



# Six Reasons Why Self-Service Kiosks Will Put Your Business On Top

Customers want the convenience of buying what they want when they want – with or without staff interaction. With self-service touchscreen kiosks businesses can provide a contactless service that delights customers and ensures they keep coming back. Here are six ways how self-service kiosks will boost your business.

**elo**

# 01

## Operational Efficiency

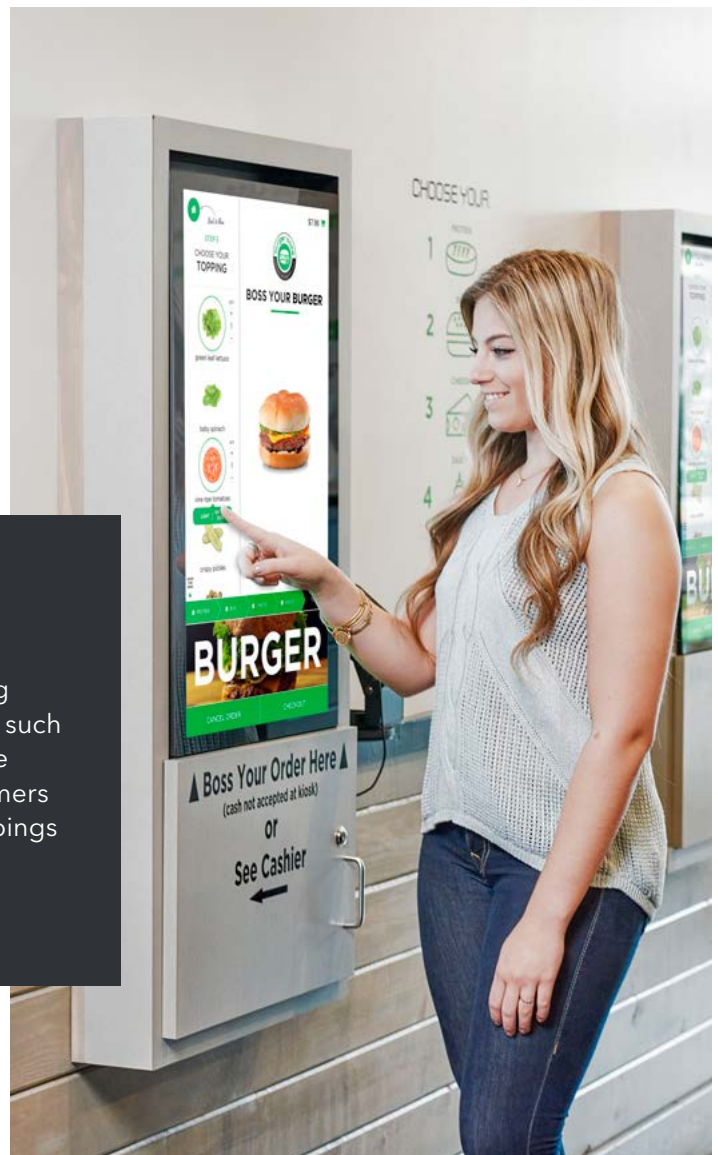
A Harvard Business Review study showed that 45% of customers abandon concession lines due to wait times. This not only means losing a sales opportunity, but potentially the customer's business entirely. From ticketing at movies, concerts, sporting events and transportation hubs to shopping, ordering and checking in, self-service touchscreen kiosks will enable you to better manage traffic surges.

Evidence shows that kiosks reduce the time customers wait in line. The airline industry witnessed a 60-second drop in service times when they incorporated self-service touchscreen kiosks, while a number of restaurants noted that kiosks cut the time to take orders by nearly half. A Harvard Business Review study also showed that fast food companies that employed self-service kiosks reduced their service times enough to [boost market share by 1% to 3%](#).

And while customers are using the self-service kiosks, employees can interact with customers and handle higher-level tasks. This way you're reducing wait times and boosting customer service at the same time.

### Did you know?

Touchscreens can build your brand affinity by showing customers videos, advertisements or interesting facts such as 'We use organic vegetables from local farmers'. The displays can also add to the experience, giving customers the opportunity to personalize anything from the toppings of their burger to the pattern on their new sneakers.





## 02

### Changing Customer Behavior

---

Self-service touchscreen kiosks can change what people do and how they act. They lower inhibitions and encourage customers to spend more. Research by Duke University and the National University of Singapore showed that when a liquor store adopted self-service kiosks it experienced an 8.4 percent boost for products that were difficult to pronounce. Customers no longer feared being misunderstood in front of clerks.

Another advantage, a kiosk never forgets to upsell. Programmed to upsell and cross-sell without error, touchscreen kiosks don't come across as pushy. A string of fast-food companies, restaurant chains and theaters that installed self-service touchscreen ordering saw an increase in per-ticket orders of 20 to 30 percent.

