

The New Kiosk Era



5 Ways to Boost Income,
Engagement and ROI

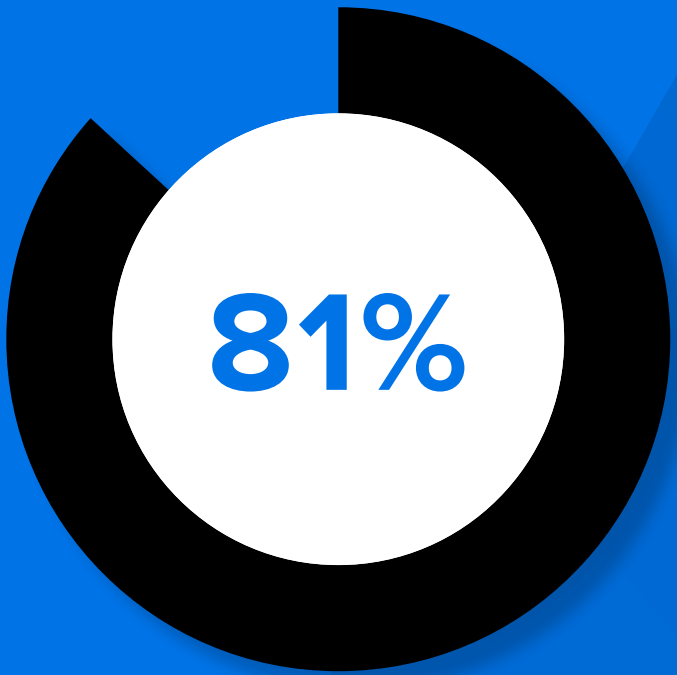
The Kiosk Advances

Self-service is a key part of retail. And now, with advances in technology, a new era of kiosk innovation is here, which will further enhance shopper engagement and reduce costs while creating new and promising subsidiary revenue streams.

Kiosks can look broadly similar. But their specifications, the way they are built and the software that runs them are different. As ever with technology, the choices retailers make about which kiosk solution to buy have a major impact on the returns. With this front of mind, the five sections which follow look at both the mainstream and creative applications of kiosks, and recommend the questions to think about, from both technology and shopper experience perspectives, to select the best solution for your stores.

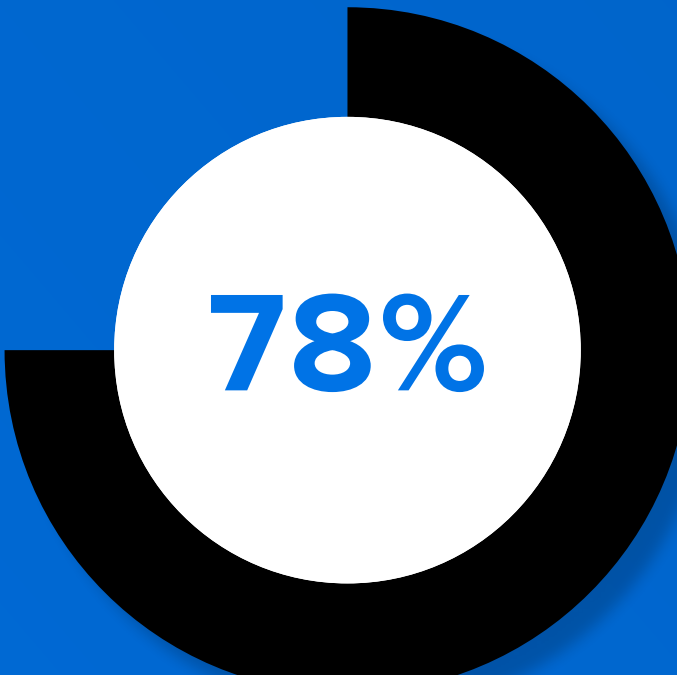
As the analysis explains, when the fit is right, the returns can be eye-catching.

