

The Demand for Retail Self-Service Kiosks Is on the Rise!

Interactive kiosks and digital customer service solutions can no longer be viewed as secondary supplemental aspects to a retail customer service strategy.

In many instances, retail customers now prefer to use either a retail self-service kiosk or their own devices rather than a human customer service consultant.



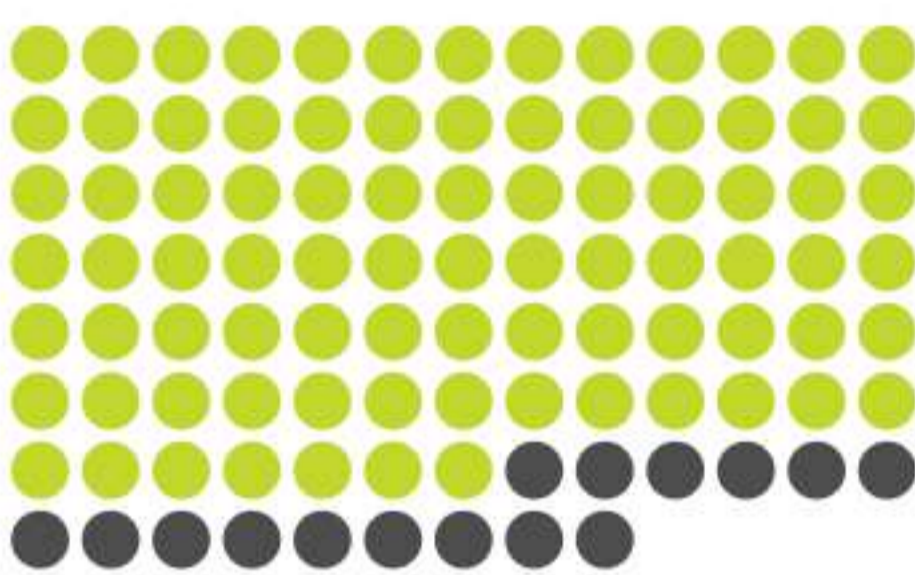
Where do retail customers go for in-store help?



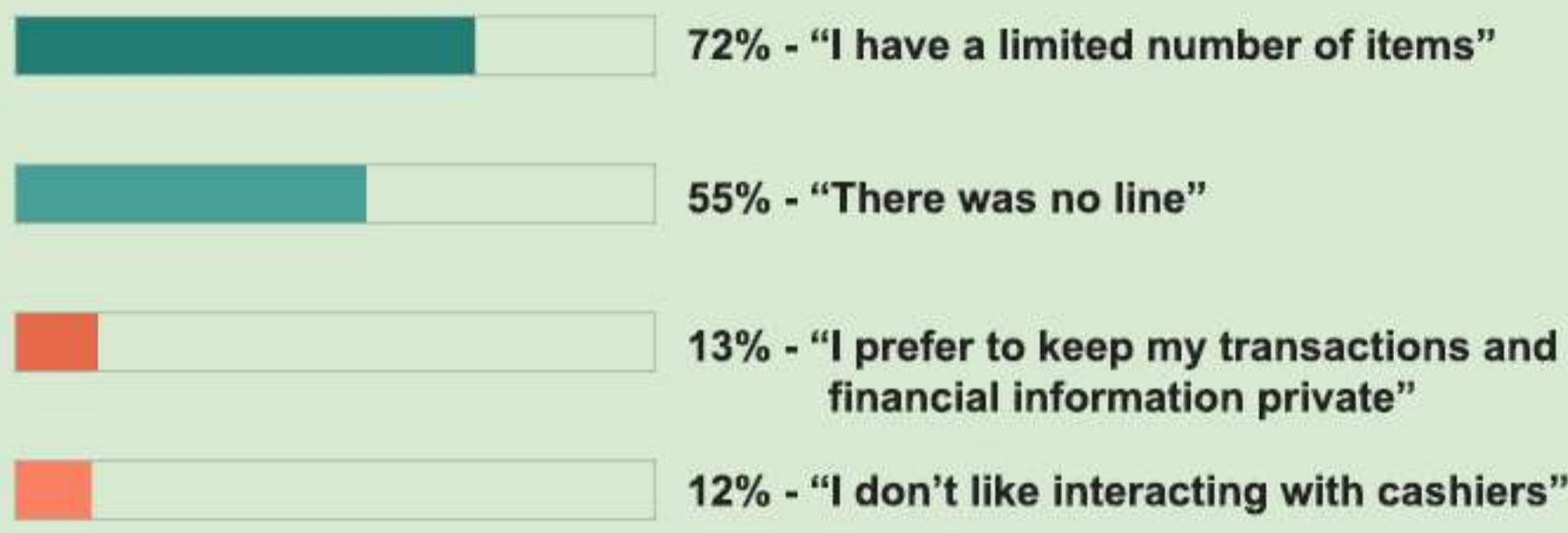
85% of Respondents Use Self-Service Kiosks

Of 1,000 adult men and women surveyed in the U.S. in 2015, 85% stated that they have used a self-service retail kiosk.

With millennials, those in the 18-34 age range, the usage is even higher with 91% of millennials having used an interactive self-checkout retail kiosk.



