

# INTERACTIVE KIOSKS *Expanding the retail horizon*



In the drive to compete effectively, retailers need to find new and more cost-effective ways to inform and communicate with their customers on a one-to-one basis, while also opening up new revenue opportunities that would be too costly to exploit using traditional sales channels.

## **The Virtual Shop Assistant**

Having already invested a considerable amount in developing their in-store IT infrastructure, many retailers are now actively looking to squeeze extra value out of their technology assets by using interactive kiosks to reduce operational costs, reach more customers, and maintain overall competitiveness.

While available in many guises, an interactive kiosk is essentially an electronic communications tool that enables customers to serve themselves, for example, by accessing information, taking advantage of special offers, and making purchases. For the retailers, owning a kiosk is rather like having a virtual team of employees to handle enquiries and straightforward transactions, leaving trained staff free to conduct higher-value sales.

Without needing to add selling space to their premises or invest in expensive static media, retailers can now reach anyone, anytime and deliver dynamically updated product information and demonstrations that inform and inspire customers.

## **Fujitsu Interactive Kiosk Solutions**

Rather than providing pre-packaged products, Fujitsu specialises in providing customised, end-to-end interactive kiosk solutions designed specifically to meet the needs of your business.

We offer a full service package - from initial design, through software and hardware development, deployment and network integration to ongoing operation and maintenance - and provide the most flexible, reliable and cost-effective kiosk solutions available today. Our open architecture and strategic partnerships with other blue-chip vendors also mean that our customers have a choice of suppliers for their system components.

Having pioneered the design of kiosk-based ATMs and delivered over 15,000 kiosk solutions, Fujitsu boasts one of the largest and most experienced teams in the business. We have a wealth of expertise to help you employ kiosk technology efficiently and effectively and realise real business advantage by opening up new revenue opportunities, reducing operational costs and increasing customer satisfaction.

### The Benefits

Fujitsu's interactive kiosk solutions are proven to deliver real business value:

- **Increased sales** - generated through 24x7 product promotion, targeted offers and flexible advertising
- **New revenue generation** - potential to invite suppliers and partners to advertise 'added value' services
- **Significant cost savings** - automatically handle enquiries and straightforward transactions, and promote products without the need for additional selling space
- **Improved resource usage** - avoids the need for staff to deal with 'common' questions and problems
- **Reduced administrative costs** - information can be updated centrally in real-time, removing the need to produce and replace posters and leaflets
- **Improved employee morale** - provide a vehicle for internal communications and interactive training, as well as free Internet and email access
- **Business growth** - allow smaller branches to deliver the same range of products and services as their larger counterparts

- **Market intelligence** - collect vital information on customer demographics, buying habits and shopping experience

- **Greater customer satisfaction** - fast, efficient service with more accurate, relevant and timely information.

### Fujitsu in Retail

With a 30 year track record of working successfully with leading retailers around the world, Fujitsu is totally committed to supporting the needs of the retail sector in the move to an integrated and responsive decision-support environment through the flexible and strategic deployment of IT services.

At the heart of Fujitsu's retail strategy is the provision of an integrated in-store IT services offer, ranging from point of sale (POS), through self-checkout and shelf-edge systems, to loyalty and commercial systems that deliver in-store promotions. Fujitsu is also extending our services down the full retail value chain to provide supply chain visibility services, with real-time sense and respond management that reduces stockholding, saves costs and improves product availability.

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