

## CASE STUDY:

# Meridian Zero Degrees Helps Customers Boost Retail ROI with Self Service Kiosks



### Enhance Experiences, Engage More Customers With Touchscreen Solutions.

Kiosk use is on the rise. One of our VAR clients, Meridian Zero Degrees, has seen more than 40% revenue growth the past couple of years even in these tough economic times by becoming experts in self-service kiosk solutions.



Their retail clients have learned that well-designed dependable self-service solutions free up their staff for other tasks while improving customer satisfaction.

Here are some of their success pointers for VARs on deploying self-service kiosks.

## Customer Problems

VAR retail clients may not even realize how many of their pain points can be solved by self service touch screen kiosks. You need to uncover these points and sell the benefits of improving their customers' experiences. Asking the right questions helps you both discover where self-service kiosks will free employees to do more meaningful work while improving customer service.

**Many clients won't think of touchscreen kiosks on their own.**

## Company Challenges

Self service kiosks help retail environments improve their ROI by letting them reduce or reallocate their workforce, rapidly paying for the initial investment. Go beyond trying to sell hardware and software. You need to act as a business advisor and show your customers how they can improve their businesses.

**Communicate the rapid ROI to your customers.**





- Use commercial grade components
- Keep the application simple
- Make sure the kiosk is easy to maintain
- Meet specific needs of each environment
- Select kiosk software carefully

## The Solution

**Keep it simple.**

Consumers may need to be convinced to start using self service kiosks but will be quick to see the advantages after successful interactions. Keep the software simple and to the point so those early interactions are pleasant. Make sure the hardware always works. Consider remote monitoring and alerts to on-site personnel when things need attention, like paper is running low or power has failed so customers are not frustrated by out-of-service kiosks. Do anything you can to make keep those kiosks running every minute.

## Pay attention to kiosk enclosures and space requirements.

Kiosks can be heavy and bulky. Make sure you have a good means of transporting and installing them. Ensure adequate ventilation and meet make sure your kiosks meet accessibility requirements, both for end users and maintenance needs. Consider working with experienced fabricators of kiosk enclosures rather than making your own in the beginning so you avoid common pitfalls.

## Match the components to the environment.

Analyze the environment and learn which technology is best suited for each client. Medical settings might require privacy screens. Dusty environments might need special fans. Outside touch screens might do better with projective capacitive touch screens, which have thicker glass.

## Why Elo Touch Solutions Work

**Industrial-grade touchscreens with low failure rate**

Consumer grade products won't cut it in a commercial environment. You'll lose all your profits replacing broken parts unless you make sure every single component has superior reliability. Make sure you choose commercial-grade touch screens and other components for superior reliability.

## Low maintenance hardware.

Make sure all your hardware is easy to maintain, including touch screens, printers, enclosures, keyboards and other items. Retail employees will likely be changing the paper in printers, for example, so make sure that's easy to do and make sure all the individual components are engineered for heavy use.

## Flexible kiosk software.

You can hire specialists to program the kiosk software or build up your own staff expertise in-house. If you decide to do it yourself, look for kiosk software with features like remote monitoring, extensive hardware compatibility, and a rich deployment tool set. For example, if you or your clients can update all their kiosk software at the same time, it will be much simpler. Being able to pre-program seasonal promotions is another key.

To find out more about our extensive range of Elo touch solutions, go to [www.elotouch.com](http://www.elotouch.com), or call the office nearest you.

### North America

TE Touch Solutions  
301 Constitution Drive  
Menlo Park, CA 94025-1110

800-ELO-TOUCH

Tel 1-650-361-4800  
Fax 1-650-361-4722

[customerservice@elotouch.com](mailto:customerservice@elotouch.com)

### Europe

Tel +32 (0)16 35 21 00  
Fax +32 (0)16 35 21 01

[elosales@elotouch.com](mailto:elosales@elotouch.com)

### Asia-Pacific

Tel +81 (45) 478-2161  
Fax +81 (45) 478-2180

[www.tps.co.jp](http://www.tps.co.jp)

### Latin America

Tel 786-923-0251  
Fax 305-931-0124

[www.elotouch.com.ar](http://www.elotouch.com.ar)



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