



Executive Summary – Kiosk Technology

Kiosk technology gives businesses a channel to reach their customers by being able to market to their customers, allowing customers to browse and purchase products, shortening queue times and thus, enabling customers to have an enjoyable shopping experience.

In today's competitive retail market, modern businesses need to find new ways of enhancing the customer shopping experience, creating and sustaining product and brand awareness, and generating revenue in an economy that is increasingly at the mercy of demanding customers and developing technology. As the customer is using multiple channels in a single purchase process, there is an increased pressure on retailers to use multi-channel experiences and, although many retailers have started addressing issues associated with more than one channel, only a few have been able to truly exploit the potential of integrated multi-channel retailing to measurably increase customer loyalty and economic benefits.

Thus, despite the constant investment in their systems to support operations, many businesses have realised that their IT infrastructure seldom serves the complete needs of their business or their customers for any length of time. In addition to this, budgets for IT investment are facing stiff competition from other areas of the business. Therefore, businesses are trying to answer the issue of how to squeeze 'more for less' out of the IT infrastructure.

This report looks at how businesses can get the best out of kiosks and help deploy them within the business to accomplish this goal of achieving a multi-channel programme, with improved customer service, increased employee productivity and sales revenue growth amongst its benefits.

Report length is 29 pages.