or services they will handle. The team will manage the calls from the Queue Management application.



Counter administration. Here the service counters are created, a person in charge is assigned and each module is enabled or disabled according to the branch's operation.

10.5 Stage 5 — Configure the service screen

Configure a television to show the tickets being called. If you wish, add Ticker, Advertising Lite or Advertising Pro.

10.6 Stage 6 — Select premium applications

Activate at each branch only the tools it really needs.

10.7 Stage 7 — Activate communication channels

If you need to keep people informed outside the waiting area, buy an SMS or WhatsApp package.

10.8 Stage 8 — Analyse results

Review the service indicators and, if you activated Satisfaction Surveys, include the customers' opinion in the analysis.

11

Starter example

To begin, an organisation can use only:

- Queue Management;
- Self-Service Terminal;
- TV Display;
- Statistics.

Monthly cost of this configuration: US\$0 USD

Later it can add Ticker, Advertising Lite or any other application it needs. It does not have to change platforms or contract everything from the start.

12 Advanced operation example

A branch that needs more functions could choose this combination:

APPLICATION	MONTHLY PRICE
Customers	US\$2.40 USD
Satisfaction Surveys	US\$5.80 USD
Ticker	US\$3.80 USD
Advertising Pro	US\$13.80 USD
Thermal Printer	US\$9.80 USD
Priority Support	US\$13.80 USD
TOTAL PREMIUM APPLICATIONS	US\$49.40 USD

Only the SMS or WhatsApp packages the branch uses are added to this value. If the organisation also needs to connect with other systems, it can add:

Developer API: US\$27.80 USD / month additional per organisation

13 Why choose Kiuu

Kiuu helps solve an everyday challenge that affects both the team and its customers:

Bring order to how people are served and turn every ticket into useful information to improve the operation.

- **A calmer wait.** Each person knows their ticket and the counter they should go to.
- **More control for the team.** The organisation can review what happens at each branch and use that data to improve.
- **A gradual investment.** The essential functions have no monthly fee and each branch contracts only what it needs.
- **Room to grow.** You can start with one service point and add branches without changing platforms.
- **Closer communication.** SMS and WhatsApp notices keep people informed during the wait.

- **Screens put to better use.** Beyond calling tickets, they can show information, campaigns and your own or third-party advertising.
- **Connection with other systems.** The API lets you integrate Kiuu with the tools the organisation already uses.

14 Commercial summary

Application	Price	Modality
Queue Management	Free	Per branch
Self-Service Terminal	Free	Per branch
TV Display	Free	Per branch
Statistics	Free	Per branch
Ticket Search	Free	Per branch
Guide	Free	Platform
Purchases and Packages	Free	Platform
Billing	Free	Platform
Customers	US\$2.40 USD / month	Per branch
Ticker	US\$3.80 USD / month	Per branch
Satisfaction Surveys	US\$5.80 USD / month	Per branch
Advertising Lite	US\$5.80 USD / month	Per branch
Thermal Printer	US\$9.80 USD / month	Per branch
Advertising Pro	US\$13.80 USD / month	Per branch
Priority Support	US\$13.80 USD / month	Per branch
Developer API	US\$27.80 USD / month	Per organisation
SMS	Pay per use	Packages
WhatsApp	Pay per use	Packages

The values shown do not include taxes. Any applicable taxes, withholdings, fees or charges will be added in accordance with the legislation and jurisdiction that applies.

15 General commercial terms

All prices in this English edition are in US dollars (USD) and do not include taxes, calculated with a fixed commercial exchange rate of COP 5,000 per dollar. Billing uses the currency of the country registered by the organisation: Colombia is billed in Colombian pesos with 19% VAT; other countries are billed in US dollars with 0% tax.

Please note the following terms:

- The functions available depend on the active applications, the contracted services, the infrastructure and the configuration of each organisation.
- Messaging is subject to provider availability, their policies and the regulations of the country where it is used.
- A premium application is activated per branch. Contracting it at one service point does not automatically enable it at the others, unless the service is stated to cover the whole organisation.
- Implementation details, support, integrations, service levels or special developments will be defined in the corresponding proposal, service order or commercial agreement.

16 A platform that adapts to the business

With Kiuu you can start bringing order to service without contracting an oversized solution. When the operation calls for it, add advertising, on-screen communication, printing, surveys, customer management, support, messaging or integrations.

You decide when to grow and what to invest in. The platform adapts to the real needs of each branch.



Start with the essentials.
Activate only what your business needs.
Grow without changing platforms.

kiuu.111labs.net

17

Commercial information

For commercial information, implementation, support or contracting:

LET'S TALK ABOUT YOUR OPERATION



WEBSITE kiuu.111labs.net

EMAIL contacto@111labs.net

PHONE / WHATSAPP +57 323 911 6467

Kiuu Team

Kiuu Team