Over the years, Zebra Global Shopper Studies have revealed that increasing numbers of shoppers are using self-service solutions, driven by speed and convenience. Our research continues to monitor a growing affinity for kiosks.



of shoppers want more self-service options

(CXM Today, 25th May 2022)



agree self-checkouts improve service

(Zebra Global Shopper Study, 17th edition)

Contents

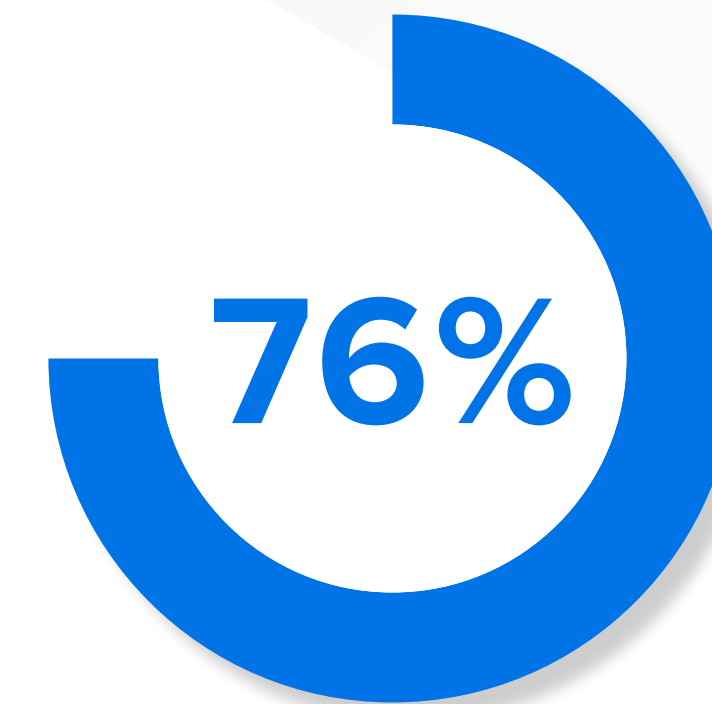
1. Provide Immediate Service

It was only a few years ago that retail associates had set roles. Some worked checkouts, others the back of the store, while some were naturally suited to assisting customers. But today, associates need to move quickly between tasks, often managing multiple roles at once.

Kiosks alleviate the demands placed on associates by appealing to the **52%¹** of shoppers expecting instant service, with similar numbers saying they will not wait more than three minutes in-store. Indeed, advances to existing use cases, such as self-checkout, are being complemented by new applications, with kiosks becoming the preferred channel for a range of tasks for time-pressed shoppers. Examples across retail sectors include:

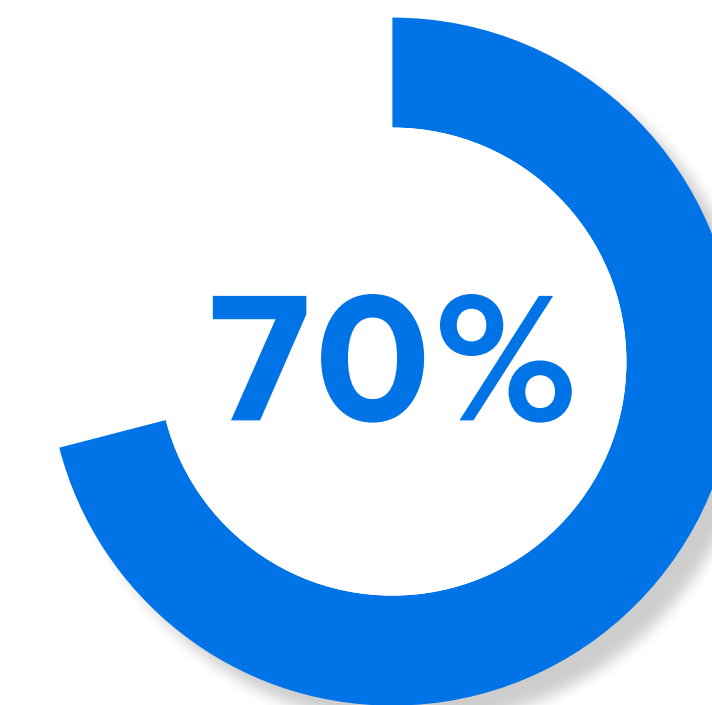
- **Endless aisle** – shoppers can use kiosks to view your complete range to prevent lost sales due to stock-outs. For example, a camera retailer, with limited space, can enable its shoppers to view a full family range of cameras, as well as interactive product information, and select, buy and arrange home delivery for the model they want. Such applications are welcomed by the **78%²** of shoppers who prefer a blend of online and in-store shopping.
- **Loyalty management** – kiosks provide a quick and easy self-service option for new customers to enrol in your loyalty programmes and, with scanners able to recognise IDs, you can eliminate the need for paper forms or waiting for assistance. It's simple to manage accounts, too, from registering for discounts, to redeeming points and updating details, and much more.
- **Frictionless point-of-sale** – kiosks offer quick and straightforward checkout experiences. And, in retail categories where RFID is used, notably fashion and electronics, shoppers can place items in a designated bin or area for each kiosk, and the amount owing is automatically displayed on the screen. They tap to pay, or insert their card, and print or select an email receipt.

