

FMAGAZINE

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SPECIAL FEATURE

Emergent Verticals for Self-Service Kiosks

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- 3 ways to **get a kiosk quickly**
- Outsourcing your **kiosk manufacturing**
- **Increase sales** with point of purchase displays



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Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

Visit www.frankmayer.com for more information.



EMERGENT VERTICALS FOR SELF-SERVICE KIOSKS

David Anzia, VP of Sales, Frank Mayer and Associates

This article was originally published in the 2023 Kiosk Marketplace Census.

Self-service technology isn't new. In fact, McDonald's began testing ordering kiosks in the QSR space as far back as 2003, while 'common user self-service' or CUSS terminals rolled out to airports worldwide soon after.

What is new, however, is seeing kiosk programs expand into unique markets that are quickly recognizing the value self-service offers.

Now, instead of only encountering kiosks at their favorite fast-food restaurants and the airport, users are engaging with them at doctor's offices, sports stadiums, dispensaries, and more.

In the next year, verticals like [healthcare](#), specialized food service, cannabis, and the public sector will continue to adopt self-service kiosks as tools to streamline operations while still providing exceptional customer service.

HEALTHCARE

It's no secret businesses are struggling with labor shortages, and the healthcare industry is no exception. According to the [AON 2022 Benefits Survey of Hospitals](#), organizations reported a 66 percent higher turnover in non-clinical positions over the last 12 months.

Many are turning to technology like self-service kiosks to fill the gap, giving patients control over their check-in experience and reallocating current staff to other tasks.

While enhancing patient check-in and easing the burden on limited reception staff is a main motivator behind employing kiosks, hospitals, clinics, and healthcare businesses are also utilizing self-service technology to address other pain points.

Telemedicine is one. Telehealth solutions providers offer easy access to medical care through virtual visits on kiosks. Use case scenarios include settings that benefit from remote health services, like schools, jails, nursing homes, and more.

In addition to telemedicine, healthcare facilities are deploying kiosks to provide campus [wayfinding](#),

patient [bill payment](#), and vendor check-in capabilities, too.

With kiosks filling a variety of needs in healthcare, expect to see continued growth of self-service technology in this field.

FOOD SERVICE

[Quick service restaurants](#) have been on the forefront of using self-service tools like kiosks and mobile apps for years. This easy adoption by big industry players paved the way for niche food service markets like venue concessions, food courts, and cafeterias.

They, too, realize that, like their QSR counterparts, there is opportunity to increase revenue and offer self-order capabilities with digital kiosks.

Now, we're seeing successful self-ordering kiosk programs at large stadiums like the Jacksonville Jaguars TIAA Bank Field as well as public food courts and campus cafeterias that want to simplify ordering from multiple vendors or stations.

Whether it's a large QSR brand or a university cafeteria, the pain points remain the same. And with self-service being a good solution to labor shortages, customer wait time, and incorrect orders, it's clear why specialized verticals within the food industry have begun investing in the technology.

CANNABIS

Currently, 21 states and Washington, D.C. have legalized recreational marijuana, while nearly 40 permit medicinal use. As this number continues to grow with more states introducing legislation, dispensaries are popping up across the nation, opening to eager customers and long lines.

Years ago, when the idea of using self-ordering kiosks first arose to combat the problem of wait times, dispensary owners were hesitant to embrace the technology due to the cannabis industry's



HEALTHCARE



FOOD SERVICE



CANNABIS

unique inability to accept credit cards.

Over time, however, more [dispensaries](#) are utilizing self-service kiosks as the first stop in the ordering process for returning visitors. Like a mobile app, patrons can use the kiosk to place their initial order and then quickly pay at the check-out counter. This cuts down on a portion of the buying process, allowing budtenders to service guests who are new or have questions.

In addition, many shops have also found the technology useful as an informational guide for curious buyers who want to look up more information about a specific product or strain.

With rising popular opinion favoring cannabis legalization, the industry's trajectory looks bright. As more dispensaries open in new states, expect to see self-service technology like kiosks servicing customers and making store operations more efficient.

SMART CITY SOLUTIONS

Technology has been a game changer for major metropolitan cities. From digital signage and parking kiosks to security cameras, the public sector has embraced smart city solutions to make life easier for residents.

A key benefit of self-service technology is its ability to solve unique problems. When the City of

Milwaukee needed a way for residents to purchase and renew parking passes and pay parking fines, they teamed with [Comprise Technologies to offer a Smart Service kiosk](#) at area police stations.

