

Kiosks And **The** **Customer Experience**



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A Kiosk For **EVERY INDUSTRY**

Businesses of all types are focusing on providing exceptional customer experiences to stay competitive. Today's consumers expect quick, efficient, accurate service — in fact, according to a Hubspot study, 93% of customers are likely to make repeat purchases with companies who offer excellent customer service. A convenient way to meet consumer expectations is by offering self-service through kiosks. They can be configured to optimally provide the service your customers need with an aesthetic design that complements the look and feel of your business, regardless of your market or industry.

Here we'll provide examples of how self-serve kiosks can enhance the customer experience in the following industries:

▶ **Restaurants**

▶ **Cinemas**

▶ **Retail**

▶ **Airports**



Positive Experience

Exceptional customer experience builds a foundation of loyalty and improves customer retention.



Support Staff Queue

Self-service reduces the number of repetitive questions, which makes support work more engaging and frees agents up to handle more complex requests.

RESTAURANT TECHNOLOGY

To Keep Tables Turning

Busy lifestyles may leave customers with limited time when eating out, and, conversely, when a group of friends gathers at a restaurant table, they may not want frequent interruptions from wait staff. A self-serve order kiosk provides the convenience to allow customers to order meals and complete payment transactions at their own pace.

Additionally, see how kiosks can improve and enhance the customer experience in restaurants through:

Line Busting

When lines are long at say a quick service restaurant (QSR), self-service kiosks give customers the option of placing their own orders. In the time it would take them to wait in line and order at the counter, they could enter their choices on a kiosk and have the kitchen begin preparing their orders, reducing the time they need to wait for their meals and allowing staff to be repositioned to assist in cooking and filling orders.

Payment Flexibility

A self-service kiosk makes paying in a large group easy and smooth. At their leisure, customers can split checks, use multiple tenders, swipe their cards at the table, add a tip, and print a receipt with ease.

Faster Service With Customization

On the other side, fast casual and table service dining can allow customers to send orders directly from self-service kiosks. Orders move from customer to kitchen more quickly and customers' wait times are decreased. Studies show that 88 percent of all diners prefer a self-service option at the table. Additionally, when a customer is able to take their time to scroll through available options, there is a higher likelihood that customizations will be applied. Removing the possibility of human error makes a customer more comfortable asking for a more specialized order.



POPULAR RETAIL APPLICATIONS

From Intake To Checkout

In the highly competitive world of retail, kiosks can help enhance customer experiences in businesses ranging in size from large shopping malls to small mom-and-pop shops. Self-serve kiosks offer conveniences such as:

Checkout Solutions

Most customers dislike waiting at traditional point of sale (POS) counters, especially when lines are long. Using kiosks for self-checkout can help customers complete their purchases faster.

Accessibility

Kiosks can provide information on product features and prices, without waiting for assistance from a sales associate. Kiosks with endless aisle capabilities offering customers the chance to search inventory in all of your locations. These kiosks can also enable shoppers to place orders, pay for items, print receipts, and arrange for them to be delivered for in-store pickup or sent directly to their homes.

You Are Here...

Kiosks installed in malls allow consumers to quickly learn where individual stores are located and which ones carry merchandise in a particular category — e.g., apparel, jewelry, sporting goods, or electronics. Kiosks that display advertisements for particular stores or products can also become new revenue streams.

CINEMA SOLUTIONS

Smooth Like Butter

Providing great customer experiences can be a challenge for cinemas with limited staff. Kiosks can supplement your resources by allowing self-service access to tickets and concessions:

On Premise Ticketing

Whether moviegoers arrive at the theater with plenty of time to spare or just a few minutes before the show starts, they can skip the line and head straight to a self-service kiosk for their tickets. Kiosks can be configured to accept a variety of payment methods for added convenience.

Ticket Retrieval

Many consumers prefer to save time and ensure that they get their tickets before a show sells out by purchasing their tickets online. When they arrive at the theater, they can scan or enter a code to print tickets at a kiosk, without having to wait in line.

Concession Orders

Concession lines can be long, especially at cinemas that serve hot foods in addition to drinks, packaged candy, and popcorn. Instead of enduring these lines, theater-goers can save time — and eliminate hassles — by using kiosks to remotely order and, in some instances, pay for food and drinks from cinemas' concession stands.





AIRPORT KIOSKS For An Easy Take Off

Consumers want their air travel experience to be seamless and convenient. Kiosks meet this demand by eliminating or minimizing many of the challenges air travelers may face through self-service and automation:

Check Ins & Ticketing

Checking in for flights at kiosks is far faster than at airline counters according to the Kiosk Industry Association for Self-Service Providers, passenger throughput rates increase by 87 percent when customers utilize kiosks to complete the check-in process and print out their own boarding passes. Like flight check-in, changing seats or flights and printing new boarding passes and receipts take a fraction of the time when consumers can review available seating and travel arrangements and finalize them at a self-service kiosk. Passengers can also retrieve information on their return flight from a kiosk, helping to minimize lines at airline desks.

Baggage

Kiosks set up for baggage check can help save time and help passengers by allowing them to rid themselves of heavy luggage sooner. These kiosks can also reduce the demand for airport labor to handle baggage checks. Additionally, if luggage doesn't arrive at the proper destination, kiosks can provide an easy way for passengers to file a lost luggage report.

Frequent Flyer Updates

Airline frequent flyer program members can use kiosks to apply points and to check their progress toward rewards. Removing the need to spend time in long airline desk lines and getting them on their way faster and more efficiently.

EMPLOYEES AND KIOSKS

The Key To Success

Kiosks contribute to an excellent customer experience by performing functions that free up staff and managers to focus on customers, rather than on administrative tasks.

For example, employees can clock in and out on kiosks, making these individuals more readily available to assist consumers. Similarly, kiosks can handle employee pre screening, present automated employee training, and process scheduling requests, allowing managers to devote time to addressing issues that impact customers and address their needs.

Using kiosks may also minimize the demand for labor and control overtime, helping businesses adjust their budgets to focus more on initiatives that will enhance customer experiences. Whether at retail stores, restaurants, movie theaters, or airports, kiosks, by design, empower businesses to take the customer experience to new heights, providing the caliber of service that contributes to strong customer loyalty.



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