The pressures faced by associates have not gone unnoticed:



of shoppers value speaking to staff

(Zebra Global Shopper Study, 17th edition)



say it's hard to find someone free

(Zebra Global Shopper Study, 17th edition)

¹The Time to Win, The Consumer Patience Study Jay Baer,

²Zebra Global Shopper Survey, 17th Edition



THE NEW KIOSK ERA

5 WAYS TO BOOST INCOME, ENGAGEMENT AND ROI

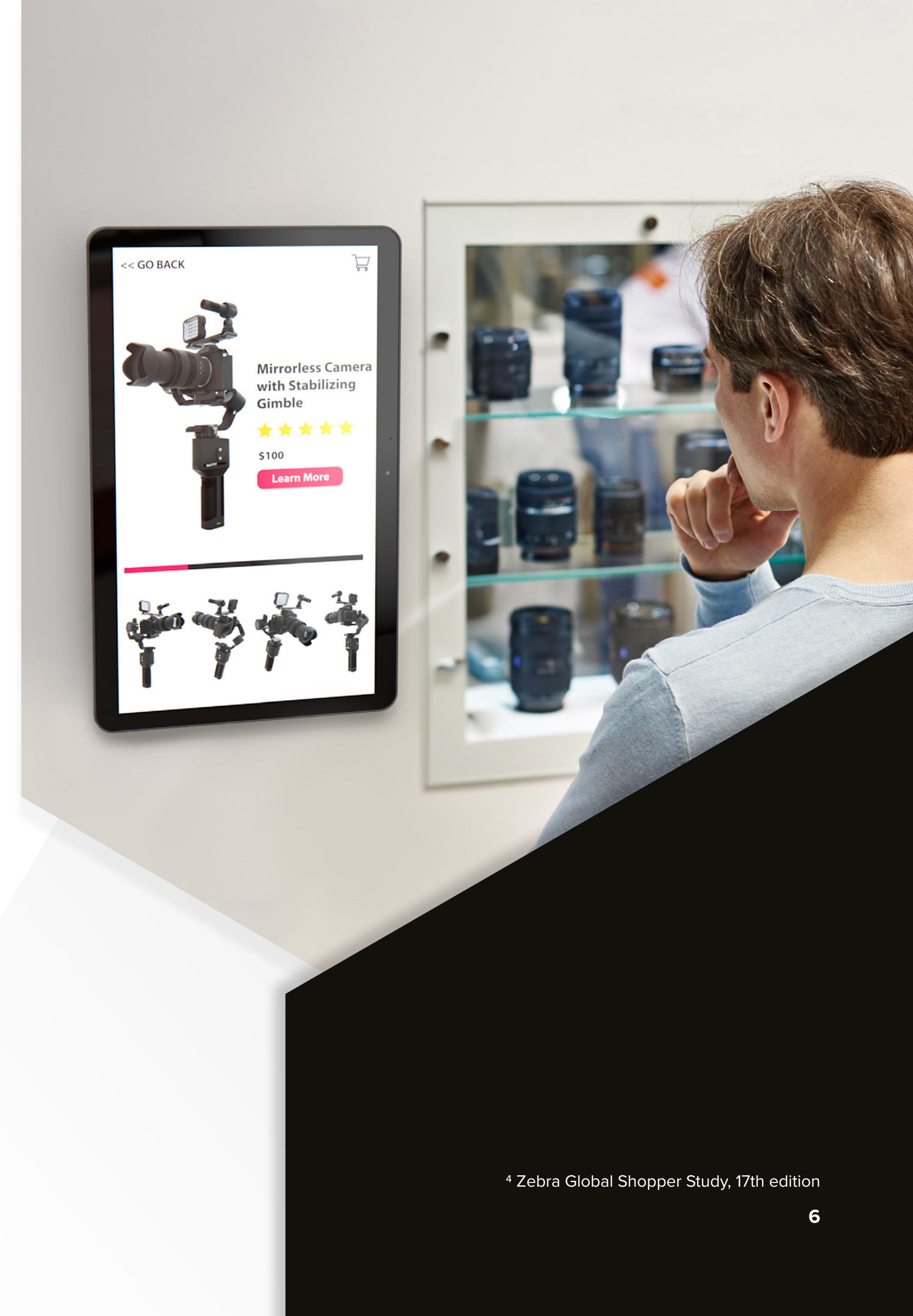
- **Digital signage and product finding** – our retail customers say any interaction, either with a kiosk or store associate, can significantly boost sales. And, by placing kiosks in strategic areas you can present your shoppers with location-relevant content and give them easy access to instructions to locate what they are after (or to call for help).
- **Easy returns** – with **17%³** of items returned, managing incoming goods remains expensive. Kiosks can ease this. Shoppers print or download a barcode or QR code at home, then use the integrated kiosk scanner in-store to read it and place their items in the returns bin while selecting a printed or email receipt. Or, in the case of an RFID-based returns system, if the tag is still attached, they take the item back to the store, place it in the returns bin and, again, select their receipt option. Costs reduce as the returns area can be automated, with a help button to hand if shoppers need it.
- **24X7 commerce** – one of our customers, a leading DIY retailer, is providing anytime touch-screen access to purchase its most popular SKUs through secure vending-style cabinets, offering ultimate convenience to tradespeople and home DIY enthusiasts.
- **Efficient click and collect** – with shoppers who have ordered online having little patience for queues, kiosks make them feel they are getting immediate assistance. Fewer associates are needed to run services, reducing transaction costs, with the added benefit that they can focus more time on assisting customers in-store.
- **Virtual concierge** – kiosks are effective at concierge services, providing quick and clear responses to a range of shopper queries, from wayfinding, product catalogues and how-to videos, to selecting and buying items for home delivery.

