



# BACK TO BUSINESS

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## Customer Experience in a Post-Covid World

**Presented by:**



# ADMINISTRATIVE DETAILS



**DANIEL OLEA**

Moderator

Account Executive, Olea Kiosks

<https://www.linkedin.com/in/daniel-olea-4408a278/>

[Daniel@olea.com](mailto:Daniel@olea.com)

## RECORDING IN PROGRESS

## SLIDES AND RECORDING

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## Q&A CHAT

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located in the bottom of  
the window to ask  
questions throughout, and  
we'll address at the end of  
the webinar.

# PANEL INTRODUCTIONS



**FRANK OLEA**

CEO

Olea Kiosks

<https://www.linkedin.com/in/oleakiosks/>

frankolea@olea.com



# PANEL INTRODUCTIONS



## BRUCE RASMUSSEN

Director of Sales, Strategic Verticals

Ingenico Group, North America

<https://www.linkedin.com/in/bruce-rasmussen-4627723/>

Bruce.Rasmussen@ingenico.com

**ingenico**  
GROUP



# PANEL INTRODUCTIONS



## GRAIG FISHER

Vice President, Business Development  
Vista Entertainment Solutions

<https://www.linkedin.com/in/graignfisher/>

graign.fisher@vista.co



# Poll Question #1



# Covered Today

Old Normal vs. New or No Normal  
Common Themes Emerging Post-Covid 19

New Products—Temperature Screening

Human to Machine Interaction

Rise in Contactless Payments

Social Distancing

Technological Efficiencies

Customer Experience Expectations

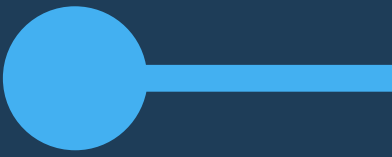
Q&A

# Old Normal vs. New or No Normal





# THE TRANSITION TO A NEW NORMAL



## SEAT BELTS

Have been required equipment in cars since the 1960s and required to wear by law since the 1990s.



## AIRPORT SECURITY

Since 9/11 we've seen increased security and screening measures. Programs have emerged, including TSA Pre-Check and Global Entry.



## COMMUNICATION

Technology has had a huge role in changing the way we communicate with one another, both in-person and apart.





## Customer Experience

Long lines and waits, social distancing, online-ordering, BOPIS, self-checkout.



## Customer Expectations

New focus on employee and customer safety, including increased and frequent cleaning.