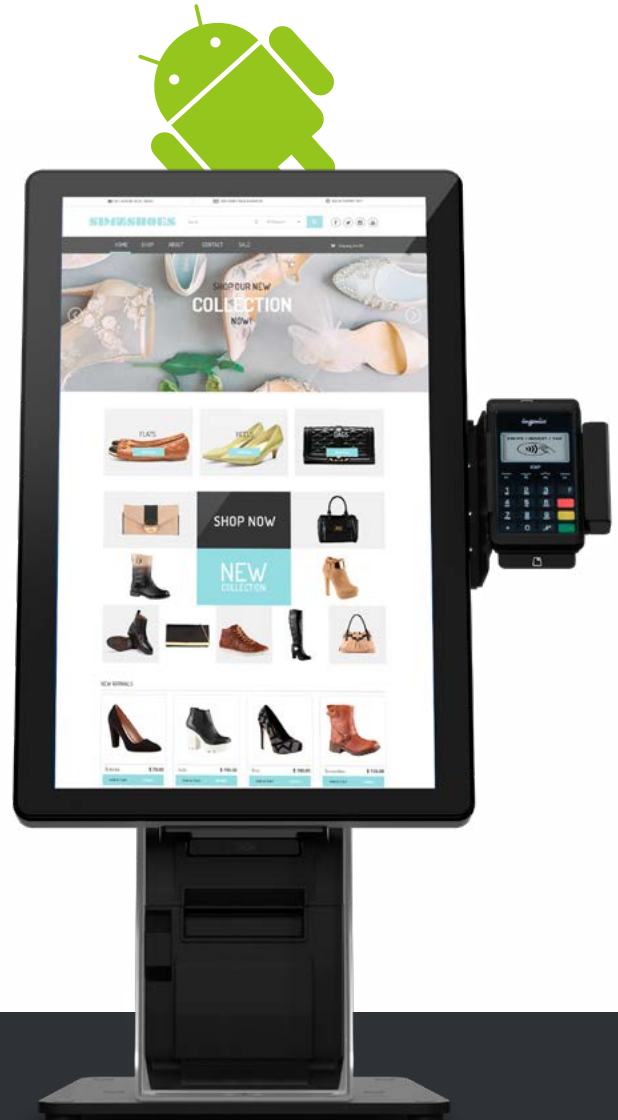
Ryan Buell, a Harvard Business School researcher, studies the intersection of operations and customer behavior. He surmises that people feel less guilty when ordering a supersize drink from a kiosk or adding on that extra dessert. This explains why fast-food chains have watched consumers add more additional ingredients when prompted by a kiosk. A major burger chain also found that 20 percent of customers who didn't initially order a drink would buy one when it was offered via a kiosk.

# 03

## No Training Required

Many businesses hesitate to install self-service kiosks because they believe it requires employee training, extra IT teams to integrate the software and additional costs for regular updates. However, today's self-service touchscreen kiosks seamlessly integrate into businesses with programming and updates done at a central command server and without visits from tech professionals.

What about customers? Most people look at their phones up to 250 times a day. Asking them to tap on a bigger screen to make decisions is usually done without difficulty. Moreover, self-service kiosks are flexible solutions that come in all sizes and formats with touchscreens featuring technology that is easy to use, bright imagery and user-friendly applications. Touching icons comes intuitively even to customers who are not used to computers and will add a sense of fun.



### Did you know?

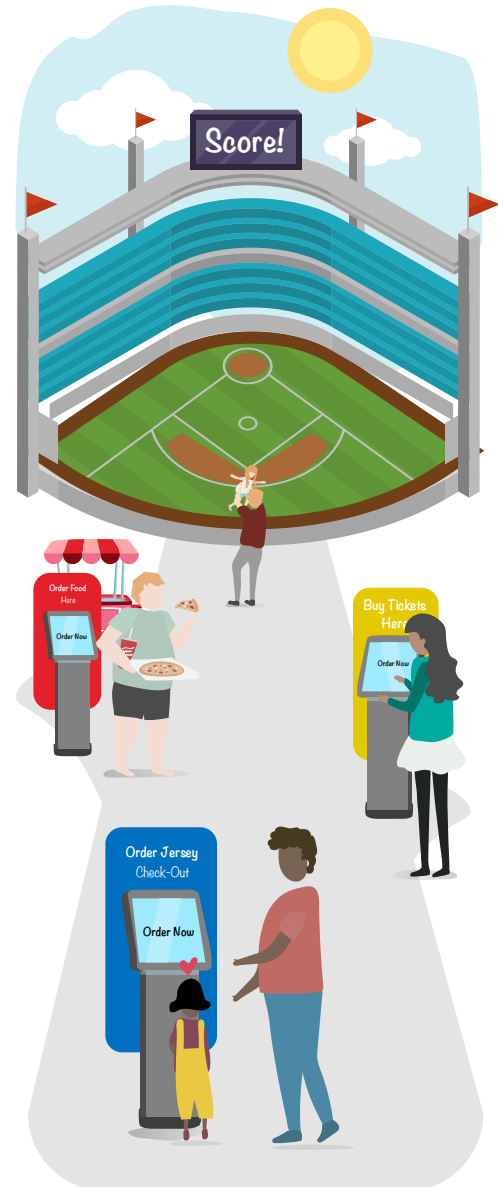
Android OS is the main leader when it comes to deploying and managing business applications geared toward self-service. [Android](#) is widely used, and many consumers are acquainted with the user interface. The easy-to-use operating system also ensures an inexpensive rollout and is more adaptable in the long term.

