

WHO SHOULD ATTEND THE

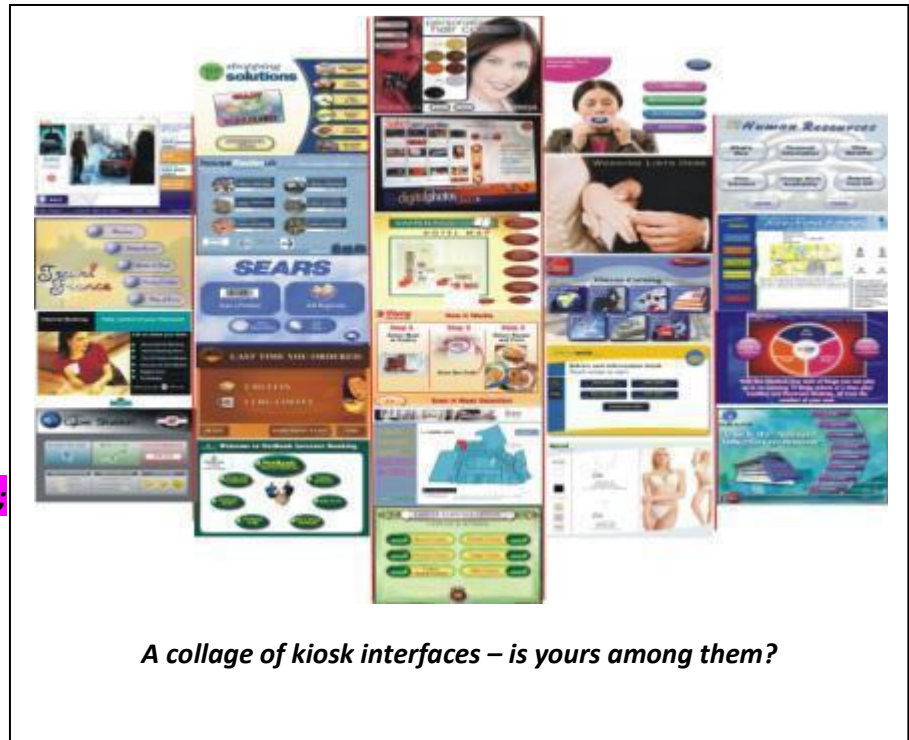
justtouchit conference
2010



YOU should attend Justtouchit 2010 . .

.. if you are in one of the following sectors or industries, or you have customers in those areas!

- **Retail;**
- **Banking & Finance;**
- **Travel & Tourism;**
- **Telecoms;**
- **Hospitality;**
- **Healthcare;**
- **Lottery & Betting;**
- **Government;**
- **Fast Food;**
- **Exhibitions;**
- **Conferences & Events;**
- **Advertising & Multimedia;**
- **Museums;**
- **Insurance;**
- **Gaming & Leisure;**
- **Human Resources;**
- **Franchising;**
- **Education;**
- **Malls & Public Venues .**



A collage of kiosk interfaces – is yours among them?

Please see below to review some examples of what self-service technology can do for your business. Please note that solutions from industries different from your own may also be highly relevant to your business.

Additionally, if you are in any sector where queue busting or self-service payments are important, or if you need to take your business to the community, you need to find out how interactive kiosks can help you!

RETAIL

Self-service is possibly best known for its retail applications, with many high-street retailers now making extensive use of all that kiosks have to offer, and reaping in the benefits – and the profit! The scope for self-service retail solutions is rapidly increasing as customers become more familiar with the technology and more prepared to choose a kiosk over a manned till.

Some examples of the solutions offered by kiosks in retail include:

- Self-scan terminals where the customer can check prices
- Self check-out systems where the customer can scan, pack and pay
- Loyalty card terminals to access and redeem loyalty points



A Photo Kiosk

- Digital signage and advertising terminals for in-store promotions
- Information terminals which offer advice and recommendations to customers on particular products based on the customer's preferences
- Photo kiosks, providing speedy and professional photo prints to customers
- Assisted selling Kiosks to allow customers to find out more about products.

Use of self-service in retail can increase revenue by cutting down on staff costs, decrease pressure on staff, decrease waiting times for customers and serve at unsociable hours. They also impact hugely on customer satisfaction by giving customers the ability to service themselves quickly and easily, getting what they want, when they want it.



