



KIOSK INFORMATION SYSTEMS, INC.

SELF-SERVICE KIOSKS FOR RETAIL ENVIRONMENTS



Low Cost, Fast, Convenient Self-Service In Any Environment

You see them everywhere, whether it's pay at the pump, self-checkout at the grocery stores, or self-check-in at airports, retail self-serve kiosks are here to stay. An interactive kiosk allows your customers to access product and service information without the need of staff interaction. With interactive kiosks, your

customers can serve themselves instead of waiting in line. You can offer a warehouse of product choices without stocking extra inventory. And by providing intuitive software applications with an array of multimedia opportunities, kiosks enable the user to shop at their own pace and comfort level, and at the desired level of detail.

Extend Your Business To Reach More Customers

By extending your retail solutions, you empower your customers with low-cost self-service options that are proven to expand market penetration, increase profits, enhance the shopping experience, and improve customer service. And you can provide new customer services, such as a product locator or gift registry without adding staff, thereby improving customer service – 24 hours a day, 7 days a week.

Here are just a few of the ways cost-efficient self-service kiosks are being used to enhance today's retail shopping experience:

- Interactive assisted selling
- Loyalty programs
- Gift registries
- Product locators
- Inventory extension
- Financial services
- Ticketing



KIS RETAIL SELF-SERVICE CLIENT USE EXAMPLE:

◀ BUYING BOOKS THE SELF-SERVICE WAY

This kiosk supplies customers with product information including stock status, product location in the store, and the ability to order products on-line which are currently not in store stock. The kiosk contains a LCD monitor, 80mm receipt printer, credit card reader, PC, keyboard, and trackball.

Customers for this nationwide chain of retail book stores conduct nearly two million transactions per week on the in-store self-service kiosks.

For more information call toll free: 800.509.5471 or visit us online at www.kis-kiosk.com

What Will Your Share Of The Revenue Be?

Jupiter Research predicts that retail self-service will directly generate \$3 billion in revenue by 2006, and influence an additional \$48.7 billion of in-store purchases. If you are a retail executive looking for ways to increase sales, improve

customer service, and compete in today's tough retail environment, call KIS today! KIS can put the power of retail self-service kiosks to work for you and your customers – with powerful results!

KIS RETAIL SELF-SERVICE KIOSKS WILL HELP YOUR COMPANY:

- ▶ **Provide Better Customer Service** – By installing self-service kiosks, you demonstrate a willingness to go the extra mile for your retail customers and you establish consistency across all points of the customer relationship.
- ▶ **Create “Line-Busters”** – Waiting in line is history! Retail self-service kiosks are a valuable timesaving alternative for today's busy shopper. Not having to wait in line means less customers will leave your store without making a purchase and that means you have fewer lost sales.
- ▶ **Increase Sales** – Customers will have more choices and it will be easier for them to make purchases. Statistics show that self-service kiosk users spend 50% more money than non-users and special orders are up significantly.
- ▶ **Reduce Costs** – Leverage your web and multimedia assets on your in-store kiosk to provide dynamic, up-to-date information to customers without the high cost of paper.
- ▶ **Manage Inventory Better** – Kiosks help to minimize your investment in regional inventories by allowing customers to check if products are in stock at other stores, allowing you to capture sales that might otherwise be lost. Your inventory costs go down and your customer satisfaction ratings go up.
- ▶ **Enable Customers To Order Out-Of-Stock Items** – Are your customers frustrated when items aren't in stock? When customers can order out-of-stock items through your kiosk, you'll never lose the sale.
- ▶ **Enhance Customer Loyalty** – Use retail self-service to deliver your loyalty programs in store. Research indicates that increasing customer retention rates by just 5% can boost your profits by 95%. Reward customers with targeted promotions and offers delivered through your in-store kiosk.
- ▶ **Ensure Accurate Data Collection** – By capturing applications for your loyalty program on a retail self-service kiosk you can cut the application processing time in half. And, because the customer is inputting the data, accuracy is improved thereby enhancing your marketing efforts and analysis.
- ▶ **Give Customers The Information They Need To Make Better Buying Decisions** – You can incorporate videos and an online ordering system on your kiosks. Your customers can see demonstrations, research and select the right product, and then apply for credit on the spot.
- ▶ **Bring Your Online Gift Registry In-Store** – Automate your existing in-store gift registry, or bring your online gift registry in-store. Give customers more gift choices and faster, self-directed service. Reduce the workload on your sales staff and boost sales and satisfaction at the same time.
- ▶ **Make The Most Of Your Investment In Self-Service** – KIS kiosks can easily transform from a customer-facing kiosk during work hours, to an employee-facing kiosk after hours, so your employees can access important HR information.

COMPANY INFORMATION

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