And now, the confluence of advancing technology, such as AI, voice recognition, faster processors, location-based advertising and cloud computing, is creating a blank canvas for a new wave of shopper interactions.

2. The Power of Possibility

A growing number of our retail customers are piloting or rolling out smart applications with the goal of attracting shoppers to stores and keeping them there for longer. Examples include:

- **You look fabulous** – our retail customers are growing sales and upselling to shoppers by using kiosks to provide fashion recommendations. The suggestions are based on what someone walks in wearing, or what they are trying on. If shoppers provide their loyalty details to kiosks, recommendations can be further personalised. This engages the **75%⁴** of shoppers who say they are more likely to try something if the suggestion is based on their preferences. Shoppers can also send messages to your store associates' mobile devices, via the kiosk, to ask for new items or different sizes. And, where a retailer has relationships with brand ambassadors or influencers, avatars of these ambassadors (with appropriate permissions of course) can allow shoppers to access and 'consult' the influencer's sense of style. With a click, or voice instruction, shoppers can also share their look with friends and post it to their socials.
- **Mix it, make it** – in DIY's large warehouse-style spaces, finding associates can be a frustration. With this in mind, a major US retailer is using our kiosks in its paint aisles to maximise sales opportunities by ensuring shoppers have immediate access to its paint mixing service. The high-definition screens provide an accurate representation of colour options, which shoppers can select and pay for, before picking up their paint in minutes in the collection area.



⁴ Zebra Global Shopper Study, 17th edition



THE NEW KIOSK ERA

5 WAYS TO BOOST INCOME, ENGAGEMENT AND ROI

- **There is a wine for that** – only around **10% to 12%**⁵ of shoppers are knowledgeable about wine. It's an opportunity for forward thinking retailers with our kiosks to roll out avatar-based sommeliers in their wine aisles. The avatars are a portal to wine databases and can provide recommendations based on a range of inputs from simple to complex requests.
- **Your sneaker, your way** – as well as providing access to endless aisles, kiosks enable customisation. It's a fun way for shoppers to engage with brands, create their one-of-a-kind item and order it for delivery or to pick up in-store. It's a rich opportunity; the global market for customised sneakers alone is projected to hit **\$14.7 billion** by **2032**⁶, driven by the digitalisation of design technology.