A Retail Catalogue Kiosk

BANKING & FINANCE

Self-service really started with the ATM, which provided an easy way for customers to access their account, without having to queue for a teller. Self-service in banking has now moved far beyond the ATM, as more and more banks find out how kiosks in branches can help their business.

Some examples of the solutions offered by kiosks in banking and finance include:

- Paying-in kiosks, where customers can withdraw cash and pay in cheques and cash to their accounts
- Statement kiosks, allowing customers to obtain full, detailed statements
- Investment kiosks, opening up the option of investing money electronically
- Internet banking terminals, for accessing online accounts in branch
- Advice and information terminals, offering financial advice and recommendations to customers



An Internet Banking Kiosk Interface

In a busy environment where customers often have just minutes to complete important transactions, kiosks can provide efficient customer service while freeing up customer service advisors to deal with those who need further attention. In this way customer service is improved throughout the branch, for all customers, at a greatly reduced cost.

TRAVEL & TOURISM

The travel industry is an intensely pressurised business, with millions of people travelling every day. In a business that places such demand on high-speed, top-notch customer service, the kiosk can provide the ideal solution, both by providing a maximally efficient means of serving travellers in a number of capacities, and by simultaneously providing them with the kind of service that can only be offered by a kiosk – one which customers feel is fair and without prejudice.

Some examples of kiosk solutions in travel & tourism include:

- Self check-in and CUSS terminals, for queue-free check-ins
- Service terminals, to purchase other services , such as car hire
- Ticketing kiosks, to purchase travel tickets without having to queue
- Information terminals, which provide travel times, maps, etc.
- Internet access kiosks, making the net available to everyone, everywhere



Self check-in has already become extremely successful in many of Europe’s airports, and kiosks have given an enormous boost to the travel industry, dramatically speeding up the process of getting from one place to another, and providing heightened customer satisfaction.

TELECOMS

Telecommunications, one of the fastest moving industries around, can certainly benefit from fast-moving customer service which is always up-to-date, reliably informed and available.

Some examples of the solutions offered by kiosks in telecommunications include:

- Mobile phone terminals, to download ringtones, etc. and top up balances
- Information terminals, detailing telecommunications products in store
- Pre-Paid ‘top-up’ terminals, allowing customers who use pre-paid phones to top up their airtime anywhere



Telecommunications and self-service would seem to go hand-in-hand, with kiosks providing remote access to a wide range of telecommunications products and services. However, self-service terminals can also benefit major telecommunications retailers, reducing store ‘walkaways’ by providing instant information about telecommunications devices (for instance, mobile phones) when sales assistants are unavailable or busy. They can also promote special offers and offer exclusive custom content, offering a way to gain an entirely new set of customers

HOSPITALITY

In hospitality, self-service really comes into its own, allowing customers to look after themselves (thereby always ensuring that their individual needs can be met to the highest degree), and freeing staff to spend more time with customers who really need their help.

Some examples of the solutions offered by kiosks in hospitality include:

- Concierge kiosks allowing guests to find out for themselves everything the hotel has to offer.
- Self check-in terminals for hotels, allowing customers to check themselves in electronically rather than queuing
- Automated arrivals kiosks for conferences, where clients can register their arrival, print out tickets, etc
- Reservation booking terminals for restaurants, enabling diners to reserve a table and order food in advance
- Fast food & drinks order terminals, where customers order and pay before collecting their meal
- Electronic menus, allowing the diner to choose at the table and transmit their order directly to the kitchens.

By allowing customers to take control and make their own choices through self-service, customer satisfaction is absolutely assured. When a customer has a problem that requires human resolution, staff can focus completely on the problem at hand because of the reduced pressure on their time.

HEALTHCARE

In an industry where face-to-face care is all important, it might be thought that self-service would not play an important role, but the opposite is more often true, as self-service can help to promote a better quality of personal care and understanding.

