

THE POWER OF THE NETWORKED KIOSK IN TODAY'S RETAIL ENVIRONMENT

Encouraged by the success of self-service initiatives in recent years, retailers are discovering an even better way to connect with their customers using networked kiosks

Self-service kiosks have established a significant presence at retail, as evidenced by a broad assortment of automated teller machines, photo finishing kiosks, way-finding, movie ticketing and music sales kiosks. With the advent of low-cost in-store digital signage and inexpensive high-speed Internet access, networked, browser-enabled, kiosks are now arriving on the scene, to further the advancement of self-service in the retail environment.

Imagine having the ability to deploy a network of interactive consumer kiosks to provide not just traditional self-service functions such as transaction processing and Internet browsing, but also to engage the consumer with dynamic, targeted marketing and call-to-action messaging that prompts a desired buying behavior where it matters most: at the point of purchase.

This is difficult to accomplish with traditional kiosks, which tend to have content that is the same for all locations and difficult and costly to update. However, networked kiosks with browser-based applications can each have messages that are unique to their location, time-of-day and shopper demographics. These kiosks can also display content that is relevant to current promotions and feature offers based on the inventory positions of the specific store location.

Today's technology-savvy consumer expects much more from their shopping experience and a network of interactive kiosks with integrated digital signage delivers just that. The ability to remotely and centrally deliver, update, manage and maintain compelling marketing messages on the touch display screen engages, informs and educates consumers on products and services in an interactive and dynamic way. Once the consumer has been exposed to a targeted promotion, call-to-action messaging can then prompt that consumer to make a buying decision.

With networked kiosks, retailers also have the ability to track, report and analyze consumer interest at the kiosk point-of-purchase, which enables the marketing team to adjust the messaging for optimum effectiveness. *Finally, a marketing medium that is interactive, one-to-one and truly measurable..*

Interactive kiosks integrated with dynamic digital messaging offer retailers an in-store marketing tool that is unprecedented. To learn more about this exciting and effective new in-store marketing medium of digital signage/kiosk networks, please give us a call at 1-866-423-3569.