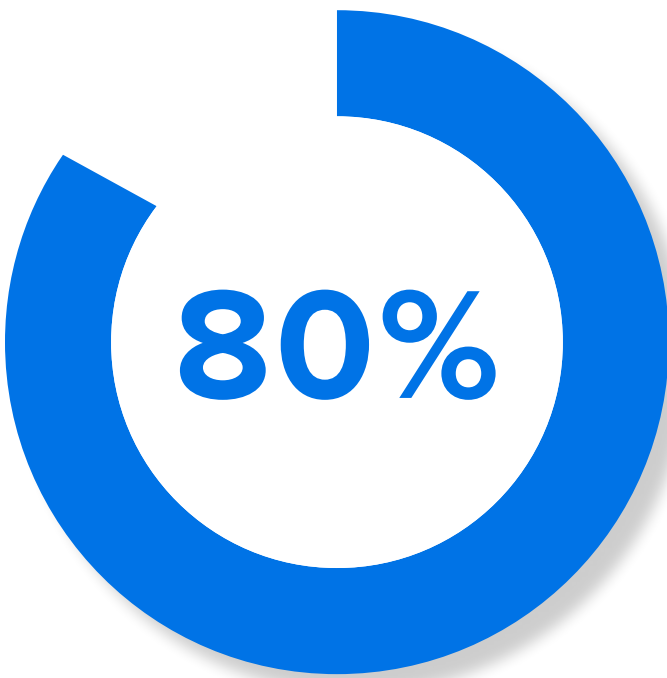
Furthermore, as discussed below, kiosk innovation can extend to using a network of screens to create revenue streams from media space.

⁵Wine Intelligence, ⁶Coherent Market Insights

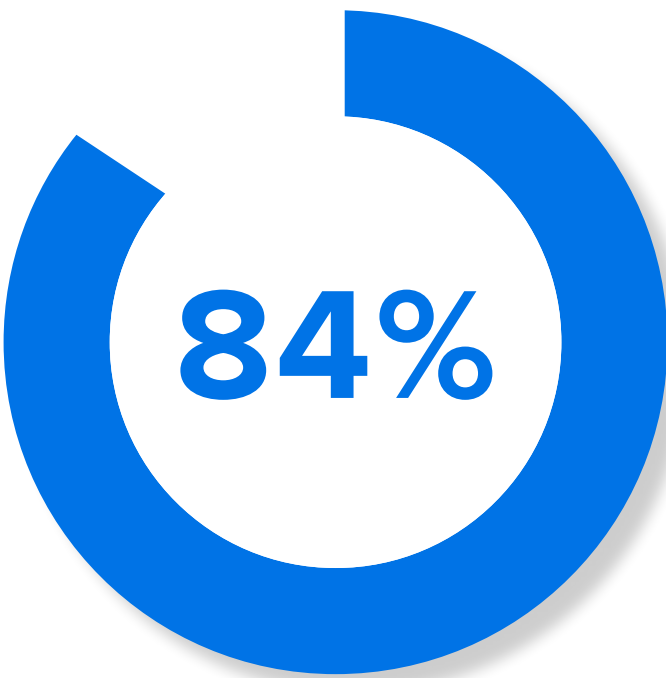
3. Move to Monetise

While **80%** of retail spending happens in-store, **90%** of retail advertising happens online⁷. This imbalance is starting to change. In the UK, Sainsbury's Live, the retailer's in-store media network, generates 17 million impressions every week, with the screen network set to increase from over 200 to over 400 in 2025⁸. Indeed, there are predictions for steep rises in spending on advertising in-stores, not least because in-store audiences are **84%** greater than digital audiences⁹. For example, Walmart has a monthly audience reach of 194.2 million unique visitors in-store and 126.5 million unique visitors online¹⁰.

