

How Kiosks Are Revolutionizing Industries

As technology keeps improving, it allows us to become more and more efficient. And with the onset of kiosks, a wide variety of industries are taking advantage of new technologies. The following data illustrates how kiosks are revolutionizing industries.



Boston Healthcare Kiosk

Healthcare Industry

Healthcare and Medical Kiosks make medical training easier with all the helpful educational apps offered by various developers. Surgeons and their teams need access to a lot of data before, during and after a procedure. These kiosks give them the information needed quickly and efficiently.

Patients

Replacing the traditional patient clipboard with a kiosk allows doctors to quickly collect patient information, place orders and prescribe drugs.

Engage

Communication is improved by allowing doctors to better engage with the patient by using the kiosk to go over medical information like test results and medical procedures.



Tablet Kiosks in the classroom allow teachers to report grades faster, track attendance easily and conduct rich and exciting lessons presentations.

Education Industry

The interactive uses of tablet kiosks make it a wonderful tool for education. Digital text books can have quizzes, games and videos that better explain topics. Teachers can get real-time feedback from students by conducting a poll. Students can even manage their assignments and turn them in which enhances student and teacher engagement.

Retail & Service Industry

For the sales and service industry, kiosks have effectively converted the entire POS system into a smaller, more versatile tool. Shops and restaurants can use it to take and charge orders while sales reps can use it as a sales tool in their pitches and demos. All while reducing operation costs and boosting revenue.



Cash Register

A modular POS system has the potential to reduce costs associated with service and downtime. Modular workstations make troubleshooting and self-servicing easy.



Customer Engagement

Upgraded POS systems offer customers a better experience, driving repeat business and customer loyalty. Smaller and thinner POS workstations are more appealing to the eye and save counter space. Interactive point-of-purchase (POP) screens create more impulse buys and a more modern appearance.



Showroom Merchandise

A Point-of-Sale (POS) workstation is the center point of any restaurant operation as it controls the funds and inventory that flow in and out of the store. With a traditional lifespan of five to seven years, POS workstations are often kept in the field for over a decade.

Gaming Industry

Increased competition in the gaming industry has resulted in the need for casinos to position their brand and identify player segments that will be most receptive to their communications. A casino's image is an important part of their overall business strategy and goes a long way towards attracting and retaining players through gaming kiosks.

Targeting

Casinos are targeting Gen X & Gen Y players, 73% of Casinos rely on social media outreach and kiosks to attract and gain insights from players.

Rewards

Gaming Reward Kiosks are proven to be much stronger motivator to stimulate and increase loyalty. While also providing a 3-1 return on investment compared to cash.



Gaming Kiosk

The following data is according to a Self Service Technology Study...

92%

Use Kiosks to improve customer service.

67%

Use Kiosks to improve operations & resources.

35%

Use Kiosks to improve competitive differentiation.

29%

Use Kiosks to increase revenue and up-selling opportunities.

Why Industries Are Adopting Kiosks

Top Apps for Kiosks



- < Check-In, Check-Out of location: 81%
- < Maps, directions & area information: 56%
- < Loyalty programs & account access: 40%
- < Internet Info & Access: 31%
- < Coupons: 21%

Kiosk Deployment Plans in Restaurants, Hotels & Retail 2014-2015

Restaurants	Hotels	Retail
20%	19%	16%
Deployment: 1 to 2 years	Deployment: 1 to 2 years	Deployment: 1 to 2 years

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