# 04

## Boosting Revenue

Self-service touchscreen kiosks seamlessly connect with a brand or store's other sales touchpoints. A major professional football team added kiosks enabling fans to buy team jerseys inside the stadium. Thanks to lots of foot traffic, kiosks in the stadium boosted sales even more. Fans only had to visit the kiosk and their impulse buy would get delivered to their house.

The downtown fan store continued to thrive as well. No wonder, as research shows that more channels bring more revenue. According to a BRP study, multichannel shoppers spent an average of 4% more on every shopping occasion in the store and 10% more online than single-channel customers. And a recent study suggests that 60% of shoppers would visit a limited-service concept more often if self-service solutions were available. This trend is growing fastest among millennials who are more reluctant to deal directly with cashiers.



### Did you know?

In comparison to apps, self-service touchscreen kiosks offer a visible reminder, a physical prompt to buy something or take action without asking customers to sacrifice valuable phone space.

# 05

## Creating Interactive Experiences to Connect with Customers

Self-service touchscreen kiosks not only upsell products, they offer additional insights into your brand and products. Kiosks provide unique opportunities to understand customers and make them feel special. Thanks to facial-recognition software and loyalty cards, self-service touchscreen kiosks get to know your customers personally. For example, a kiosk could automatically identify a returning shopper and understand the shopper's stated, as well as implicit, tastes and preferences. In doing so, kiosks introduce a potentially powerful sales tool for retailers.

Another advantage is the option to use gamification and turn shopping into a competitive activity. By swiping loyalty cards or scanning phones at the kiosk customers can earn points that turn into discounts and customized sales opportunities. The result? Increased brand loyalty while driving local sales.



Customers also expect consistent experiences across the web, mobile and in store. With self-service businesses extend the brand experience by merging the online shop with the physical store. Kiosks give customer access to the complete portfolio, in-depth product information, [price-checks](#) and recommendations, regardless of what is available in the physical store.

# 06

## Keeping Employees and Customers Safe

Whether during a global pandemic or in the midst of a typical flu season, self-service kiosks increase the safety of both staff and customers. Equipped with edge-to-edge glass, the kiosks are [easy-to-clean](#) and can easily be moved six feet apart to create natural social distancing. Moreover, with self-service, zero human interaction is possible.

A recent [consumer survey from Shekel](#), revealed that 75% of shoppers prefer self-checkout options when doing their weekly groceries. According to PhD and Rutgers University food science professor [Donald Schaffner](#), choosing self-checkout is also the safer option. Customers will touch more surfaces, but will also reduce face-to-face contact with staff while keeping a safe distance from other customers who are standing in line.

### Investing In Success

Self-service touchscreen kiosks are a strategic investment that boost sales, speed up wait times significantly, help employees optimize time and effort, and improve customer service. They also remove barriers and empower customers to create their own shopping experience. Self-service kiosks represent an important part of any business' successful future.





## About Elo touchscreen solutions

As a leading global supplier of interactive solutions, Elo touchscreen solutions can be found everywhere, all over the world and in a variety of vertical markets and applications. To date, Elo Touch Solutions has deployed more than 25 million installations in over 80 countries. A new Elo touchscreen is installed every 21 seconds, on average, somewhere in the world. Built on a unified architecture, Elo's broad portfolio allows our customers to easily choose, configure, connect and control to create a unique experience.

Choose from all-in-one systems, [open frame monitors](#) and [touchscreen monitors](#) ranging from 7 to 65 inches. Configure with our unique Elo Edge Connect [peripherals](#) that allow use-specific solutions. Connect & Control with [EloView®](#), a secure, cloud-based

platform for Android-powered devices. EloView enables secure deployment and management of a large network of interactive systems designed to reduce operating costs while increasing up-time and security.

Based on almost 50 years of experience in the touchscreen industry, Elo touchscreen solutions are built for touch and designed to last in commercial and public environments. Elo's focus vertical markets are retail, hospitality, healthcare, industrial and corporate. Elo touchscreens can be found in a broad range of applications; [self-service kiosks](#), point-of-sale terminals, interactive signage, gaming machines, hospitality systems, point-of-care displays and transportation applications—to name a few.

Learn more at [Elotouch.eu](http://Elotouch.eu)

Tel +32 (0)16 70 45 00

[EMEA.Sales@elotouch.com](mailto:EMEA.Sales@elotouch.com)

