

Kiosks

A kiosk is basically a regular computer set up to allow self-service by customers. For security and ease of use, there is some specialized equipment required. The difference between a computer in your home or office and a kiosk are as follows:



- A touch screen monitor replaces the standard monitor. This eliminates the need for a mouse and makes it easy for customer interaction and ease of use.
- A card swipe replaces the numeric keypad on the keyboard. The card swipe can read either a barcode or magnetic strip and allows customers to easily swipe their card. The keyboard is normally stored inside the kiosk for security reasons and is accessible by the individual (s) responsible for the program.
- A printer is typically used for speed, size and security. It operates just like a regular printer but special paper and ink is used.
- The kiosk enclosure protects the items listed above from vandalism, theft and tampering. Enclosures do come in all shapes, sizes and colors and typically present you with the largest cost. Kiosk enclosures do provide you with an opportunity to be creative and display your brand/advertising message along with that of any sponsors as well.

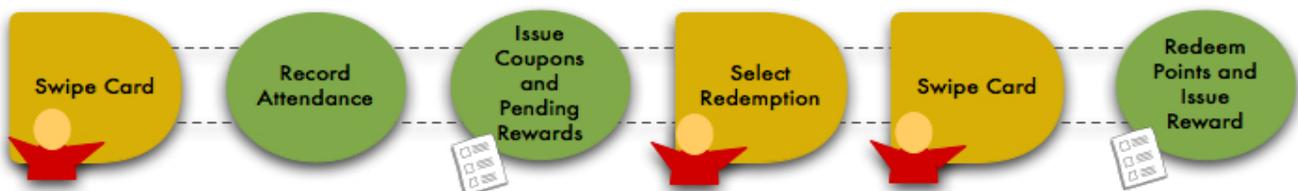
A kiosk uses special software to achieve a defined set of tasks. Our software allows our customers to perform the tasks listed below.

Uses

- Track attendance
- Swipe to earn points
- Check points balance
- Answer survey questions
- Redeem rewards via coupons
- Allows patrons to select "choice rewards"
- Issue instant rewards
- Distribute offers & information via coupons
- Communicate with patrons
- Promote advertising and marketing messages to patrons
- Promote sponsorship messages and offers
- Use video clips to enhance messages
- Incorporate your own images and video greetings

Benefits

- Reduce costs of customer support
- Allow employees to focus more on customer service instead of routine tasks
- On-site mechanism to collect patron information
- Customer convenience
- Cater to all segments of patron database (even those who may not have a personal computer at home)
- Build brand loyalty (for you and sponsors)
- Cross sell, up sell & introduce new products/services to patrons
- Provide personal, relevant and targeted communications to patrons
- Easy set up of kiosks at your location – one screen does it all



The Kiosk will record even attendance, issue targeted coupons or pending rewards, conduct surveys and display video greetings when the customer swipes their card as noted above.

How Does a Customer Use a Kiosk?

Customers can simply walk up to a kiosk, swipe their card and check their account balance, view their account history, redeem points for rewards, answer survey questions and view marketing messages that you've placed in the kiosk.

Sample Kiosks

Many styles of kiosk housing exist. There are several manufacturers of pre-fabricated kiosks that would be willing to build a custom kiosk to meet your requirements. The image that follows represents a sampling of the types of kiosks available.