More and more, municipalities and city programs are offering convenience with kiosks. We see it with bill payment kiosks at libraries, courthouses, and other municipal buildings that allow citizens to pay overdue fines or utility bills. Prisons are investing in self-service for commissary purchases and healthcare appointments. Even parking kiosks have replaced coin meters throughout many major cities.

As the labor market continues to churn after COVID-19, the struggle to find qualified, reliable employees is an ongoing challenge, especially for the public sector. Self-service kiosks can fill this void, helping users control the process without relying on staff.

CONCLUSION

Self-service kiosks have proven advantageous to the healthcare, food service, cannabis, and public sectors, and will continue to show continued growth in these verticals. Moreover, because this technology can alleviate pain points across countless industries, expect to see the adoption of digital kiosks to grow exponentially over the next decade. «



FEATURED KIOSK



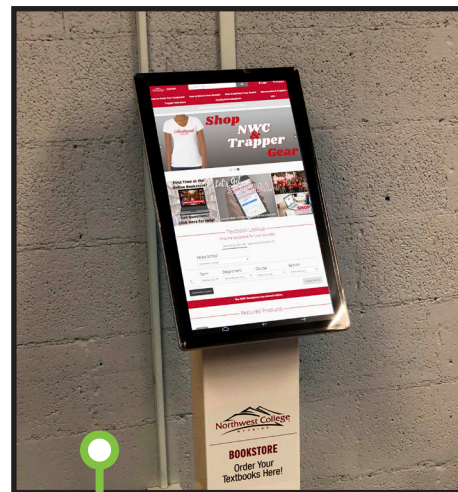
Connect Kiosk

Boasting the smallest footprint in Frank Mayer's standard kiosk line, the Connect kiosk offers big impact in an economical way for businesses looking to offer self-service options.

[Learn about this simple, yet powerful pedestal kiosk.](#)



United Way of the Mid-South

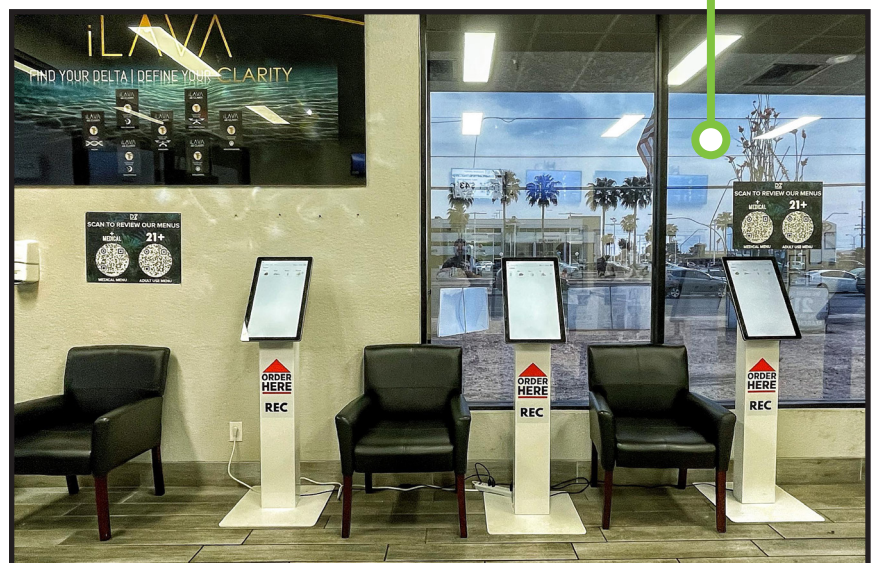


Northwest College Bookstore

HassleLess Mattress



iLava Dispensary



INCREASE SALES WITH POP DISPLAYS

Katie Kochelek, Marketing Specialist, Frank Mayer and Associates

Every year, the Path to Purchase Institute reveals their new [Omnishopper Award winners](#) for in-store marketing programs, and included with the categories, photos, and campaign features are details about each project's impact on sales.

And year after year, the story is the same – brands report impressive data highlighting an increase in product purchases due to their retail merchandising programs.

These results come as no surprise. We've heard decades worth of stories from major brands that have increased sales volume because of [point of purchase displays](#). But beyond anecdotal evidence, there are facts that prove store displays are worth the investment. Read on to learn more about how POP displays increase sales.





Store Displays Lift Sales

The effectiveness of POP displays is commonly known in the retail industry. They build brand equity and position products to stand out from others in a category. And with [six out of ten retail purchases classified as impulse buys](#), customers also prove they're open to in-store influences.

