

TRAVEL KIOSKS

Paving a Path to Higher Profits



Whether customers get from place to place by plane, train or automobile, they're moving faster than ever through the growing amount of stations and airports that use travel kiosks to help speed along customer service. These innovative self-service machines can provide travel updates, handle ticket sales, and even make the customs process run smoothly—all while cutting wait times by almost half and boosting customer bases by over 80 percent. **All aboard!**

Perfect Places to Pamper Passengers

While major transit centers have been serving travelers through digital kiosks for over 20 years, demand for self-service has seen substantial growth recently. According to one study, people who have previously used automated customer service for travel-related transactions were **91 percent more likely to do so repeatedly**. Travel kiosks can assist travellers at a variety of transportation hubs such as:



Train Depots



Bus Stations



Car Rental Locations



Subway Terminals



Bike Rental Locations



Ferry Piers



Packed and Ready to Go

Durable, American-made travel kiosks are designed to simplify the passenger's customer service experience through highly interactive software interfaces that radiate from pixel-perfect screens. They also come fully equipped to take just about any form of payment as well as process and print travel documents. Other benefits of digital travel kiosks include:



Security Where It Matters Most

Cutting-edge scanners and remote monitoring capabilities helps protect against malware, ransomware and viruses – helping to ensure that personal data is kept safe.



On the Spot Travel Guidance

Traveling to unfamiliar destinations can be stressful enough without getting lost at the train station or airport. Travel kiosks help people avoid missed connections through wayfinding tools such as maps, route planners and schedule timetables.



Target-Focused Brand Visibility

Businesses often find the benefit of branding digital kiosks with their logos and proprietary software through increased brand awareness. They can also utilize built-in analytics logs to study customer demographics and fine-tune service options accordingly.



Customer Loyalty Through Digital Signage

While digital signage can be a major source of passive revenue for businesses – studies show that 20% of people have purchased products or services after seeing a digital ad – the ability to keep customers up to date with about road closures, weather events and cancelled or rescheduled trips can also help leave a lasting impression that leads to brand trust.

Don't Miss the Boat to a Bigger Bottom Line

Transportation companies' profit growths are flying high as they save money while increasing the amount of customers they can serve through travel kiosks. According to one case study, kiosks can help pass people through customs in just 30 seconds, as opposed to 2-3 minutes through the conventional process.

3 months

The amount of time it took one transit agency to make back its investment in 350 kiosks implemented at a variety of stations, with some high-traffic locations covering their own respective costs in just one month.

\$0.14 per passenger

The cost to businesses when a passenger checks in at a digital kiosk, according to one study. Checking in at a customer service counter costs upwards of \$3.00.

\$2.6 million

The approximate amount of money per year New York City officials said they saved by adding 260 kiosks along five bus lines.

The Road Ahead Will Be More Traveled

As a result of the financial flexibility and the exceptional efficiency that travel kiosks afford the transportation industry, forward-thinking executives are looking to double down on self-service investments. By decade's end, travel kiosks will deliver transit companies an annual savings of up to \$2.1 billion over traditional customer service and with the speed at which technology advances, the sky's the limit on additional value.



70%

The two-year increase in daily usage of kiosks designed to process passports in the U.S. and Canada



300% Growth

A major metropolitan city's bike rental program saw 300% growth when they expanded their bicycle kiosk rental program by 67%

30 Squats

The number of leg squats required at a gesture-interactive kiosk to receive a free ride on the Moscow Metro, part of an advertising stunt during the Sochi Olympics



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Olea Kiosks has been building award-winning kiosks for 40 years. Contact Olea today to find out how our kiosks help streamline customer travel times while expanding your business market.



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