

EXECUTIVE SUMMARY

Realizing the Business Benefits of Kiosks IDC White Paper Executive Summary

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It has never been more important to offer customers what they want, when they want it, and how they want to receive it. With this in mind, organizations are looking more closely at technology to improve the customer experience in a cost-effective manner. One solution deserving special consideration is the interactive kiosk.

Kiosks are becoming a key revenue growth channel as well as an attractive means of enhancing consumer service. Organizations from retail stores and casinos to airports and government agencies are deploying kiosks to increase the number of customers served, enhance revenue opportunities, build customer satisfaction, and at the same time, radically drive down their costs per customer. Networked and highly interactive, today's kiosk solutions deliver advantages such as enhancing revenue, maximizing business process efficiencies, and increasing customer satisfaction and loyalty.

Networked and highly interactive, today's kiosk solutions deliver the following advantages:

- Ability to deliver a wider range of products/service
- Enabling customers to serve themselves when and where it is convenient for them
- Increasing the efficiency of existing business processes
- Providing information when and where customers need it to make a better buying decision
- Retaining customers by easily administering and rewarding customer loyalty

Kiosks yield tangible and compelling benefits to organizations seeking to improve their customers' experience while reducing costs and increasing revenue. The usage of kiosks to improve and extend the customer service function is reaching into new areas and changing the way public and private entities deal with their customers.

This IDC White Paper further explores the business benefits of kiosk solutions applicable to many organizations from different vertical markets. It uses a return on investment (ROI) analysis model to look at case studies of kiosk deployments in three diverse organizations.

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