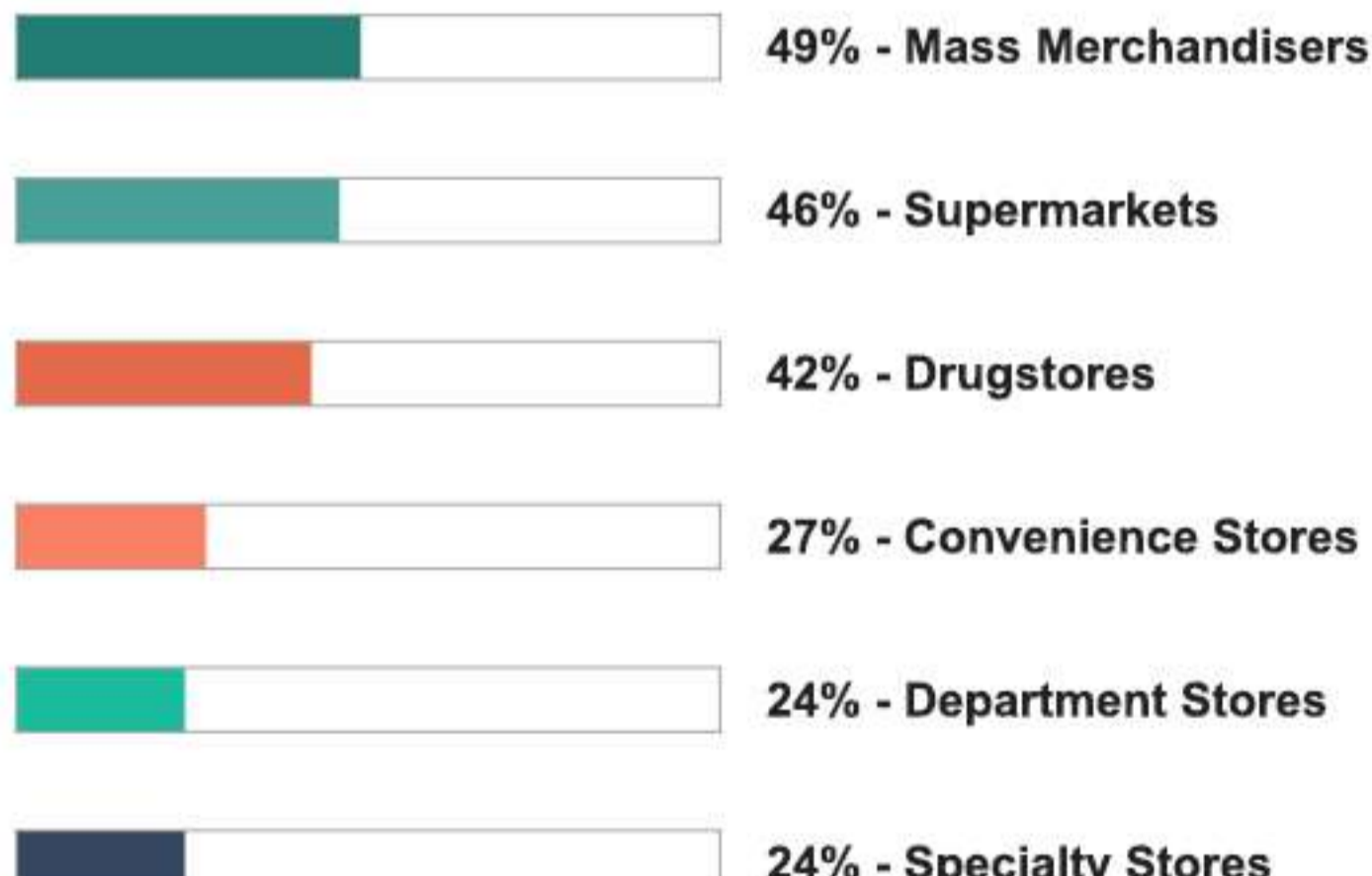
Why do consumers prefer self-service kiosks?



The survey respondents gave their primary reasons for using a self-service kiosk, and the two most popular responses were "I have a limited number of items" and "there was no line." This shows that consumers recognize the convenience and efficiency provided by self-service kiosks.

Interesting, the desire not to interact with a human cashier or customer service representative is on the rise, and among millennials, 20% stated that "I don't like interacting with cashiers" was one of their main reasons for using a self-service retail kiosk.

49% want self-service kiosks in every store!



The effectiveness of kiosks in creating a streamlined self-service checkout process is evidenced by the fact that nearly half of respondents (49%) would like to see kiosks at every retail location.

Consumers primarily would like to see an increase in the use of self-service kiosks at mass merchandisers and supermarkets, but nearly half of respondents want to see self-service kiosks everywhere!

More mobile payment options please!



The demand for mobile payment options, such as Apple Pay, is on a rapid rise. The demand for mobile payment is apparent in that 20% of all respondents indicated that they would like to be able to use their mobile device to checkout at a self-service kiosk.

The demand is even greater in millennials in the 18-34 age group range as 26% of those respondents would like to see an expansion of Apple Pay and mobile payment options.

Experts predict this demand will continue to rise as consumers become more familiar with mobile payment options, such as Apple Pay.

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