# COMMON THEMES EMERGING

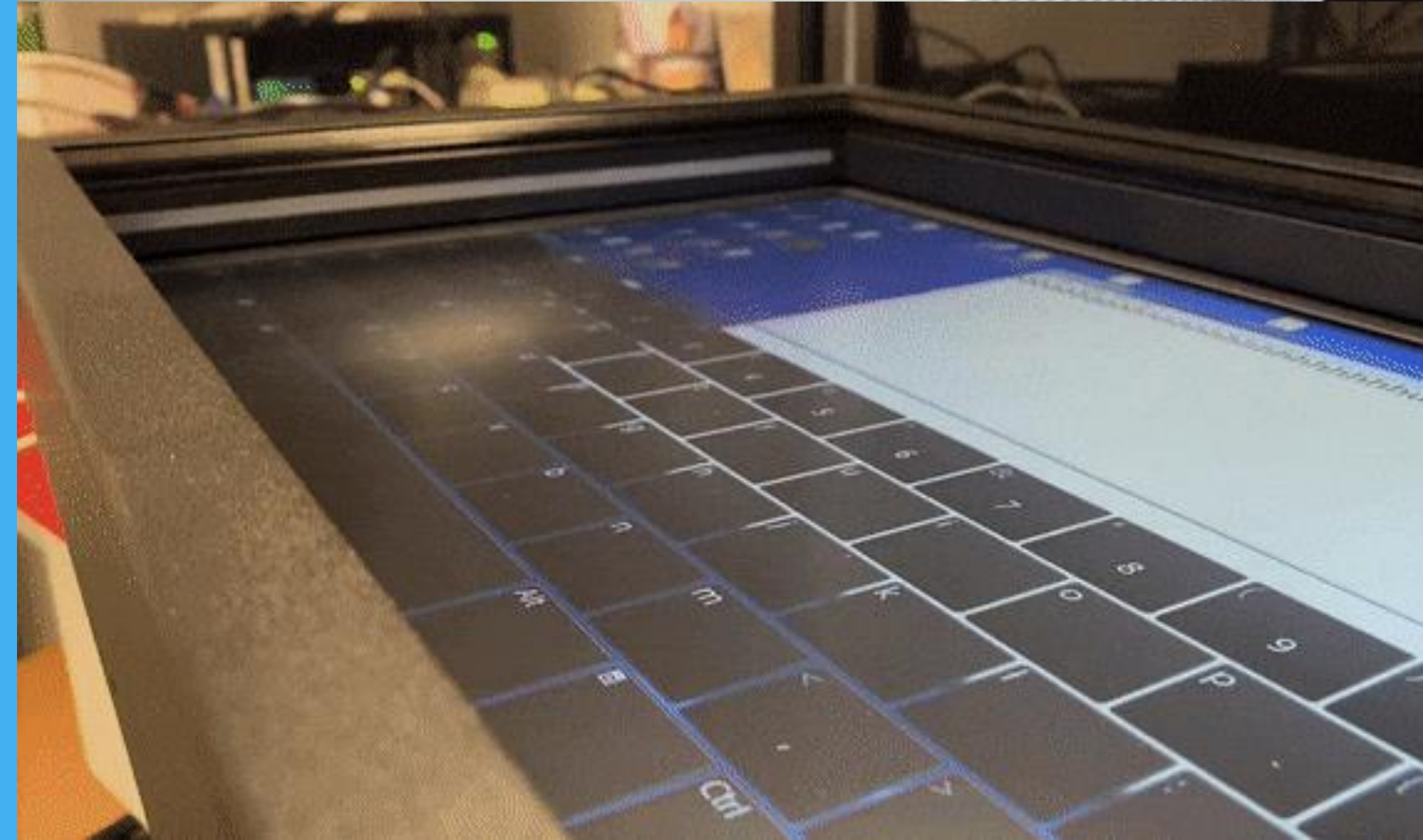


# Poll Question #2



## New Products / Features

- Temperature Screening
- Contactless Touchscreen



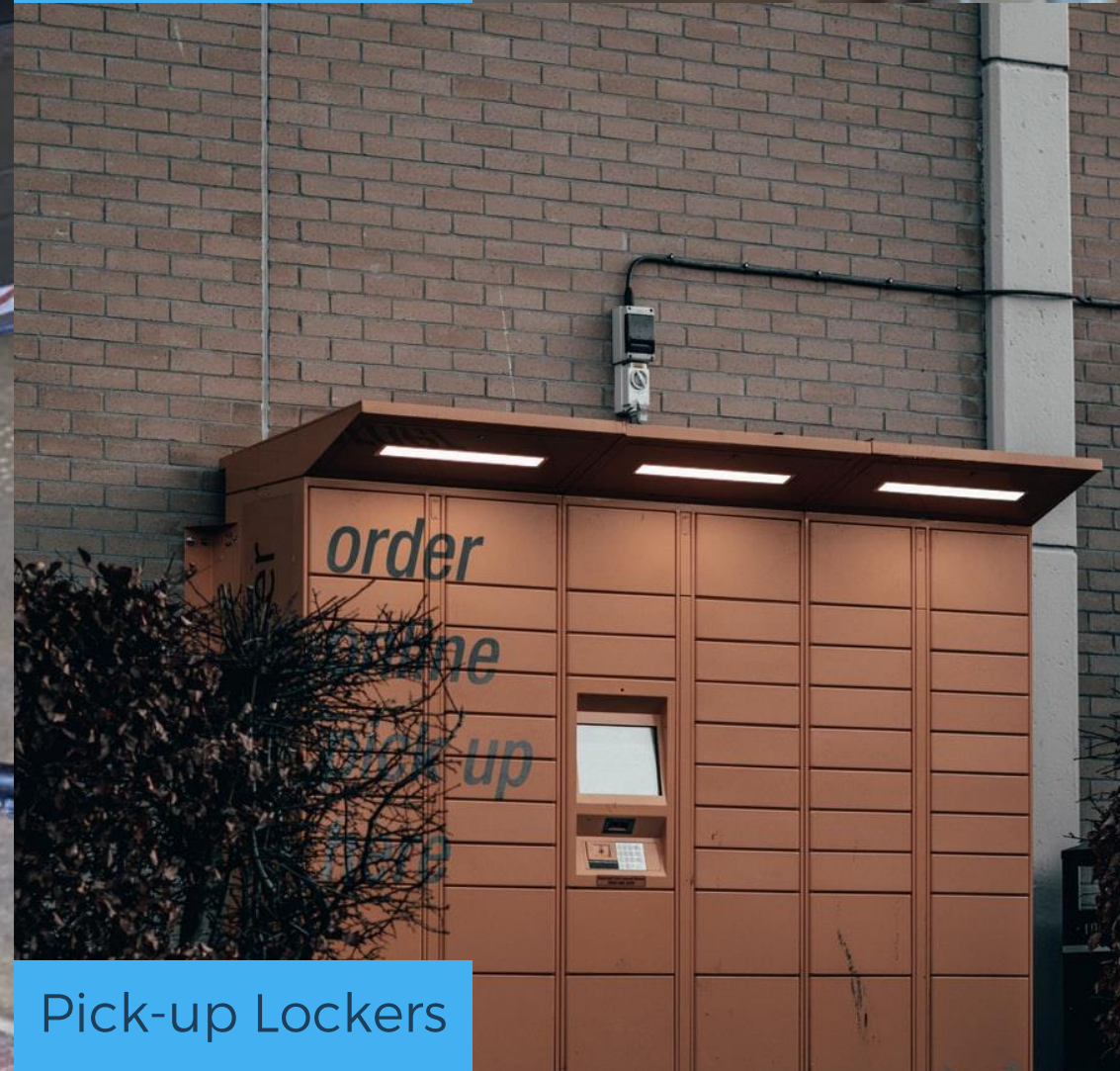




Food Order



Ticketing



Pick-up Lockers

## Human to Machine Interaction

Rise in contactless experiences reduces risk to guests and staff.