Some examples of the solutions offered by kiosks for healthcare include:

- Automated arrival terminals, where patients can check themselves in
- Appointment booking kiosks, for patients to make or view appointment
- Health information terminals, which provide general health information and give answers to common questions
- Patient records terminals, allowing patients to check their medical records

The kiosk can play a major role in providing a trustworthy and highly secure means of transmitting information between the patient and his/her doctor or healthcare advisor, without the need to go via a third party. It also enables patients to have improved access to information and can help



The new Express Check-in at the Sandton Garden Court



Concierge Kiosk – note all the information options on the

Mega Potency Men's Multivitamin

Benefits

- Aids with peripheral blood circulation
- Aids the body's ability to process toxins
- Aids with the alleviation of high stress levels
- Aids with performance of highly vigorous activity
- Helpful for maintaining general well-being

Ingredients (16)

Vitamins: Betacarotene	6mg
Vitamin b1 (thiamine nitrate)	50mg
Vitamin b2 (riboflavine)	30mg
Vitamin b3 (nicotinamide)	40mg
Vitamin b5 (calcium pantothenate)	70mg
Vitamin b6 (pyridoxine hydrochloride)	40mg
Vitamin b12 (cyanocobalamin)	40mcg

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Get accurate Health information

surgeries and hospitals to run in a more efficient manner by automating the check-in procedure. It even cuts down on the paperwork! In short, kiosks can both improve the patient's experience and help to reduce costs, while maintaining confidentiality at all times.

LOTTERY & BETTING

The filling out of paper slips in lottery and betting offices is fast becoming a thing of the past in Europe. With minimal footprints and online booking and payment facilities, kiosks can handle all the day-to-day activities, leaving staff valuable time to serve other customers.

Some examples of the solutions offered by kiosks for lottery & betting include:

- Lottery ticket kiosks, where customers can select, pay for and print their own tickets without queuing at a manned counter, as well as collect their winnings
- Betting terminals, where users can place bets on all current events and collect their winnings, and can even view the events as they happen
- Information & Prediction terminals, providing detailed information on current events to bet on, including observations of form and recommendations for safe and lucrative bets, as well as providing a source of information for those new to betting.



The fast pace of the lottery & betting markets make them ideally suited to incorporating self-service. Terminals are able to provide efficient, swift service for existing clients, while making available all the information a new user needs to start betting, thus encouraging new customers into the market.

GOVERNMENT

Information technology has become incredibly popular and important throughout Europe, and governments are well aware of this trend, with the EU even offering grants and funds for governments who want to provide public internet and IT access, in a drive to close the 'digital divide'. Self-service forms a natural part of this drive, providing faster, more efficient, more cost-effective and more satisfying services to the people.

Some examples of the solutions offered by kiosks in government & public services include:

- Public internet access kiosks, making the Internet available to everyone
- Library check-in and check-out kiosks, facilitating borrowing of books for users
- Citizen Advice kiosks, making information available to the



public about their legal and civil rights

- Tourist information kiosks, providing information from printable maps to useful telephone numbers
- Specialised Health Information kiosks, offering HIV/AIDS information and advice, for example.
- Staff organisation and human resources kiosks, empowering government employees who do not have easy access to computers

Self-service can provide a range of valuable services to users, at any time, in any place, and without investment in extra salaries or employee costs. Kiosks can help to reach people in remote areas, and make information available 24 hours a day, at little to no extra cost.

FAST FOOD

The aim of fast food is really self-evident - food, served fast! And with self-service solutions, fast food can be served even faster, keeping customers on the move rather than making them wait in queues to order, freeing up staff time and outlet resources.

Some examples of the solutions offered by kiosks in fast food include:

- Remote ordering kiosks, allowing customers to place orders themselves which are directly transmitted to the kitchen staff, ensuring that food is ready and prepared for the customer in an optimum time
- Queue-busting terminals, which can be employed at peak times to reduce pressure on staff and ensure customers are served as quickly as possible
- Service kiosks, providing a variety of entertainment and information services to customers, such as music downloads and listening terminals, video terminals, mobile phone top-up and media downloads, local information and so on, keeping customers in the diner for longer.



Self-service in fast food can drive up sales and customer satisfaction by providing more meals in a shorter length of time, but it can also help to keep customers entertained while they eat and provide extra services to attract new customers.

EXHIBITIONS, CONFERENCES AND EVENTS

Event management can be facilitated via the use of self-service, helping visitors and exhibitors alike to find their way into and around exhibition halls, automating the entire process to create smooth-running and successful events.

Some examples of the solutions offered by kiosks in exhibition centres include:

- Entry kiosks, allowing exhibitors and visitors to register their arrival and receive all their documents, as well as ordering meals, drinks and other services.



