



# Order Entry Kiosk

## Overview

Customer order entry kiosks are becoming more and more commonplace in retail and hospitality markets. For hospital or hotel check-in, food ordering, license renewal, ticketing or online specialty product orders, kiosks offer a convenient and fast alternative to the traditional methods employed in most businesses today.

For Customer Order Entry, fast food giants use ordering kiosks in their restaurants. Customers order their food, pay with a credit card or cash and then pickup their order at the counter.

Retailers can now allow their customers to view the entire range of products they offer (with photographs), choose the product, check availability & price and then order the products they want right from the Kiosk. If needed the Kiosk could be fitted with Cash Acceptors to make payment right at the Kiosk. The Kiosk can also be linked to the back office, finance or warehouse department for seamless flow of information and to reduce time to fill customer's orders.

## Features and Benefits

- Touchscreen interface provides a user-friendly approach to ordering products or services, reducing wait time
- Use of product pictures along with pricing menus provide ease of use by customers
- Self-service kiosks offer ability to suggest additional products or services accompanying initial selection, increasing revenue
- Order Entry kiosks ensure accuracy on self-placed orders for improved customer service
- Self-service kiosks handle sales transactions via credit card or cash, dramatically reducing per-transaction costs
- "Point of Presence" Advertising through Digital Signage on top of the Kiosk

## Return On Investment

- In tested foodservice marketplace, Stores reported a sales increase by 20% after installation of self-service ordering systems. Here are a few more reasons to invest in this type of system:
- 100% order accuracy
- Reduction in costly re-orders or administrative errors
- Dramatic reduction in cost per transaction
- Significant increase in up-sell ratio
- Significant increase in new product sales
- Significant increase in promotional item sales
- Reduction in employee headcount
- Reduce line queues by up to 30%
- On demand and "Point of Customer" information access increases sales
- Advertising revenue from overhead signage

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

- Supermarket Chains
- Large Hardware Stores
- Fast Food Restaurants
- Retailers
- Specialty Stores



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