

ARE YOU READY FOR THE SELF-SERVICE INTERACTIVE TOUCHSCREEN INVASION?

With adoption rates to new technologies getting shorter and shorter, it is highly likely that touchscreen digital signage will be widespread in our daily lives within the next 12-18 months.

Why? Simply put, the customer will demand it! Modern consumers demand more interactive features and freedom of choice when they make purchases or go about their daily routines... and business is constantly seeking ways to streamline operations. With both objectives met, interactive touchscreen displays is a simple win, win.

The intuitive and interactive nature of touch screen kiosks makes them very popular in retail environments. As consumers become more familiar with online purchasing experiences, self-service kiosks are a natural extension to this (and avoid those painful checkout lines or queues to talk to an assistant).

1 INTERACTIVE KIOSKS REDUCE COST

Whilst personalised services are one of the most effective ways of engaging and interacting with customers, sales representatives will not always be available. As a convenient alternative, customers can use a touchscreen kiosk to obtain information or order goods and the sales process is still in play. So using interactive kiosks as a substitute for employees is a cost effective solution.



2 INTERACTIVE KIOSKS IMPROVE EFFICIENCY

Kiosks operate 24/7 without some of the daily inefficiencies of sales staff (think lunch breaks, sick days!). They offer consistent information and advice, and are perfect for mundane tasks like providing information or answering inquiries, leaving personnel free to do other more important or complicated tasks. By removing mundane tasks, staff are better satisfied and the company has higher staff retention.



3 INTERACTIVE KIOSKS ENHANCE CUSTOMER SERVICE

Digital signage kiosks can provide information, process registrations, collect data, log orders, take bookings, book taxis or provide directions through wayfinding and mapping. These multi-function capabilities are delivered efficiently resulting in better customer service and satisfaction.



4 INTERACTIVE KIOSKS IMPROVE CUSTOMERS' BUYING EXPERIENCE

Strategically positioned kiosks provide customers with information that is concise, consistent and clear. It is delivered in the order that the customer requires it and in a timely fashion. No more flagging down a sales assistant at the other end of the store!



5 INTERACTIVE KIOSKS INCREASE SALES

As a sales tool digital signage kiosks are a great sales tool! They can display offers and discounts, showcase special promotions, promote bundled packages and run enticing advertisements that will encourage customers to buy.... and buy more! Multiple kiosks connected locally or globally ease the pain of marketing to the masses. Changes to pricing, offers and incentives can be applied seamlessly using real time updates and connectivity



6 INTERACTIVE KIOSKS DELIVER FASTER ROI

Increase in sales means increase in revenues and this means a better return on investment for retail businesses using interactive touch screen kiosks. The technology is simple and scalable. Start with one kiosk and then multiply! Businesses that have implemented interactive touch screen kiosks as self-service channels for retail operations have generated significant increases in their revenue.



7 INTERACTIVE KIOSKS HELP ANALYSE CONSUMER BEHAVIOUR

Information is key! Through analytics on consumer behaviour, interactive kiosks can provide store owners greater insight on buying patterns, trends and take up of promotions. The system can remember client identities, their preferences and interests in particular product categories – offering them personalised choices to guide them the next time they go shopping.

