



# The DOs & DON'Ts of Kiosk Deployment

As the retail industry seeks to cut costs and improve customer experience, many brick and mortar owners are turning to digital kiosks to respond to shoppers' demand for self-service. In fact, research shows that almost 70% of customers would be more likely to purchase products if they were able to use in-store self-service, with many stores seeing over 30% higher sales volumes.

According to a recent survey, over 20% of industry leaders reported that they were planning to implement self-service in the near future. For retailers planning a digital kiosk rollout, the following are some of the top DOs and DON'Ts for an effective kiosk deployment.

## **DON'T:** Let Your Touchscreen or User Interface Become Outdated

Outdated equipment and software is a surefire way to lose credibility with increasingly digitally-savvy customers. A good impression through a digital experience can often mean the difference between a shopper feeling confident about a product's quality or casting doubt about whether your company produces trustworthy merchandise.



## **DO:** Support Chip Card Technology

Retailers everywhere are switching to EMV technology. Despite the swirling myths about complex and expensive migrations from magnetic swipe terminals to EMV, the fact is many businesses see a profit during the first year of accepting chip payments. Many of the most innovative kiosk manufacturers produce kiosks that come with the ability to securely accept virtually all types of payment.



## **DON'T:** Rely on Traditional Customer Service as a Backup

While it's tempting hedge your investment in retail kiosks with your employees, one of the most valuable reasons to switch to self-service is to have the ability to re-assign workers to other revenue-generating tasks. If shoppers have to ask a person to help them with the tasks that are handled by the retail kiosk, then it can imply to your customers that they don't have a self-service option after all.



## **DO:** Take Advantage of a Kiosks Brand Messaging Functions

Inside and out, retail kiosks can be customized to help build customer loyalty through branding. On the outside of the kiosk, durable, American-made hardware can be fashioned with brand logos and colors. Under the hood, kiosk software can be configured to reflect a brand's customer-facing personality, and through straightforward and intuitive user interfaces, can help build customers' faith in your products.



## **DON'T:** Put Your Kiosk in a Hard-to-Find Location

A common mistake many retail store owners make when implementing self-service kiosks is placing them in inaccessible or hard to find places. While placing a kiosk close to an exit, entrance or outlet may seem obvious, it's better take a step back and determine how a kiosk can serve customers best at each considered location. This approach allows retail owners more flexibility in floor layouts and keeps revenue generation at the forefront of the campaign.



## **DO:** Make Your Loyalty Program Front-and-Center

For many businesses, loyalty programs are one of the most effective tools in marketing to current customers and building long-term brand loyalty. According to one study, repeat business customers spend approximately 2/3 more than new customers, and solid loyalty programs can increase customer lifetime values by more than 30%.



## Contact Olea Kiosks Today

Many retail-store owners are realizing bigger profit margins and better customer feedback as a result of using digital kiosks to help reduce lines and improve the customer service experience. Contact Olea Kiosks today to find out how our award-winning kiosks can help you build customer loyalty and get your products out in front of consumers.



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Sources:

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