

# Kiosk



To stand out in today's competitive marketplace, retailers need to provide enhanced customer service solutions. Retail Anywhere Kiosk allows customers to view detailed product information, loyalty programs, gift registries and in-store marketing initiatives that increase sales, brand awareness and build loyalty.

## Powerful

Retail Anywhere Kiosk delivers realtime extended product offerings and increases store services while enabling consumers to find exactly what they want. Don't lose the sale if customers can't find what they need; offer alternative items or available promotions. Boost sales and build customer loyalty without increasing floor space.



## Flexible

Based on your business's individual needs, Retail Anywhere Kiosk can be modified to accommodate countless interactive and informational solutions. Dynamic selling and marketing features help build brand and customer loyalty while providing an engaging shopping experience.

## Integrated

Retail Anywhere Kiosk provides a solution that fully integrates with in-store and enterprise systems. It seamlessly communicates with Retail Anywhere Point of Sale and Retail Anywhere Enterprise ensuring fluid synchronization between all points of your business.

An interactive, self-service solution speeds customer service, increases satisfaction and reduces labor costs.

- Fully integrated with in-store systems
- Easy deployment and management
- Flexible hardware technology
- In-shelf, in-aisle, front-of-store solutions
- Powerful data collection and reporting
- Guided selling
- Dynamic marketing tools
- One to One programs
- User friendly interface
- Realtime integration



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## Features



IBM Anyplace Kiosk mounted on The Tuscan Kiosk stand by Olea

### Product

#### Info

Item ID and description  
Price  
Picture  
Expanded detail

#### Availability

Location—where to find in store  
Stock on-hand in store and enterprise  
On order

#### Guided Selling

Alternative items  
Related items  
Recommendations  
Promotions  
Rebates

### Customer

Contact Information  
Purchase history

#### Loyalty / One-to-One Programs

Personal shopper  
My shopping list  
Surveys  
Related items for purchased products  
Promotions

### Human Resources

Employment opportunity  
Time and attendance



**Kiosk**—Graphical user interface is user defined and fully configurable.

### Registry

Gift  
Wish list

#### Fulfillment

Product information and availability  
Gifts already purchased  
Gifts still need

#### Marketing

Notification alert of purchases  
After event incentive—coupons to complete registry  
Suggest related items  
Tie in promotions  
Progressive marketing (anniversary/birthday)

### Marketing

About us  
Billboards and media player  
Gift card balance

### Technology

#### Platform

ARTS® 4.01 data model conformant  
Microsoft® 2000/XP  
Microsoft SQL Server®  
.NET® Framework  
Microsoft® Internet Information Services (IIS)  
Crystal Reports®  
Microsoft Reporting Services®

#### Hardware support

Touch screen  
Speakers  
Scanner  
Printer  
MSR

#### Interfaces

Email support  
Web browser  
Payment processing

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