- Ticketing terminals, printing personalised entry tickets for event visitors
- Way-finding (exhibitor finding), offering printable maps and route-planning facilities
- Internet access, making the Internet available to everyone at the exhibition
- Feedback and Survey kiosks

ADVERTISING/MULTIMEDIA

Digital media provides an excellent way of advertising brands and products, and self-service technology can develop this even further by targeting exactly the right customers, at times and in places when they are more likely to be receptive to advertising. Furthermore, self-service provides a great way of updating advertisements and offers simply, easily and on a large scale, without a high cost.

Some examples of the solutions offered by kiosks in advertising include:

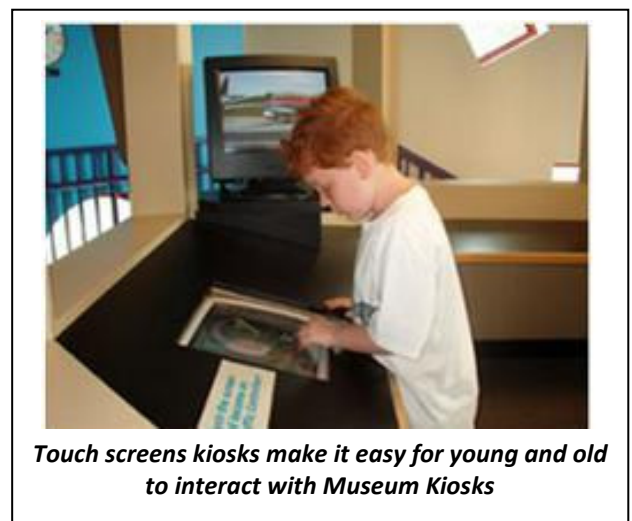
- Digital signage, promoting products via audio-visual feed to a flat screen, viewed and heard by customers while they are browsing
- Advertising via interactive kiosks – while a kiosk is not in use it can be used constantly as an advertising tool for all manner of products and brands, thereby ensuring it is useful even when not being used
- Customer recommendation kiosks, enabling a customer to enter his/her preferences and receive a list of advertised products that meet their requirements on the spot
- POS, POI, media and promotional installations in stores and public places
- Promotions, Coupons, surveys, etc

MUSEUMS

Self-service can improve visitor turnover to small and large museums alike, at a fraction of the cost needed to hire more staff or launch a marketing campaign. Kiosks can make visitor experiences of a museum more enjoyable and more informative, thereby encouraging them to return, while also improving the entry process, reducing the need for large numbers of staff and enabling museums to open for longer.

Some examples of the solutions offered by kiosks in museums include:

- Entry ticketing terminals, allowing customers to purchase tickets on the door or collect tickets that they have reserved (online) without having to queue
- Interactive exhibitions, encouraging visitors to spend more time with the exhibition and also heightening enjoyment by allowing visitors to involve themselves
- Educational kiosks, offering visitors more information about the exhibits than can be contained in a guide book, also freeing up staff from giving guided tours



Touch screens kiosks make it easy for young and old to interact with Museum Kiosks

INSURANCE

Almost everyone needs insurance of some sort at some time, whether it's planned in advance or a last-minute realisation that you've forgotten to buy that travel insurance you needed for your ski trip! Self-

service can boost sales of insurance policies by making it easily available in a number of places, when it's needed most.

Examples of kiosk solutions offered to the insurance industry include:

- Travel insurance terminals placed in airports, seaports, bus stations, etc, remind people to insure themselves, and allowing them to cover themselves immediately for a holiday.
- Motor insurance terminals placed at petrol stations or service stations, enabling people to renew their car insurance or get a new quote while on the move
- Health insurance terminals placed in surgeries and hospitals, enabling users to insure themselves on the spot while the idea to do so remains fresh in their minds

Insurance is something which is often left until the last minute - and self-service can capitalise on this, enabling people to buy insurance exactly when they need to. It can also provide for those who have planned ahead and want to investigate what is available.

GAMING & LEISURE

A well-established market, gaming & leisure can still benefit further from the kiosk technology available today. Gamers demand more and more interactivity, and customer service is critical in leisure activities. Kiosk technology can provide all this and more. It can turn standard arcade games into a rich, totally interactive experience and make available the maximum range of services, with minimal customer effort required.