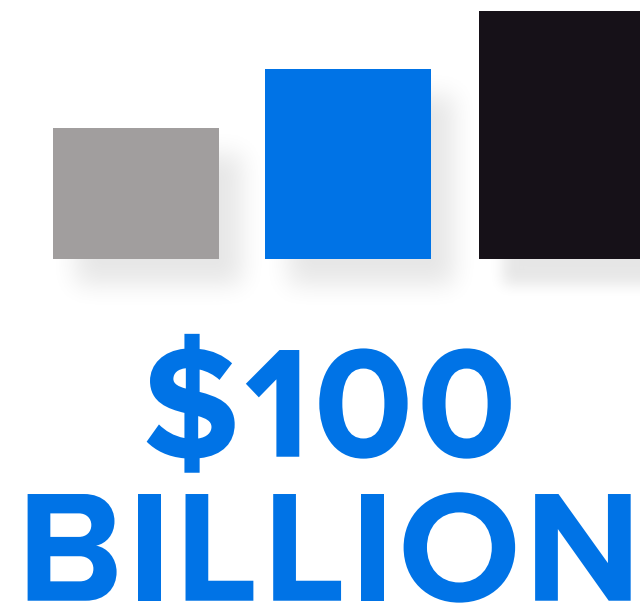
And with worldwide retail media ad spending on track to increase by nearly **\$100 billion** between 2020 and 2025¹¹, there is a lucrative opportunity to grow existing and create new revenue streams from advertising. Especially with the Boston Consulting Group estimating that margin from selling space across physical and virtual spaces is between **70%** and **90%**¹².



of retail spending happens in-store



in-store audiences are larger than online audiences



spend on retail advertising media between 2020 and 2025



⁷Advertising Week, ⁸Clear Channel, ⁹emarketer, ¹⁰emarketer, ¹¹emarketer, ¹²Boston Consulting Group



THE NEW KIOSK ERA

5 WAYS TO BOOST INCOME, ENGAGEMENT AND ROI

The large media networks have in-store advertising platforms. Outsourcing to them remains attractive. However, the best kiosk solutions make it easy to distribute, schedule and track engagement with content, providing the option of bringing media in-house. It's important, however, to understand how simple and robust the kiosk content management platform is.

When using kiosks for advertising and media partnerships, it is important to dive deep into the scheduling software. It must provide an intuitive graphical user interface (drag and drop) that makes it easy to create and manage complex schedules, define playlists, and apply policies and rules for specific kiosks and content files. There should also be the facility to virtually test content before it goes live to consumers. Look also for versatile licensing models. For instance, we offer two levels. A licence-free option is for more straightforward content strategies, which allow you to store specific content files on individual kiosks and define when the files will play per store.

For more dynamic requirements, you can purchase a Zebra DNA Cloud licence to host your content files in one place (the Zebra DNA Cloud), which instantly simplifies content management. The solution also makes it easy to create playlists, apply policies and rules for specific kiosks and content files, build a calendar that defines when content plays, and test content to make sure everything is working before going live.

The final two key areas to consider are their overall cost of ownership and technical attributes.

4. Optimising Performance. Reducing Cost

Installing a network of kiosks adds to your task lists. What's more, on an ongoing basis, firmware needs to be updated, security refreshed, and new apps loaded. It follows that the sophistication and ease of use of the management software has an outsized impact on the total cost of ownership (TCO) of kiosk devices – this is where Zebra DNA Software comes into its own.

Unmatched Manageability

Retailers asked us to create a kiosk solution. The main reason for this is to benefit from Zebra DNA software. The suite of utilities, tools, and apps is widely used across retail to ease the deployment, maintenance and optimisation of our mobile computers and tablets to boost productivity while lowering total cost of ownership. The Zebra DNA suite is optimised for kiosks, with the intention of ensuring that just as the devices are intuitive for shoppers to use, they are a joy for your IT team to work with. Key features of the suite include:

- **Hassle-free deployment** – your IT team can stage a network of kiosks remotely with accelerated and simple ways to configure each device, saving significant time, resources and cost during rollouts. The same applies to software updates, which are easy to schedule, and with your team likely to be familiar with Mobility DNA there will be no learning curve to go through when deploying our kiosks.
- **Simple management** – Zebra DNA's suite of tools, utilities and apps make it easy to manage, update, and triage any kiosks issues, so further reducing the burden on your tech team. They also accelerate app development and help create rich and intuitive experiences which will engage your shoppers.





