

Retail Kiosks Create an Enhanced Holiday Shopping Experience

Consumers are increasingly expecting multi-channel interactive shopping experiences from retailers, especially during the busy holiday season. This includes the use of ecommerce, mobile, and in-store kiosks to complement traditional brick-and-mortar shopping.

Deliver Holiday Success with Retail Kiosks

Interactive retail kiosks provide a wealth of benefits to holiday shoppers, including convenience, increased availability of information, and reduced wait times.

63%

Of shoppers plan to use in-store self-help technology during the holiday shopping season



90%

Of shoppers prefer to shop in a brick-and-mortar store, across all age groups, during the holidays



40%

Of shoppers say that "long lines" are the #1 negative of the in-store experience during the holidays



How Retail Kiosks Contribute to Holiday Success for Retailers:

- Of the shoppers that plan to use in-store, self-help technology, 59% are interested in price look-up functionality, and 56% are interested in completing their transaction through the checkout function of an in-store kiosk.
- Many retail brick-and-mortar stores can become overcrowded during peak holiday shopping periods. This can be a stressful experience for in-store customer service staff, especially younger and less experienced staff. By outfitting electronic kiosks with the right functionality, the burden on in-store staff can be lessened, creating a more positive shopping experience.
- 13% of holidays shoppers plan to use social media when making their shopping decisions. By incorporating "share" and "review" functions into interactive kiosks, customers can easily communicate their product preferences through an in-store kiosk.
- "Long lines" are reported as one of the primary "pain points" of holiday retail shoppers. Using interactive kiosks with checkout functions can significantly reduce the length of in-store lines during the busiest times of the year.
- Retail kiosks allow for better engagement with the "millennial" population, which is now over 50 million strong. Tailoring offerings to this group will build strong brand loyalty for decades to come.
- Interactive media is rapidly becoming traditional media. As millennials age, the number of shoppers who are looking to leverage technology, such as interactive kiosks, to find the best deals will continue to grow.



In-Store Retail Kiosks Address Consumer Demand



Today's consumers not only desire, but expect, a self-service option when it comes to their shopping experience. Digital kiosks offer a user-friendly interface that can be integrated with software that allows the user to search for and compare products, in addition to allowing users to complete their transaction directly through the kiosk. For added flexibility, computer kiosks can be outfitted with multi-language capabilities that simplify and streamline the buying experience for non-English speaking customers.



Kiosks Coming of Age

An important factor in the rise of in-store retail kiosks has not only been their increasingly intuitive interface, but how they take the pain points out of the consumer shopping experience.



In-Store Shopping

Many analysts predict that in the next couple of years, it will be rare for a brick-and-mortar store to not offer an in-store checkout option through an interactive kiosk.



Interactive Growth

Digital interactions of all types are expected to play a role in 50%, or \$345 Billion, of holiday sales in retail stores in 2014!

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