Kiosks and the Customer Experience
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 study by the White House Office of Consumer Affairs, 80 percent of U.S. consumers are willing to pay more for a product or service to ensure a superior customer experience.

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.

This e-book provides examples of how self-serve kiosks can enhance the customer experience in:

- Restaurants
- Retail
- Cinemas
- Airports
- Education
Kiosks and Restaurants

Restaurant customers’ busy lifestyles may leave them 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. Self-serve kiosks can improve and enhance the customer experience in restaurants in the following ways:

- **Line busting.** When lines are long at a quick service restaurant, 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 in on a kiosk and have the kitchen begin preparing their orders, reducing the time they need to wait for their meals.

- **Faster service at the table.** When customers can send orders directly from tablet kiosks at their tables at fast casual restaurants, orders move from customer to kitchen more quickly and customers’ wait times are decreased. According to Software Advice, 88 percent of all diners prefer a self-service option at the table.

- **Order customization options.** When restaurant customers place their own orders through a kiosk, it’s easy for them to see all options available, to take their time, and order exactly what they want. In addition, because orders are transmitted directly to the kitchen, there isn’t any chance for a server to forget an add-on or a request for special preparation. Kiosks also never forget to upsell — when a customer completes an order, offers for sides, drinks, or upsizing to a full meal can automatically appear.

- **Payment flexibility.** Customers prefer the payment flexibility a kiosk offers. At their leisure, diners can swipe their cards at the table, add a tip, and print or send an email receipt. In addition, the Software Advice study reveals 39 percent of consumers say the most appealing benefit of kiosks is the ability to split restaurant checks, and 31 percent like the ability to pay with multiple tenders.
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:

- **Self-checkout.** 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.

- **Easy access to product and price information.** Kiosks can provide information on product features and prices, without waiting for assistance from a sales associate. Kiosks can also give shoppers the chance to print shopping lists — such as pairings for a particular wine or all of the tools necessary for a painting project — that can help them remember everything they need.

- **Easy access to inventory information.** Kiosks with endless aisle capabilities offer customers the chance to search inventory in all of your locations. These kiosks can also enable shoppers to place orders, pay for items, and arrange for them to be delivered for in-store pickup or sent directly to their homes.

- **Store and product location assistance.** 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.
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:

- **Purchase tickets.** 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 kiosk for their tickets. Kiosks can be configured to accept a variety of payment methods for added convenience.

- **Retrieve tickets bought online.** 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.

- **Place 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.
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-in.** 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.

- **Ticket purchases and seat or flight changes.** 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 kiosk. Passengers can also retrieve information on their return flight from a kiosk, helping to minimize lines at airline desks.

- **Baggage check and lost luggage report filing.** 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 check. Also, 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 data updates.** Airline frequent flyer program members can use kiosks to apply points and to check their progress toward rewards.
Kiosks and Education

Colleges and Universities are finding ways to reduce expenses and make processes more efficient with kiosk technology. Kiosks are beginning to appear in bookstores and cafeterias, empowering students to self-serve.

- **Universities and Colleges.** Set up in campus bookstores, kiosks can be a time-saving and money-saving tool for bookstore staff. During busy periods bookstore management needn’t worry about understaffing issues. Students can bypass long book lines at the beginning of a semester, using the kiosk to search for an item or course and locate the required reading material.

- **Elementary, Middle, and High Schools.** With kiosks at the entrance of cafeterias, schools only need to staff the kitchen. Students can merely swipe their student ID card to use the money or allocated meals on their meal plan to pay for their food. Schools also use kiosks for parents to sign in and out when they visit schools: Parents must use a code to open the door and can use the kiosk to check their children in and out when they are late or require an early dismissal.
In Any Type of Business: Kiosks Save Time Employees Can Spend with Customers

Kiosks also contribute to an excellent customer experience by performing functions that free up store and restaurant managers and staff 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 prescreening, 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, airports, or other venues, kiosks, by design, empower businesses to take the customer experience to new levels, providing the caliber of service that contributes to strong customer loyalty.

Deploying kiosks is a business strategy forward-thinking businesses will consider to stay profitable and competitive.

About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified manufacturer of All-in-One touch terminals, small form factor PC’s, mobile POS devices and touch screen monitors for a variety of industries. We understand the demands on our channel partners and provide unique products and additional value-added services to help them meet the specific needs of their customers. Touch Dynamic has leveraged our employees’ extensive experience in these markets to develop a focused product line of unmatched quality and features. We back it with a support staff that is highly skilled and motivated to solve any issue that might arise.