

No One Wants to Wait in Line Retail & QSR Kiosks to the Rescue!

Facts about Waiting in Lines

Americans waited in lines for about **37 billion hours in 2015, but it felt like 50 billion hours!** Studies show that people overestimate wait-times by **36%**.



- For retailers, the #2 customer complaint behind rude staff is "long lines"
- Lines longer than 10 minutes are dangerous for retailers

48% of customers will assume the business is poorly run

52% will take their business elsewhere next time, or leave before completin checkout

- The only upside to lines is that impulse buys in checkout lines account for approximately \$5.5 billion in annual sales for retailers



But There's Hope: Technology to the Rescue!

Digital kiosks can reduce wait times and speed up checkout for both retailers and restaurants

87% of retail shoppers would take advantage of technology like kiosks if it meant less time waiting

88% of diners would like to have a self-service option at the table to speed up ordering

Kiosks for Retailers

Checkout kiosks can virtually eliminate lines for retailers, and shoppers are willing and able to take advantage

63%

of shoppers will use digital self-help services when stores are busy

56%

are comfortable with using self-service checkout to avoid lines



Kiosks for Casual & QSR Restaurants

A recent survey shows that technology can help the QSR and casual restaurant dining experience:



- 41% of those surveyed said they would like to have self-order at both casual and Quick Serve Restaurants (QSRs)
- 50% said they would like self-pay at casual restaurants so that they did not have to wait on the server to complete payment
- 29% said they would like a self-pay option at QSRs



Increasing Bottom Lines for Restaurants and Retailers

Chili's has famously installed **45,000 self-service ordering devices at its restaurants. This has led to an increase in sales and improved customer satisfaction!**

- Appetizer and desert sales have increased by 20%
- Average dining times have decreased by 5%, leading to higher table turnover
- And increased customer satisfaction due less waiting!
- 70% of customers are using the tablets at Chili's to pay their check



Similarly, studies have shown that retail kiosks provide a **7% boost to sales for brick-and-mortar retailers.**

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.

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