

4 Questions to Ask Yourself Before Investing in a Self-Service Kiosk

A Kiosk Buyer's Guide for All Industries



TOUCH
DYNAMIC

Know What You Need **BEFORE YOU BUY**

Deploying self-service kiosks can increase efficiency and enhance customer experiences. But to maximize those benefits, you need the right solution. There are a lot of options on the market, and every vendor will tell you they offer the best-of-breed solution. So how will you know which kiosk solution will work best for your business?

The key is to define the tasks you need the solution to perform and then do your own research to have the peace of mind that the solution you choose is truly best for streamlining processes and increasing customer satisfaction.



More than 65% of customers prefer to use a kiosk when given the opportunity.



Self service kiosks are known to speed up routine processes, increase throughput and consequently decrease delays and queues.

FOUR KEY QUESTIONS

to Answer When Choosing a Kiosk

1 Which kiosk design is best for my application and environment?

One of the first questions to answer is where you will deploy the kiosk in your store. Determine how much space is available, whether you need to make accommodations to comply with ADA or other regulations, and how you can ensure your customers can use it comfortably. Consider all options, such as a wall-mounted kiosk with a flat or arm mount, a portrait customer checkout solution, or a floor stand directory with an integrated printer.

Also, will the kiosk be indoors or outdoors? It's crucial to choose hardware that can withstand the environment where you deploy the kiosk, whether it's exposed to weather and harsh temperatures or high humidity near a restaurant kitchen.

In addition to protecting your kiosk from harsh environments, also ensure it has features that protect it from vandalism and tampering so you'll get the greatest return on your investment.

2 Which peripherals will I need?

It's common for businesses to need more than an off-the-shelf solution. Peripheral solutions allow you to configure a solution to provide the self-service experiences your customers demand. An integrated Epson printer, for example, is a great way to save counter space and provide a receipt in one fluid transaction. Other peripherals like secondary screens for immersive, interactive experiences, barcode scanners that make self-checkout simple and PINpads or near-field communications (NFC) card readers for contactless payments, create a fully integrated experience for greater customer satisfaction.



3 **Which operating system do I need for my software?**

Ensuring your kiosk hardware is compatible with the software you choose is essential to a smooth and seamless connection. Whether Windows or Android, you can find a solution that works for you and has enough processing power to run even the most complex solutions.

Also, remember that to achieve the most efficiency, your self-service kiosks shouldn't operate as standalone solutions. Ensuring they integrate with the rest of your IT environment will give you more visibility and control into your operations.

4 **What type of warranty or service plan is available?**

Before you sign a contract, carefully review the details of what's covered by the manufacturer's warranty. Some agreements won't cover repairs or service if the hardware is used in certain ways, so ensure your plan will help keep the total cost of ownership of your solution low. Also, look at the term of your warranty. Leading manufacturers will back their kiosks for up to five years. A more limited warranty can be a red flag that the kiosk isn't designed for heavy, long-term use.

You can also benefit from an added service plan. Consider what addresses your needs, such as onsite service and a 24/7 technical support line. If you don't have internal IT resources, service plans can help you avoid headaches, downtime, and your kiosk becoming a liability instead of an asset.

NEXT STEPS

In Your Kiosk Journey

Once you have the answers to the questions above, your next step is to find the supplier that meets your requirements. Do your research and you'll partner with the best self-service [kiosk manufacturer](#) for your business needs.



TOUCH
DYNAMIC
EPSON®