

Xerox® Workplace Kiosk and Retail

Physical stores are becoming destinations themselves, offering new types of experiences and activities. Xerox® Workplace Kiosk gives retailers the opportunity to add more services.

Xerox® Workplace Kiosk for customer use in retail outlets, stores within a store, and specialty shops

INCREASE SPEND FROM CUSTOMERS

With Xerox® Workplace Kiosk, shopping malls can offer their large customer base more services for minimal floor space and staff overhead.

DRIVE CUSTOMER LOYALTY

With Xerox® Workplace Kiosk, higher end supermarkets can provide an enhanced customer experience. Prices are fully flexible, giving the shop an opportunity to offer low-cost services or to benefit from a high-margin asset.

DRIVE FOOT TRAFFIC

With Xerox® Workplace Kiosk, specialty shops can give customers who usually buy online a reason to visit the shop and benefit from incremental services.

KEEP STAFF FOCUSED ON CORE BUSINESS

The intuitive self-service Xerox® Workplace Kiosk helps visitors do all of their own printing, copying, scanning, and faxing without any staff interaction, from submitting the original job, to having it delivered.

Xerox is the first to market with a fully secure and, integrated self-serve kiosk, providing a wide range of document services. The highest level of security is offered with point-to-point encryption (P2PE) giving customers complete peace of mind.

*Sources: FirstInsight, In-Store Impulse Shopping Stands the Test of Time, 2019; Retail's Renaissance – True Story of Store Openings/Closings, North America, IHL Group, 2019.

RETAIL INSIGHTS*



For every retailer closing stores, 5 retailers are opening new ones



71% of shoppers are spending more per visit in-store than online



>80% of shoppers add additional items to their cart when shopping in-store



CONSIDERATIONS

- Would offering previously unavailable services help increase your customer base?
- Customers for Xerox® Workplace Kiosk will spend additional money in store on other goods.
- Xerox® Workplace Kiosk can increase customer loyalty and the frequency of customer visits.
- Xerox® Workplace Kiosk will add more reasons for customers to visit your establishment.
- Differentiate your store from competitors with the addition of services for customers.

For more details, please visit www.xerox.com/kiosk