How Kiosks Improve the Customer Experience
An interactive kiosk is a consumer facing device that provides self-service access to products and services. Kiosks are highly customizable and introduce endless possibilities for creative implementation.

Kiosks are already used for everything from airport check-ins to informational stands at museums. Forrester Research found that as much as 80% of retailers with both digital presence and brick-and-mortar establishments intend to install interactive touch screen kiosks.

The wealth of benefits kiosks provide have led to widespread implementation of this more advanced technology. Interactive kiosks increase sales productivity, lower operational costs, and improve customer satisfaction.

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The modern consumer expects service to be personalized and efficient. As technology becomes ingrained in all areas of daily activity, businesses must engage customers with interactive technology to maintain relevance in a rapidly shifting landscape. POS kiosks create a more enjoyable experience that will improve customer satisfaction and generate more business. Provide your customers with the freedom of choice in an engaging kiosk.

Increase Efficiency and Cut Lines

Nobody likes waiting in line, and even at peak hours, regardless of how well you’ve staffed your team, there are only so many employees that can take orders. When employees are being utilized for order taking instead of production, lines only continue to grow. Customers may become impatient and dissatisfied at the speed of service and employees may feel stressed and overworked. Adding a kiosk will help you avoid a bottleneck effect at busy times, keeping your customers and employees happy.

Depending on your establishment’s menu, you may have some items that require preparation—an espresso drink or other à la carte items, like a pre-made sandwich. If a customer comes to pick up a couple of grab and go items, they could make their selections at a kiosk, complete payment, and pick up their items in no time. The kiosk caters to the customer’s busy lifestyle and your business becomes the go-to place when someone is in a pinch for time.

The implementation of a single Point of Sale kiosk can cut wait times significantly and free up staff to perform other tasks. Improved speed of service increases revenue and creates a competitive edge that helps your business stand out.
Get Your Customers What They Want

Your self-serve kiosk allows customers who are tight on time to skip the line and pick up their favorite items. Give them the confidence that they can rely on you for that perfectly prepared salad or freshly squeezed orange juice at any time of the day.

Kiosks record an array of information from the most popular products to individual customer behavior. This data can be used to improve your business and create tailored experiences for your customer's purchasing process. In reviewing kiosk activity, you can find the most popular à la carte items and make sure they are always available at the kiosk.

Have employees keep an eye on the kiosk and stock levels throughout the day, and make sure that any out of stocks are communicated clearly to reduce confusion. Consumers are embracing self-serve technology now more than ever, and you can capitalize on that experience by making sure you have the supply to meet that demand.

Have a Hand in the Purchasing Decision

Kiosks are fun and engaging for customers. With becoming nearly ubiquitous to touchscreen phones, the average consumer is accustomed to using an interactive screen for a variety of transactions. Utilize technology that already fits seamlessly into your customer’s lifestyle with a kiosk POS.

The customer is given full control to select, customize, and update their order throughout the transaction. This creates an increased sense of autonomy, and the customer can be involved in every step of the process. This freedom to choose, combined with a visually appealing display, can increase the transaction size for any customer. Interactive kiosks are great for making upsells as they provide relevant information about special promos and enticing offers. With increased visibility into these offers, customers can take decisions into their own hands to select the products and promotions that look appealing to them.
Appeal to Visual Processing

When a customer comes to your establishment, they are evaluating their experience from the moment they enter. It is important to draw customers in and keep them interested. Kiosks satisfy the immediate need for information and service without overwhelming the customer. The visual appeal of a touchscreen kiosk creates an engaging multi-sensory experience.

By including enticing visuals with detailed product information, you can positively influence your customers’ purchasing decisions. This visual interaction is more stimulating from a physiological standpoint as well with 40% of people responding better to visuals. Additionally, the speed of processing with visual images is 60,000 times faster than with written text. The human brain is wired to process visual images. You can include visually appealing product images in your kiosk POS that will engage the customer throughout the transaction.

Reduce Social Friction in the Tech Age

A face-to-face interaction was once a necessity for every transaction. Two people needed to be present in the same physical space to exchange money for goods and services. These days, consumers are flocking to online and mobile ordering to make purchases with the touch of a button.

Customers all have moments when social interaction seems less than appealing. Whether it’s before that first cup of coffee of the day or a general disinterest in small talk, many customers will have times when they’d prefer to streamline their purchase and get on their way. With an interactive kiosk, customers can get what they need without a social engagement. Studies have shown that kiosks reduce social friction and can provide an increase in order value and frequency.

https://blog.bufferapp.com/a-complete-guide-to-creating-awesome-visual-content
https://hbr.org/2015/03/how-self-service-kiosks-are-changing-customer-behavior
Case Study: The Station

The Station SF is a café on the edge of North Beach and Jackson Square in San Francisco. The Station opened in August 2012 and offers a friendly environment—a place to relax, enjoy a delicious pour over or a tasty meal, and get some work done. Chris Dressick, managing partner, describes the café as “the meet-all spot for the downtown area.”

The Station implemented a self-serve kiosk a few years after opening and have been very pleased with its effect on the business. As Chris pointed out, “In this part of San Francisco, there are a lot of people that have very little time on their hands to sit down for lunch. The busier we get, the longer our lines get.” With the addition of a kiosk, The Station was able to create a grab-and-go section with fresh daily salads, sandwiches, and juices.

Daniel De Silva, general manager, says “We have customers that use it exclusively and are very happy with that quick option. It is a great value add to my business, and that I know for a fact.” For customers that only have time to grab and go, the kiosk is the only option.

With their self-serve kiosk, The Station is getting business that they might have otherwise lost. When their customers walk by the café at very busy times, they know there is an easy on-the-go option. Daniel noted, “When we’re busy and have a long line, we can hang on to business and keep customers happy.” The Station’s customers love that their café understands their busy schedules and accommodates them with the kiosk option to enjoy The Station quality food and drink without losing precious time.

http://revelsystems.com/customer/station-sf/
Conclusion: Customer Experience Matters

Now more than ever, it is important for businesses to be customer-centric to remain competitive. Improvements in customer experience create new business and retain loyal customers. Kiosks are an excellent tool for ordering. Research shows that almost one third of consumers prefer to place orders using self-service channels, such as kiosks and apps, over placing it with staff.

Kiosk adoption is increasing to speed up transactions and create an interactive experience for consumers. Improving your customer experience will give you a competitive advantage to grow your margins and loyalty. Stay ahead of the curve by combining quality and convenience with a self-serve kiosk.

http://www.marketforce.com/industries/restaurants/
About Revel Systems

Revel Systems is a feature-rich business platform transforming the way business is done by integrating all operations and customer channels, driven by the Point of Sale, into a single dashboard. Designed to maximize security, stability, ease of use, and service delivery, Revel’s ecosystem replaces bulky, expensive legacy solutions with a quick, intuitive iOS-based POS platform that combines cloud-based technology and the mobility of the iPad.

We work with all businesses—from small merchants to global enterprises—looking to modernize, future-proof their operations, and implement a system that adds value through incremental revenue, cost reduction, and a better experience for customers and employees.

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