



# Information Kiosk

## Overview

The Information kiosk is the first kiosk platform for a variety of functions offered on many kiosks in the marketplace today. By the touch of a finger users can gain access to product information, company services, forms and printouts for retail stores, schools, churches, city government, tourist locations and more. In a recent report by Summit Research, studies show using kiosks to provide product information remains the leading reason so many retail kiosks are being installed worldwide; 33 percent said this was their chief motive for installing kiosks at their retail locations.

## Features and Benefits

- Touchscreen interface creates user friendly experience for people of all ages and education levels
- Retail information kiosks assist users in making smarter buying decision, creating more loyal customers
- Kiosks in any environment increase public awareness and save labor overhead
- Printing-on-demand option for information kiosks saves preprinted forms costs
- Targeted loyalty offers or special promotions improve customer service as well as increase sales
- Run marketing “win a prize” campaigns to capture consumer data
- “Point of Presence” Advertising through Digital Signage on top of the Kiosk

## Return On Investment

- Self-service kiosks reduce costs by lowering employee headcount
- Improves customer retention rate
- Reduced costs for basic service levels
- Reduces waiting in line by customer
- On demand and “Point of Customer” information access increases sales
- Advertising revenue from overhead signa

**Examples of organizations that can use Information Kiosks are listed below, the list is not exhaustive.**

- Shopping Malls
- Museums
- Airports
- Corporate entrance hallway or client waiting
- City and Town Councils
- Insurance Companies
- Hospitals
- Churches
- Transport companies
- Government and NGO's
- Foreign Embassies and Missions
- Judicial Court Complexes
- Universities
- Retail Outlets



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