But did you know there is research to back this claim? A [2014 Compliance Initiative Study by Shop!](#) states retail displays in the mass merchant channel contributed to a 32 percent increase in product sales.

The [2014 Mass Merchant Shopper Engagement Study](#) by the former Point of Purchase Advertising International association, or POPAI, states an even higher return, with a sales lift index of 1.4 when a display is present in the store.

And while POP displays help generate sales lift, they also increase brand awareness, too. Merchandising displays provide an opportunity to showcase more than just your product – it can serve as another touchpoint to amplify your brand logo, colors, voice, and more.

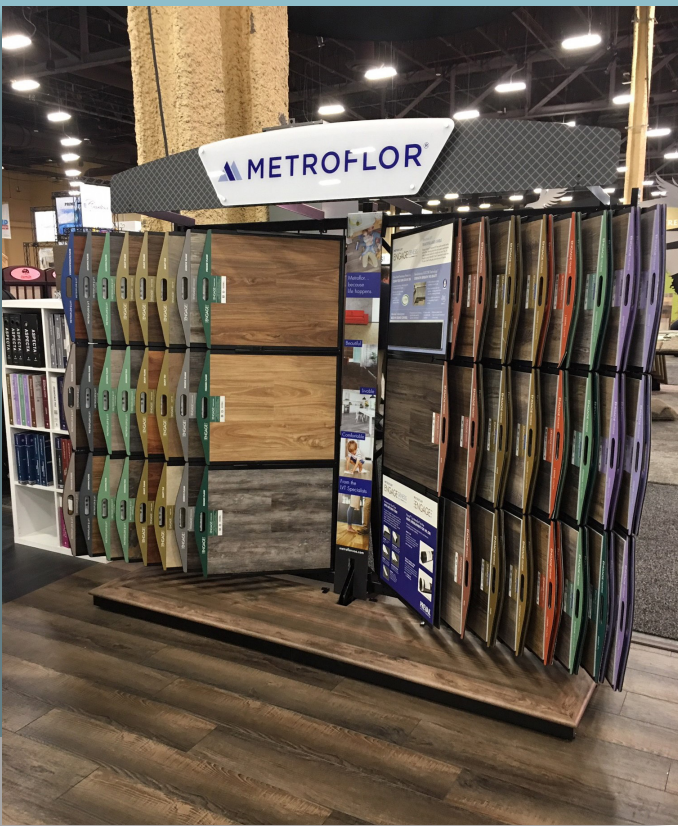
And the beauty of it? Staying consistent with brand presentation across platforms [increases revenue by up to 23 percent](#).

Which POP Displays Perform Better Than Others?

So, you're sold on the value of merchandising displays. But did you also know there is research showing certain types of retail displays may perform better than others?

In the research journal called "[Impact of Different Types of In-Store Displays on Consumer Purchase Behavior](#)," the authors find that displays closer to their main product category have impact. In fact, front end cap displays show the largest impact on category purchase while shelf displays have the largest influence on brand choice.

In addition, the study correctly hypothesized that, even with other marketing variables like price and promotions, store front displays would have "a stronger positive impact on category purchase incidence than store rear or secondary displays."



Another study called “[A ‘Wide’ Variety: Effects of Horizontal Versus Vertical Display on Assortment Processing, Perceived Variety, and Choice](#),” found horizontal displays are easier to process than vertical alternatives due to our field of vision being left to right. Because eye movements process horizontally, people can scan information more efficiently from a horizontal display. This increases the customer’s perception that there’s more variety.

At the end of the day, selecting a retail display type comes down to your needs and branding objectives. However, being aware of the influence of positioning and design style can help guide your decisions.

The Value of Brand Equity

Something that’s harder to measure is brand equity, but any good marketer knows the value of customer awareness. Deciding on a temporary or permanent display can play a role in this assessment.

For seasonal or lower cost products, a corrugated cardboard display makes sense. Not only are they more cost-effective due to cheaper materials, but they are easily replaced for new marketing campaigns or promotions.

Temporary displays can give shoppers a positive impression that a product is affordable, accessible, and easy to justify as an impulse buy.

Permanent displays can paint a different picture for consumers. If you’re selling luxury baby items or high-end headphones, investing in a permanent POP display extends the belief that your brand has value. Shoppers would feel suspicious of a cardboard display merchandising laptops or brand name shoes, of course.

While this seems obvious, it can be tempting to pinch pennies on in-store marketing. Making sure you choose the right avenue for displaying your products will affect brand perception, and in the long term, product sales.

