

Up-Selling and Cross-Selling with Self-Service Kiosks

Cross-selling vs. Up-selling

Up-selling and Cross-selling can both be effective strategies to generate more revenue for your business. What is the difference between these strategies and how can they be used in your business?

- **Up-selling** is introducing an upgraded (and often more profitable) good or service:
i.e. "Would you like to add cheese to your burger?"
- **Cross-selling** is offering a complimentary product or service:
i.e. "Would you like to add a drink?"

Interactive retail kiosks can be configured to offer both up-selling and cross-selling options, which is a great way to generate more revenue from your existing customer base through a higher per-check average.



Sell More to Your Existing Customers!



According to *Marketing Metrics*, most businesses are successful **selling to new customers 5%-20% of the time.**

In contrast, **selling to existing customers typically has a 60%-70% success rate**, showing that upselling to your current customer base should be a core part of a business's marketing and sales strategy.

Should You Up-sell or Cross-sell?

According to *Predictive Intent*, **up-selling performs 20x better** than cross-selling across all online ecommerce platforms.

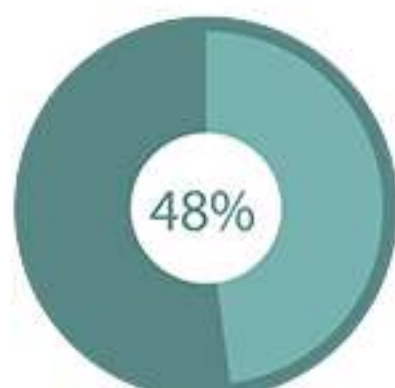
Better Profits for Restaurateurs!

- QSR Kiosks can **increase sales by 15%** due to more effective cross-selling and up-selling.
- Taco Bell saw **20% higher average check size** through orders placed through its self-service order systems.
- 1/3 of all to-go orders do not include a beverage! Kiosks do not forget to ask the customer if they would like to add a drink or a side.



It's Not Just for Restaurants!

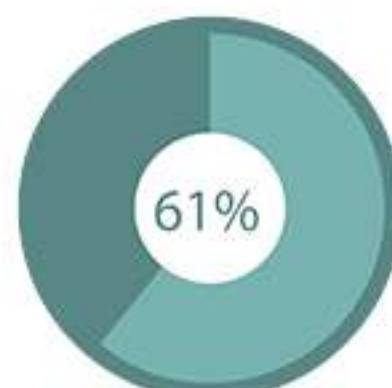
Up-selling and cross-selling is not just for restaurants. Studies show that customers in a variety of goods and services industries are highly interested in upgrades and additional services that can provide a quick and easy source of additional revenue for your business:



48% of Airline Passengers are interested in upgrades



59% of Hotel Guests are interested in upgrades



59% of Car Renters are interested in upgrades

As an example, in 2014, Jet Blue estimated that its "Even More Space" upsell program increased revenue by **\$190 million!**

Up-selling & Cross-selling through Kiosks

It is easy for online retailers to offer cross and up-sell opportunities because of the obvious digital experience, and self-serve kiosks can bring the same advantage to your brick-n-mortar locations! Omni-Channel selling with retail kiosks brings the best of both worlds to your location.

- Amazon claims **35%** of its revenue comes from cross-selling.
- Forrester says **10-30%** of all E-commerce revenues come from up-selling and cross-selling.
- **64%** of E-commerce retailers use cross-selling and up-selling.



Contact Olea Kiosks Today!



Olea Kiosks has been building award-winning interactive kiosks for 40 years. Contact Olea today to find out how our standard and custom retail kiosks can benefit your business.

Sources:

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