Some examples of the solutions offered by kiosks in gaming and leisure include:

- Interactive gaming terminals incorporating touchscreen, and even voice recognition technology to increase interaction
- Demonstration terminals, for gamers to 'try before they buy'
- Online gaming terminals, to play online games anywhere
- Music and video kiosks, where customers can try, buy and transfer a wide range of audio and visual files for their mp3 or mp4 players
- DVD rental kiosks, enabling customers to rent, pay for and return DVDs

Gaming kiosk solutions can generate revenue in their own right, for instance by requiring players to pay before they play, or they can promote the purchase of home gaming systems, thereby indirectly generating profit

HUMAN RESOURCES

Self-service can be invaluable to any company with a large number of staff and/or a sizeable intranet. In some countries, it is even required by law that intra- and internet access is available to all employees of a company, which in non-office situations (for instance, on the manufacturing floor, in a warehouse) can be a challenge to provide. Kiosks are the ideal solution to this problem, providing easy and quick access to staff intranets throughout the company premises, wherever employees are based



Shelf-mounted kiosk to preview games

Some examples of the solutions offered by kiosks in HR include:

- Remote platforms in warehouses, manufacturing bases, et cetera, which provide constant (wireless) access to the staff intranet and even to the internet, featuring robust enclosures to protect the technology from damage.

FRANCHISING

Providing a greater range of products in a cost-effective manner to increase profits can only be a positive step for many franchises. In order to make this possible, more and more franchisers are already offering self-service solutions as part of their packages.

Some examples of the solutions offered by kiosks in franchising include:

- Automated DVD & video rental kiosks, allowing a customer in a store to rent a DVD or video from a kiosk, pay at the kiosk and even return the item to the kiosk after viewing, requiring no input from sales assistants
- Digital passport photo-booths, enabling users to take and print their own image suitable for passports or driving licenses, as well as allowing them to print novelty images and even greeting cards featuring their picture
- Photo kiosks, where customers can print and manipulate images from their digital cameras.

Please also see the fast food section

EDUCATION

Information technology has become incredibly popular and important throughout Europe's education system, especially as more and more information becomes available on the internet, and as computer literacy becomes an essential requirement for many jobs. Self-service forms a natural part of this drive to 'close the digital divide', providing faster, more efficient, more cost-effective solutions for schools and universities, thus improving student access to IT and education services.

Some examples of the solutions offered by kiosks in education include: · University administration terminals, offering students a range of services

- Public internet access kiosks, making the Internet available to everyone
- Library check-in and check-out kiosks, facilitating borrowing of books for users
- Education terminals, allowing younger children to become more familiar with technology
- Test and examination terminals, where students can sit exams both in school and remotely, and receive their marks instantly
- Induction and information kiosks on large campuses



The potential for improving education through self-service is immense, offering students access to information providers such as the internet and facilitating time management, while providing a cost-effective means of transmitting information.

MALLS, SHOPPING CENTRES AND OTHER PUBLIC VENUES

In a large or busy shopping centre or mall, customers will want to know where they are going, how to get there, and what shops are available to them, among a number of other things (such as purchasing car parking or reserving toddler carts). Theatres, fitness clubs, concert halls and other venues have similar requirements, where customers want to book and pay for tickets, design a fitness routine, or view news and reviews of upcoming and past shows. Self-service can make all of this very simple and cost-effective to manage, while at the same time increasing customer satisfaction and encouraging return trips.

Some examples of kiosk solutions for facilities management include:

Info and planning terminals, allowing customers to find out about a centre and plan & print their activities

- Booking terminals, enabling customers to book tickets for shows, concerts, or simply parking, pay and print tickets on the spot
- Fitness kiosks, taking weight, height and other measurements of a user and asking questions about their fitness goals, then providing a printable fitness (and even dietary) regime to follow
- WayFinder Kiosks – allowing customers to find their way to shops and also see promotions from those shops



BILL PAYMENT/TRANSACTIONAL KIOSKS

Bill Payment or Transactional Kiosks are extremely popular in the United States, and increasingly so in Europe and Asia. These are kiosks equipped with secure payment modules, including bank-certified pin pads and card readers, at which just about any transaction can be accommodated, ranging from the purchase of cell phone pre-paid airtime and pre-paid electricity vouchers, to the payment of fines, municipal services and many others.

Virtually any of the kiosks mentioned above can be converted into Bill Payment or Transactional Kiosks by the addition of the Secure Payment Module, and a connection to a switch or banking EFT infrastructure. For example, by adding this technology to the booking terminal mentioned in the Mall section above, you could enable customers to pay for their tickets immediately.

Transactional kiosks need not be restricted to card-based transactions, and the addition of bill and/or coin acceptors means you can take advantage of that elusive sector of the market – the “unbanked”.



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