Conclusion

While the type or design of a display will vary based on your needs, it’s proven POP displays have a strong influence on product sales at retail. Next time you consider your in-store marketing needs, make sure store displays are top of the list. «



3 Ways to Get a Kiosk Quickly

Cheryl Lesniak, Director of Marketing, Frank Mayer and Associates

What should you do if you need a kiosk quickly? Three important things to keep in mind when looking to execute a kiosk program promptly are: consider the use of standard kiosks, be cognizant of what hardware and features are necessary for the kiosk to function as desired, and come to the project with preexisting software.

1

Standard Kiosk Enclosures

A [standard kiosk enclosure](#) has been pre-engineered and pre-designed. These enclosures are built to order, however, because the engineering and design work is already done, the lead time is much shorter and costs are more affordable than it would be for a completely custom kiosk.

This isn't to say that standard kiosks cannot be customized, though.

“All our standard enclosures have a level of customization available,” explains Frank Mayer kiosk expert Brennan Hogan. “This means we have flexibility when it comes to hardware such as touchscreens, PC's, and peripherals that can be used in our standard enclosures.”

Dave Loyda, Strategic Business Development Manager at Frank Mayer, points out that there are also more eye-catching ways of customizing a standard enclosure as well, adding, “Standard kiosks can also be customized for specific branding through graphic treatments involving vinyl decals or magnetic graphics.”

While completely custom kiosks require a from-scratch approach, simply including custom graphics or adding peripherals can tweak a standard design to make it the perfect fit and still allow for a faster production timeline.

2

What Hardware and Features are Necessary?

An important question for any client to ask themselves when considering ordering a kiosk is, “What does the kiosk need to be able to do?” The answer to this question is going to determine the features and hardware the kiosk is going to require.

“We always suggest doing a proof of concept first,” says Hogan. “When we talk about a proof of concept, we truly want to put out a minimum viable solution in the wild to collect the data and make an informed decision moving forward. Knowing what hardware and features are necessary for an MVP can really help reduce cost and speed up time to market.”

Determining what peripherals are necessary is an important step. Peripherals are common parts

that can be added to customize a standard kiosk. Because they're frequently used, many standard kiosks have already been engineered to pair with these components. Some popular examples of peripherals include credit card readers, bar code scanners, and printers.

Consider quality when looking into hardware and features. Frank Mayer Technology Manager David Jaeger weighs in. "It's important to choose quality components that are commercial/industrial grade," he says. "Many of our partners have products with long lifespans (5-7 years), which is extremely important for re-runs or service and maintenance."

This can, in turn, affect the overall timeline.

Loyda notes, "When hardware requirements fall outside the scope of a standard solution, then there may be engineering time involved to create a solution to accommodate for the specific hardware components."

A quick turnaround time when ordering a kiosk can be vital, but that doesn't mean quality has to be sacrificed in order to make that happen.

"WHEN HARDWARE REQUIREMENTS FALL OUTSIDE THE SCOPE OF A STANDARD SOLUTION, THEN THERE MAY BE ENGINEERING TIME INVOLVED TO CREATE A SOLUTION TO ACCOMMODATE FOR THE SPECIFIC HARDWARE COMPONENTS."

- DAVE LOYDA, STRATEGIC BUSINESS DEVELOPMENT MANAGER

3 Is the Software Ready to Go?

It's important to note that kiosks themselves are not pre-programmed devices. They require specialized software in order to function.

Running software on a kiosk can be as simple as having a lockdown web browser that displays a company's website or require more detailed development. Either way, software of

some kind is necessary, and while kiosk manufacturers can help with software development, this will add to the overall cost and timeline.

"Software is usually what holds up the process. It can greatly differ depending on what the kiosk is supposed to do," explains Jaeger. "A simple online browser-based app in combination with lockdown software can get you to market quickly, whereas building custom software from the ground up will take months of development."

If you need help determining the right software partner, reach out to your kiosk supplier for expert recommendations. But if you're looking to get a kiosk quickly, keep in mind that it's always advantageous to enter the design process with a plan for software. This is going to allow the manufacturer to get a jumpstart on production.

When looking to get a kiosk quickly, considering standard enclosures and peripherals as well as coming to the project with preexisting software is going to expedite the manufacturing process and get the final product in-store faster. «

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Why You Should Outsource Your Kiosk Manufacturing

by: Ben Snider, Kiosk Expert, Frank Mayer and Associates

When considering the implementation of kiosks in your business, one important decision you'll face is whether to outsource your kiosk manufacturing or attempt to manufacture in-house.