# Rise in Contactless Payment

- Risk of handling cash
- Migration away from cash







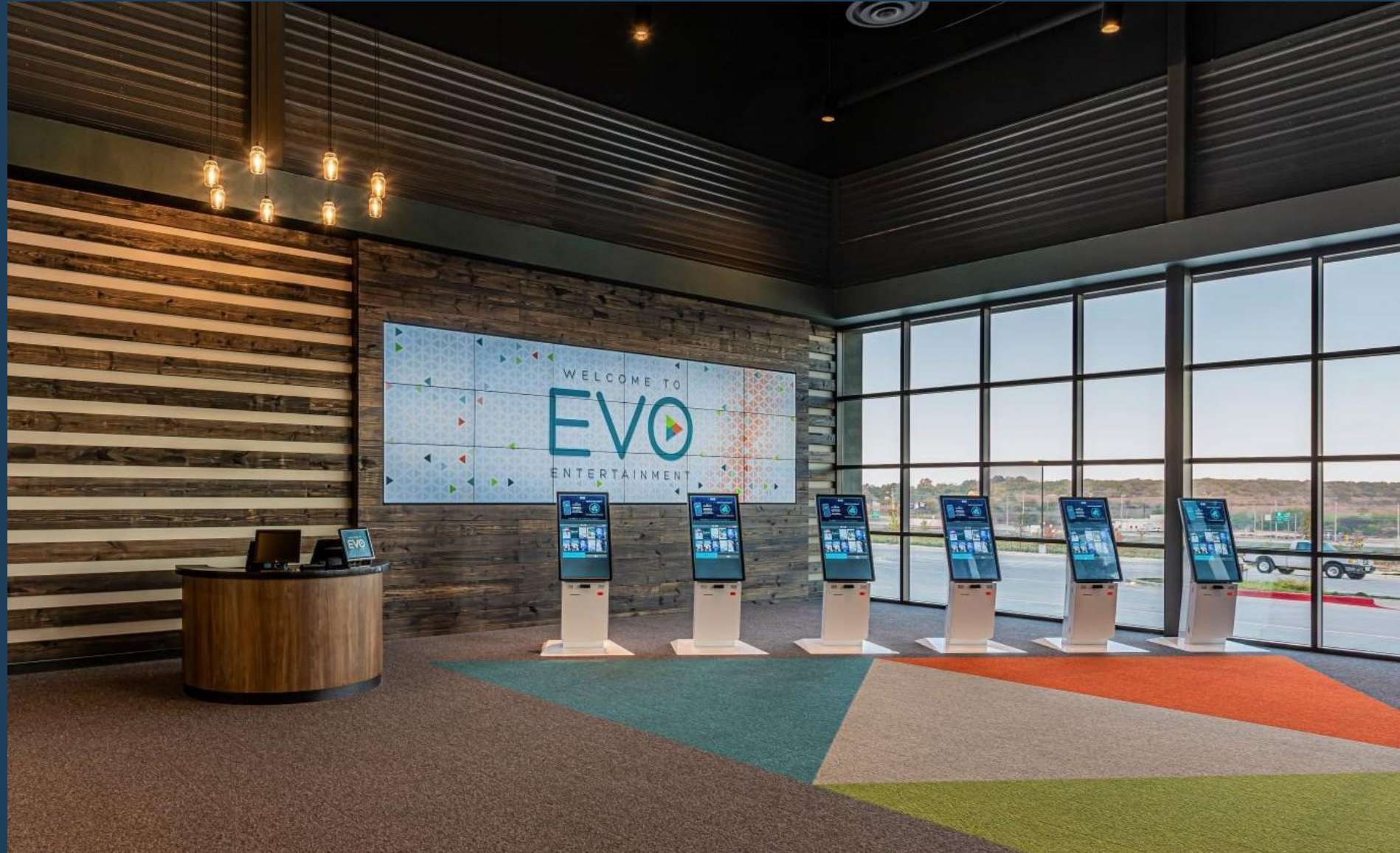
## Contactless Payments

NFC, Tap & Pay, Apple and Google Pay



# Poll Question #3





## Self-Check-ins/ Customer Identification

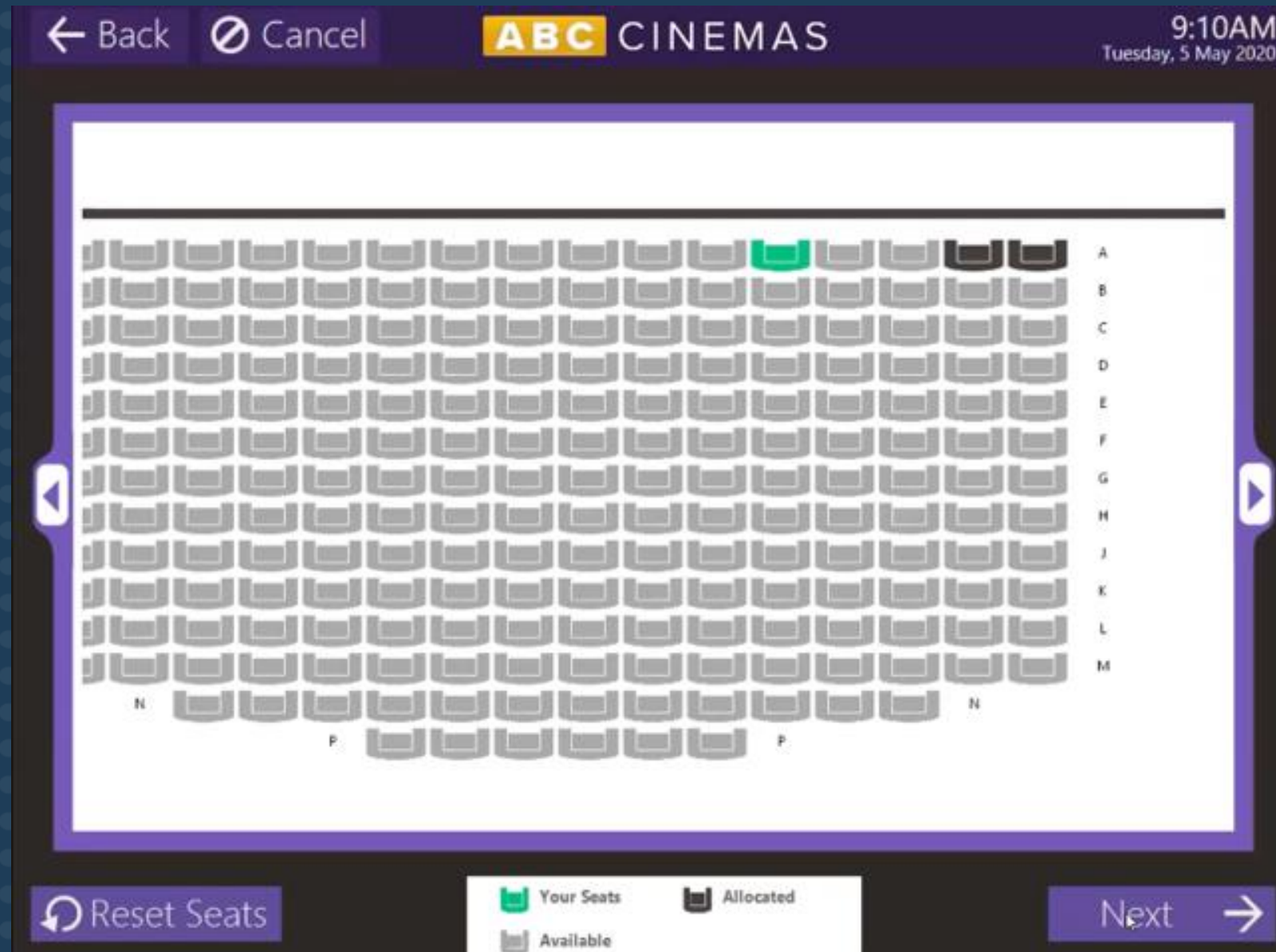
- Customer Journey
- Loyalty
- Contact Tracing





# Social Distancing

Seat selection drives physical distance.



# Technological Efficiencies

Move staff to roles that allow for differentiation



Enhance  
Customer Service



Improve the  
Customer Experience



Exceed  
Customer Expectations





## Key Takeaways

- Covid-19 accelerated trends
- Contactless Service
- Customer Journey
- Technological Efficiencies for scale and differentiation
- Agility is key





Back to Business – Customer Experience in a  
Post-Covid World

Q&A



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