Kiosk Performance requirements.

To understand what makes an up to standard kiosk Synergy Solutions will be presenting a few categories that improve and capitalise on customer satisfaction.

Speed

Speed in any business is key, so with the inclusion of several kiosk systems in Claybrook Zoo customers can purchase tickets within minutes of arriving at the zoo. It was recently surveyed that 85% of customers believe a self check out service is typically quicker than a cashier guided checkout\*.

Capacity

Placement is vital for any product or service, interactive kiosks are designed to inform and update customers on live events. Synergy’s kiosk interface comes with multiple tools as the company looks to benefit all customers, including a magnifier tool and audio descriptive speech for the visually impaired.

Reliability

As was explained before the zoo would have a large capacity of kiosk systems to endure customer contentment, with the inclusion of multiple systems customers can find it easier to leave feedback without the drawback of having major queues piling behind them. It is fairly known that a kiosk system is quite reliable, there are drawbacks with cashier checkouts, a clerk may be expected to miscount customers payments while rushing, or even fall ill before shift which drops productivity. It was also found that 48.7% of customers use a kiosk “all the time”\* (see reference 1), which also feeds into satisfying customers.

Usability

Usability often describes the effortless use of a system that allows consumers to navigate with ease. In the sense of a kiosk, the childproof systems can ensure that multiple customers can purchase tickets, be an animal sponsor or even start a membership without the hassle of being in long queuing lines.