THE NEW KIOSK ERA

5 WAYS TO BOOST INCOME, ENGAGEMENT AND ROI

- **Continuous improvement** – benefit from an ongoing flow of software enrichments, upgrades, and future releases which enhance performance, provide greater device protection and evolve your kiosks with your business. You will also receive a stream of proactive recommendations to pre-empt problems, enhance kiosk performance and help your IT team enhance productivity while reducing costs.
- **Robust Security** – any networked-device is a potential trojan horse that's why Zebra DNA includes a mature, proven and evolving range of security tools. Including MX Extensions which fortifies and strengthens Android for use in the enterprise. MX provides a layer of functionality which enhances kiosk security including data encryption, peripheral controls, robust user authentication, and an enterprise home screen which locks the device down to approved applications. Dynamic security updates are available throughout the lifecycle of your kiosks, and for way longer than the three years provided by Android. The updates anticipate and protect kiosks from evolving cyber threats.
- **Managed Services** - as well as the management software, you may want to consider using a managed service team to deploy and manage kiosks to reduce costs and accelerate projects. Our team is highly experienced and will work to predefined key performance indicators. Also evaluate the level of support that is available and how comprehensive vendors are promising to be (we have an option of no questions asked rapid device replacement and comprehensive support, (24X7).

5. The Best Kiosk Solution: What to Look For

Your shops will be busy. They may be noisy, and very bright (or dark). And your shoppers have varying degrees of comfort when it comes to using digital technology, while some will have disabilities to contend with. These considerations should be front of mind when selecting kiosks, and we recommend thinking deeply about:

- **The environment** – content must be seen and heard, while kiosks need to understand speech. We recommend testing speaker performance and assessing what algorithms are built in to filter out background noise, and how effective these are. We also suggest reviewing the sophistication of the microphones which is essential for voice recognition – ideally, there would be more than one. And select bright screens (with smart power reduction tech built in to optimise running costs).
- **Ease of use** – it's important to keep shoppers' attention focused on the screen. That's why our kiosks run the Android™ operating system (OS), the same platform shoppers are familiar with on their own smartphones and tablet devices, and which is also easy to deploy, manage and optimise.
- **Accessibility** – kiosks need to be usable by all shoppers. That's why we have created a flexible mounting system, with a range of installation options (create single or double-sided installations and mount the kiosks on the wall, countertop desk or floor). The versatility makes it easy to create solutions that are accessible to all, and to help you comply with the American Disabilities Act (ADA) in the United States, the European Accessibility Act (EAA), the Accessible Canada Act (ACA) and other international organisations.





