

# 5 WAYS KIOSKS ROCK

THE WORLD OF TICKETING



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## 5 Ways Kiosks Rock the World of Ticketing

Certain interactions are a natural fit when it comes to pairing the modern consumer with kiosks and other forms of self-service technology. The case has long been made for kiosks at airports and grocery stores, for example. Another obvious marriage is that between the ATM and the person who suddenly finds herself in need of some cash. In fact, those kiosks are so integrated into our daily lives we no longer even think of them as novel. A world deprived of their contribution would seem primitive.

Olea Kiosks believes that one of the next industries where kiosks will become a mandatory component of the customer experience is entertainment, including venues such as theaters, sporting arenas, amusements parks and more. Whether patrons are looking for thrills on the stage, in the arena or on the latest roller coaster, self-service technology is poised to help them take their seat faster and more affordably than any other purchasing vehicle allows today.

**Here are five benefits deployers can begin realizing the day they connect their Olea ticketing kiosk.**

**1. Shorter waits.** In a recent article published by Olea Kiosks, the author wrote, "Retail kiosks can greatly alleviate long lines, and waiting in line has been shown to be a major factor that can negatively impact the consumer's opinion of a retail establishment. One study found that waiting in long lines will cause nearly 50 percent of customers to conclude that the business is run poorly, and over 50 percent of consumers will take their business elsewhere if they feel the line is too long.

**2. Larger sales footprint.** Most ticket transactions occur either online or at the venue. What if you could sell tickets to hot events at other locations where potential attendees could be enticed to get in on the game (or play, concert or movie) early? Examples include malls popular with teens who could be attracted to ticketing kiosks for concerts, or restaurants where couples often dine before seeing the latest blockbuster. The deployer could be incentivized with a portion of the sales and perhaps even contribute an offer of its own to drive revenue.

**3. More efficiency.** The argument here is the same one responsible for hundreds of thousands of businesses investing in self-service technology: It's more efficient to have one person helping four or five people transact through kiosks than to have having four or five people conducting the transactions themselves.

**4. Re-deployed staff.** In addition to increased efficiency at the event's POS, the deployer can further reap benefits from the investment by reassigning former ticket agents to other guest services roles—as floaters when seating is occurring or to dispense water bottles for people waiting outdoors for amusement rides, as two quick examples.

**5. Utility.** Kiosks can be configured for virtually any kind of transaction and to complete it almost any environment. They can be ruggedized to withstand harsh outdoor conditions and extreme temperatures and outfitted with high-bright screens to be visibly in the harshest of sunlight. Peripherals and software enable them to dispense electronically or by printer; to print maps to seat locations; and accept cash or card for payment.

For these reasons and others, Olea Kiosks recommends serious consideration of self-service ticketing kiosks for all venues where operators want to minimize—or even profit from—what tends to be the least favorite part of the customer experience.

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## Ticketing, We Own It.



### CALIFORNIA KIOSK

An Elegant, ADA-Compliant Kiosk Built to Excel at Ticketing

#### Standard Specs

- 19" Wide Viewing Angle Touch Screen
- Amplified Stereo Speakers
- Front Access Doors
- Durable Power Coat Paint Finish
- 16 Gauge Galvanized Steel
- Security Locks
- High Volume Cooling Fans
- ADA Compliant
- Internal 6-outlet Power Strip w/Surge Protection
- Topples Resistant Base Plate with Ability to Bolt to Ground

#### Dimensions

- Width: 19.45"
- Height: 51.21"
- Depth: 23.50"
- Weight: 127lbs
- Base plate: 25"W x 23.5"



### THE SEATTLE OUTDOOR TICKETING KIOSK

A Rugged, High-Bright Kiosk Built to Handle Crowds as well the Elements

#### Standard Specs

- 19" PCAP High-Bright Outdoor Touchscreen
- Amplified Stereo Speakers
- Durable Powder Coat Finish
- Lightweight, Tough Full Aluminum Construction
- Dual Lock System for Entry Security
- Efficient Solid State Cooling System
- Six-outlet power strip
- Bolt-Down Base Plate

#### Dimensions

- Width: 22"
- Height: 57.3"
- Depth: 19.11"
- Weight: 127lbs
- Base plate: 22"W x 13.23"



# TO SOME, IT'S A KIOSK

But to your customers, it's  
the gateway to wonder

Olea Kiosks knows that for an experience to be magic, every step along the way must be carefully engineered to delight the customer. Whether that's riding the newest coaster, seeing the newest exhibit, or even buying a ticket to get in. That's why we design our kiosks to outshine, outlast and out-perform the industry. So their first step with you is as special as their last.

For us, that's not being magical. It's just being Olea.

call **(800) 927-8063**  
to learn how our ticketing solutions  
can bring some magic to your ROI.

**OLEA Kiosks Inc. is a top provider of self-service kiosk solutions with more than 40 years of design, engineering and manufacturing experience. Olea offers a line of sleek standard "off-the-shelf" kiosks, as well as fully custom kiosk solutions, all of which are proudly manufactured in the United States in our Cerritos, Calif., facility. Controlling all phases of the project in-house allows Olea to guarantee quality products and delivery.**

