

What are the Benefits of Retail Kiosks



Few industries stand to gain more from self-service than retail. Learn how to get the most from retail kiosks, and how the deployment of the technology yields benefits on both sides of the counter.

RETAIL AT-A-GLANCE

Size of the market:

A 14 MILLION PEOPLE ARE EMPLOYED IN THE US IN THE RETAIL INDUSTRY

B IN 2012 1 MILLION STORES OPENED WHICH IS AN INDICATION OF THE U.S. ECONOMY

C TWO-THIRDS OF U.S. GDP COMES FROM RETAIL

D \$4.7 TRILLION RETAIL SALES IN 2011



Retail Kiosk Trends

1

Interactivity

2

Social/Mobile Tie-Ins

3

Unique Displays Technologies



Virtual Floorspace



Mobile Integration



Self-Service Technologies

"Retailers should consider adopting immersive shopping technologies as a path from traditional retailing to omnichannel shopping." IDC Research

The Major Benefits of Using Self-Service Retail Kiosks

1. With traditional transaction models, only 10% of sales associate time is spent on sales and customer service.

2. Retail kiosk transactions cost approximately 75% less than cashier transactions.



3. The increased convenience offered by electronic kiosks enhances customer satisfaction.

4. Self-service kiosks allow businesses to streamline staffing costs to quickly offset the initial investment.



www.olea.com

Sources:

<http://www.selfserviceworld.com/whitepapers/4507/Four-Benefits-for-Retailers-and-Customers-from-Self-Service-Kiosks>

<http://www.selfserviceworld.com/whitepapers/60/The-Benefits-of-Retail-Kiosks>

http://retailindustry.about.com/od/storeclosingsandopenings/a/2012-Store_Openings_roundup-complete-list_us_retail_chains_alphabetical.htm

© 2013 Olea Kiosks Inc.