THE NEW KIOSK ERA

5 WAYS TO BOOST INCOME, ENGAGEMENT AND ROI

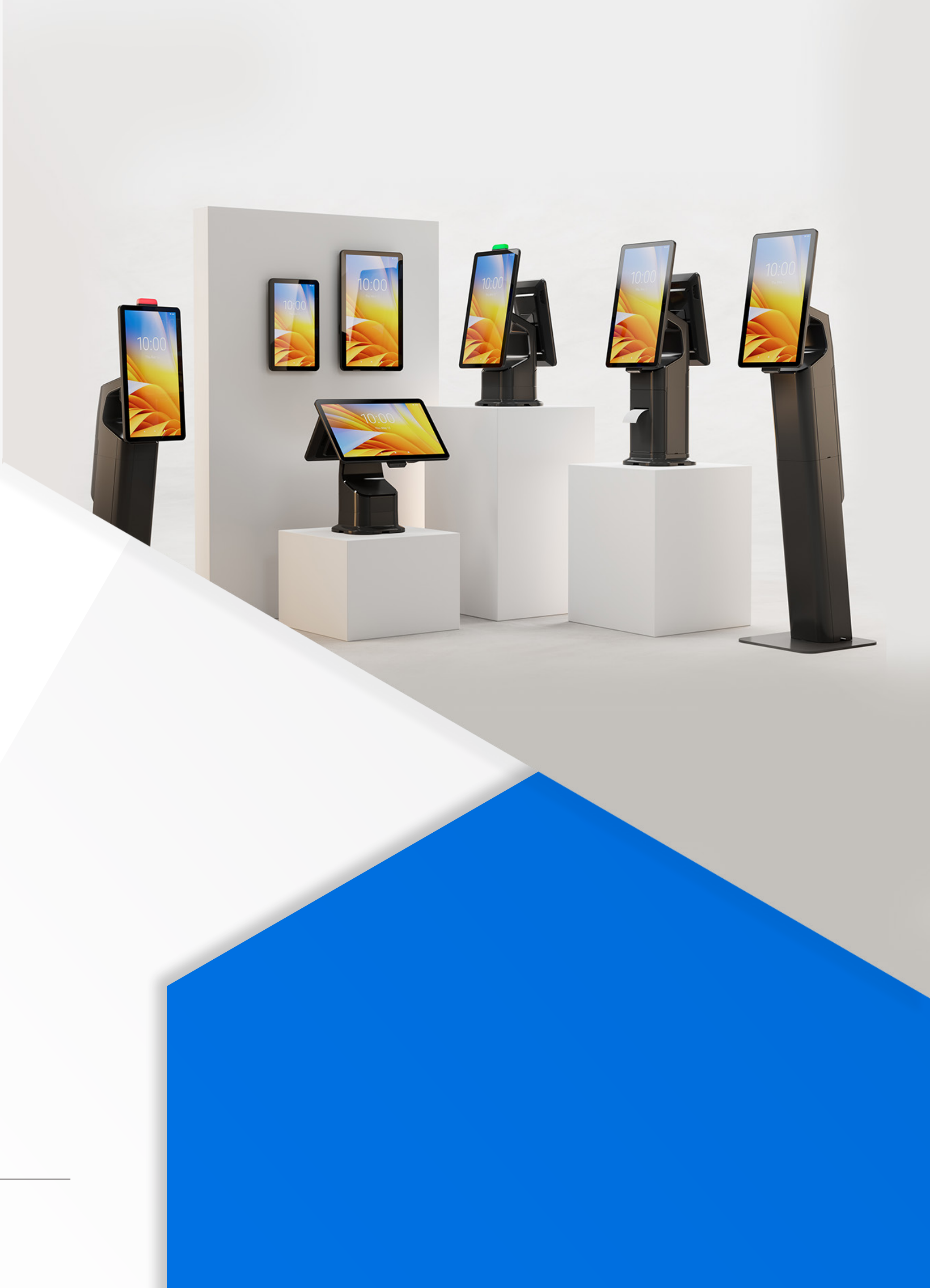
- **Installation and configuration** – we advise looking for kiosk solutions that offer a modular build with options to add peripherals like a printer, scanner, lightbar, and more, along with an elegant design to deliver a great experience. With installation, it's critical to have power over ethernet (PoE) embedded (not as a module), to simply connect kiosks using a single ethernet cable without any need to rip out or replace power lines. And, to prioritise PoE performance to ensure maximum screen brightness, speaker volume and peripheral support.
- **Data and analysis** – you should be able to view similar engagement data from your kiosks that is available from social channels and websites, like user interactions, page dwell times and popular content. Vendors offer different levels of insight. But ultimately, what can be measured can be improved, so look for the best real-time analysis.
- **Shopper-proof** – shoppers carry and drop and splash drinks and food, so it's advisable to select robust devices designed to weather life in-store.
- **Certifications** – look for vendors who certify apps to work on their kiosks for the assurance of stable, engaging and secure customer experiences.
- **Enterprise mobility management (EMM)** – check if you can easily connect kiosks to your EMM (if you have one). While most kiosk vendors offer this configuration, the level of control available between them differs hugely.

Behind Every Great Piece of Hardware Lives Great Software

Retailers’ associates value our kiosks, recognising they help take the strain, and often use the kiosks themselves to manage tasks. As new applications come on stream, the value of kiosks will increase and the technology will help front-line teams better serve shoppers every day.

The design of kiosks greatly influences your shoppers’ experiences. This said, the software that sits behind kiosks will, ultimately, define the cost of ownership of devices and the overall return on investment. It’s important to think long term, too, as you don’t want to have to replace kiosks in a couple of years, and the level of future-proof technology built into both hardware and software will ensure devices can be optimised, improved and adapted to changing commercial needs over time. Spending a little more up front will save, and earn, you more money in the long run.

If you have questions about how to select the best kiosk solution, please get in touch using the details below or contact your account manager.



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com