

Keeping Company with Kiosks

- > A kiosk is a necessity for a bridal or birth registry. Customers can search for registrants by name or wedding date. Scanners are available to allow couples to quickly select the products for which they would like to register.
- > The ultimate kiosk is an ATM. Does your store have customers who are always in need of cash? ATMs are available to most retailers on a turnkey basis.
- > A kiosk could also be adapted for special order purchases, such as a saddle. The programming would take the customer through each selection required and produce a printed receipt upon completion.

KIOSK TECHNOLOGY

Expand Your Sales Force

Because of the amount of specific product knowledge required to effectively operate an equine retail operation, kiosks can be the perfect complement to a highly trained sales staff. Kiosks can also help further the education of those less trained.

One of the most basic uses of a kiosk is to display your Web site exclusively in your store, particularly if you sell products on your site. That way, if a customer doesn't find something on a shelf, a few taps on a computer screen can reveal hundreds of additional items.

For retailers who don't have online sales capability, the technology can be tweaked to provide on-demand product knowledge or Web sites of selected companies whose products are on the shelves. The virtual showcase concept can be programmed to fit both small and large retailers.

Customers can easily access additional information about products without having to track down an employee, who can spend time meeting customer needs in other aspects.

Grocery stores are increasingly using kiosks to provide suggestions for cooking various meats or vegetables, or for providing nutritional values for food products. Retailers who sell equine feed could use them for similar informational purposes.

Kiosks are magnets for young people, and can be used to pique their interest in products and riding disciplines.

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The VantagePoint Sterling kiosk from SeePoint (www.seepoint.com) is built of stainless steel and offers many private labeling opportunities.

“Technology is dominated by two types of people: those who understand what they do not manage, and those who manage what they do not understand.” — Unknown Source