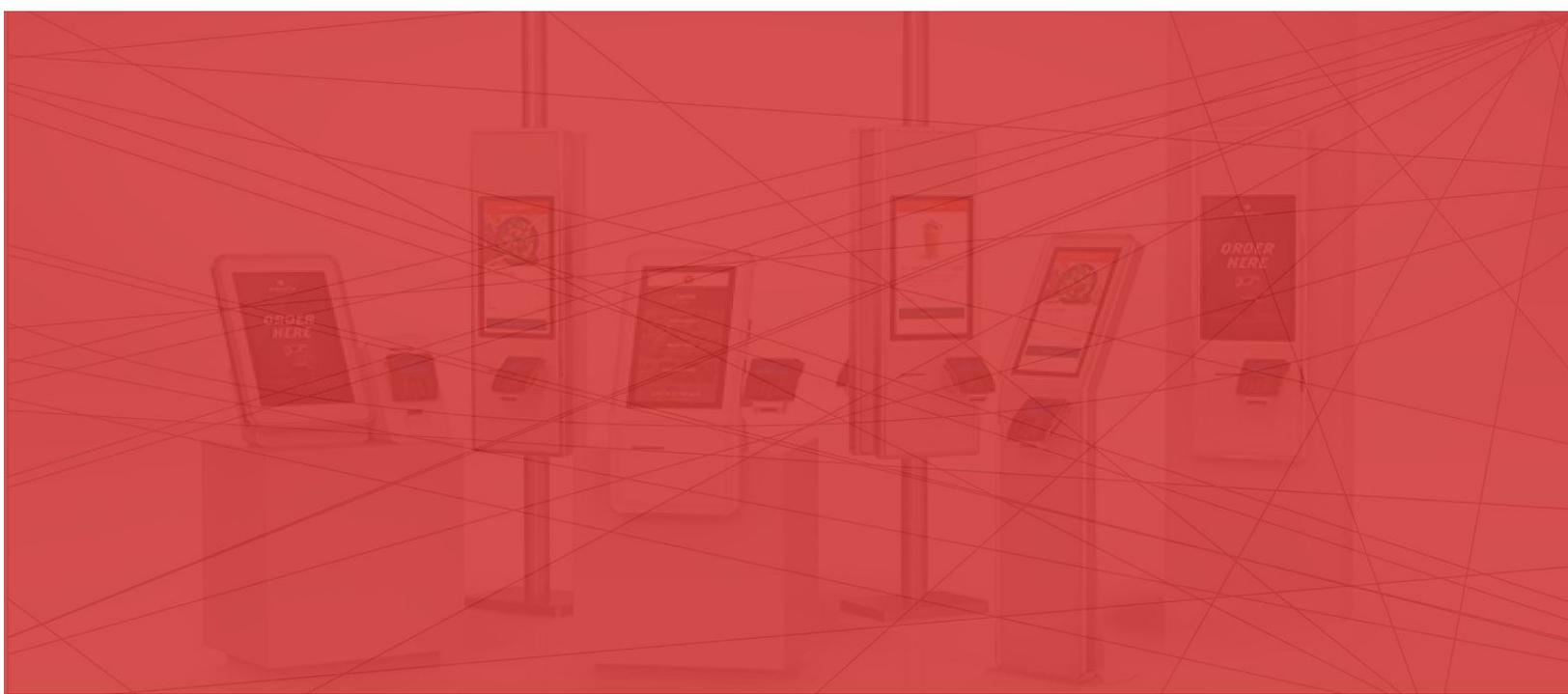# Self-Service Kiosk Buyer's Guide

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Kiosk Buyer's Guide

As customer expectations evolve and labor becomes more challenging, many businesses are considering self-service kiosks as a solution. Kiosks can speed up lines during peak times and allow labor to be redeployed to other areas. Additionally, with self-ordering, guests tend to spend more per transaction and there are fewer mistakes made during order entry. Overall, kiosks can improve the guest experience, streamline operations and increase sales. However, there are many things to consider when implementing a kiosk to ensure that you get the most out of your investment. For those who are curious about self-service hardware and software, this document is your guide to finding the best solution.

Defining Business Needs

Before you begin evaluating providers, you should assess the primary reasons that you're considering adding a self-service kiosk to your business.

