



## Retail Kiosk

### Overview

Retail kiosks contain the largest segment of deployed kiosk applications. Analysts estimate that retail kiosks comprise at least 30% of the entire self-service kiosk market. Locations include Department Stores, Supermarket chains, Specialty Retailers and Convenience Stores. Retail kiosks provide convenient services to customers such as bridal and gift registry, non-stock product ordering, Product finding directories, employment, product lookup, company information and targeted offers. These services increase consumer awareness and offer new channels for retailers to grow their business.

### Features and Benefits

- In-store product ordering kiosks reduce on-hand inventory and associated warehouse costs
- Product finding directory kiosks reduce employee headcount and improve customer service
- Kiosks offering promotional opportunities through coupon printing and other targeted offers increase revenues
- Loyalty cards reward frequent customers, increasing brand loyalty
- HR Self-Service applications can be layered onto an in-store retail kiosk for after-hours use, leveraging your existing investment
- "Point of Presence" Advertising through Digital Signage on top of the Kiosk

### Return on Investment

Studies show an average of 7% increase in incremental sales when kiosks are added. More compelling investment returns are as follows:

- Self-service kiosks reduce costs by lowering employee headcount
- Gift card kiosks increase revenue at off-site locations
- More loyal customers encourage new customers
- Reduction in inventory overhead and warehousing costs
- Increased customer satisfaction = increased sales
- Lower headcount for HR departments with multi-use kiosks
- On demand and "Point of Customer" information access increases sales
- Advertising revenue from overhead signage

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

- Supermarkets
- Chain Stores
- Specialty Stores
- Book and Sporting goods Stores
- Retail Stores
- Shopping Malls  
Retail Outlets



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