Kiosk manufacturing is not rocket surgery. That may sound like a bold statement coming from someone who sells kiosks. But truly, you can build these yourself! And if you have the infrastructure and personnel in place, that may be a great option for you.

While there may be certain scenarios where in-house manufacturing makes sense, there are several compelling reasons why choosing a professional kiosk manufacturer is often the better option. In this article, we'll explore the advantages of selecting a kiosk manufacturer over self-manufacturing.

Expertise and Experience

Kiosk manufacturers specialize in producing high-quality kiosks. They have the necessary expertise and experience in designing, engineering, and manufacturing kiosks that meet industry standards and customer requirements.

With a deep knowledge of kiosk technologies, materials, and production processes, they create kiosks that are efficient, durable, and visually appealing.



Cost-Effectiveness

Building your own kiosks may be cheaper... on a spreadsheet.

Kiosk manufacturers have markups (we have to make money), but the markups don't come close to the overhead costs included in manufacturing your own kiosks.

Manufacturing kiosks in-house requires significant investments in equipment, facilities, and personnel.

On the other hand, choosing a kiosk manufacturer allows you to leverage their existing infrastructure, supply channels, and expertise, resulting in cost savings and efficiency gains.

Quality Assurance and Support

We often have businesses reach out to us that have in-house manufacturing and are unhappy with the quality and reliability of the kiosks.

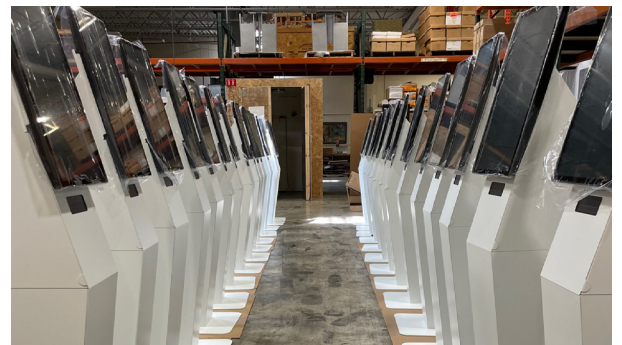
Professional kiosk manufacturers prioritize quality assurance throughout the production process. They adhere to industry standards and conduct rigorous testing to ensure the kiosks are reliable, safe, and perform optimally.

Some also offer post-sales support, including maintenance, repairs, and technical assistance, providing you with peace of mind and ongoing support for your kiosks in the field.

Time Efficiency

Developing and manufacturing kiosks in-house can be a time-consuming process, especially if you don't have prior experience in this field.

A kiosk manufacturer, however, has streamlined processes in place to efficiently produce and deliver kiosks within a specified timeframe. This allows you to implement your kiosk solution faster, saving you time and allowing you to focus on your core business operations.



Scalability and Flexibility

If your business requires multiple kiosks or plans to expand in the future, working with a kiosk manufacturer allows you to scale your kiosk deployment more efficiently.

Manufacturers can handle larger production volumes, ensuring consistency across multiple units and streamlining the process. They can also accommodate changes or upgrades as your business needs evolve.

Customization Options

You want your kiosk with your own design, unique look, and branding. Kiosk manufacturers offer a wide range of customization options to suit your specific needs. They have the capabilities to incorporate your brand elements, tailor the kiosk design to your business requirements, and integrate specific functionalities or features.

By working closely with a manufacturer, you can ensure the end product aligns with your vision and brand identity.

In summary, while self-manufacturing kiosks may seem like a viable option, choosing a professional kiosk manufacturer offers numerous benefits in terms of expertise, cost-effectiveness, efficiency, quality assurance, support, scalability, and customization.

By partnering with a trusted manufacturer, you can obtain high-quality, tailored kiosks that meet your requirements while freeing up resources to focus on your core business activities. «

Standard Kiosks

From countertop and floor kiosks to a bill payment solution and more, Frank Mayer's standard line offers numerous options for any need, by any industry.

Why Choose a Standard Kiosk?

■ Speed to Market

Standard kiosks are efficiently designed and produced, ensuring your program is up and running quickly.

■ Cost Effective

Fill labor gaps, improve service speed, and increase order sizes with a budget-friendly standard kiosk.

■ Perfect for any Industry

Self-service kiosks are all-in-one solutions that can serve any market and application to align with your goals.



Discover which standard kiosk is right for you.