Common Purposes

➔ Redeployment of labor
➔ Reducing lines during peak business times
➔ To meet the needs of guests who want a self-service option
➔ Increasing revenue through automatic upsell opportunities

Consider the problems you're trying to solve with the kiosk and determine whether the systems that you're evaluating adhere to your goals as well as your plans for the future.

Set a budget for your kiosk project and be sure that it's realistic. Remember that this is a long-term investment and although it may provide you with some immediate returns, a kiosk isn't a 1 for 1 replacement for cashiers. You may also need to spend some extra labor up front to educate your guests on the new technology.

Research and Evaluate Options

Not all kiosk vendors are created equal. Research is crucial because there are so many factors to consider and many variables depending on your specific business needs and goals. You want to make sure that you evaluate your options and choose the software that will provide the best guest experience and overall return on your investment.

Now that your goals have been defined, you can narrow your search for kiosk software solutions that meet your criteria.

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Capabilities to Consider:

- **User Interface:** the user interface is one of the most important features of the kiosk. The display should be inviting to guests and it should allow for an extension of your branding. More importantly, it should be intuitive and easy for your customers to use.

- **Hardware Options:** kiosks are typically one of the first things the guest sees so it is important to select a vendor that offers some flexibility in kiosk screen size, mounting options, enclosures and stands. This will ensure that your kiosk looks like an intentional piece of your establishment rather than an afterthought.

- **Payment Processing Flexibility and EMV:** if you are already processing credit cards, be sure to select a kiosk that offers flexibility in payment processing so that you can elect to use the same processing account. You should also select a payment reader with EMV capability to reduce your liability on fraudulent transactions.

- **Industry-Specific Functionality:** self-order kiosk software should be designed to meet your industry's specific needs. If you're looking for more than self-ordering, be sure to inquire about extended functionality to meet your business needs.

Narrow Down Based on Provider

You want to select a kiosk provider that will take care of your needs post-sale as well as pre-sale. After installation, you want a partner that values your business, will provide you with information, training, service and ongoing support. Choosing a vendor that offers 24/7 support is crucial to ensure maximum uptime on your investment.

It's also important to work with a company that understands your industry. Kiosk functionality varies significantly by business type. Whether you're a trampoline park that uses kiosks for waivers and ticketing or a restaurant using a kiosk for self-service food ordering, it is critical to select a vendor that understands your unique business challenges. Doing so provides peace of mind that an industry expert will setup your kiosk in the most efficient way possible.

Book Demos to Finalize your Decision

Now that you've done your research, it's time to put your findings to the test. Your final step in the due diligence process is to demo the systems.

Test out the kiosk to see if it meets your needs; you won't know until you try it out. When demoing, look for things such as:

- **Speed**: how long does it take for a customer to complete a transaction? Are there unnecessary steps or too many button presses slowing down the checkout process?

- **Functionality:** does the kiosk perform the functions that you need to ensure a positive guest experience?

- **Usability:** is the system intuitive enough that guest can simply walk up and use it without needing any training or instruction?

You'll get a good feel for the company based on your demo experience so make sure that it's a good one. Take this opportunity to ask the salesperson any questions you might have and discuss costs.

Final Thoughts

Implementing a kiosk can positively impact business revenues and profitability. The combination of higher revenues and margins and higher sales per labor hour has a direct bottom line impact, making self-service kiosks a smart investment for your business.

However, it's important to select the right kiosk to provide the maximum ROI and set you up for both short and long term success. You want to be confident in your decision and select a provider that will grow with you as you continue to innovate and implement new technologies.

Self-Service isn't the future-it's now. Contact TRAY to find out how to enable self-service in your business today.

About TRAY
TRAY is an enterprise POS and self-service solution developed for high-volume businesses that want to grow revenue and increase efficiency. Founder and CEO Peter Kellis, who holds degrees in Electrical Engineering and Computer Science from MIT, created TRAY to improve service around the world. Customers demand faster service and the option to order and pay themselves, without the wait. TRAY is a feature rich POS and self-service platform that can be used as a stand-alone system or layered on top of existing POS technology infrastructure. TRAY's clients include family entertainment centers, QSR and fast casual chains.

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