

FMAGAZINE

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SPECIAL FEATURE

Merchandising to Meet Evolving Shopper Demands

PLUS:

- Investing in Kiosks for **Bill Payment**
- **Indoor vs. Outdoor Kiosks**
- **Key Advantages of Order Entry Kiosks**

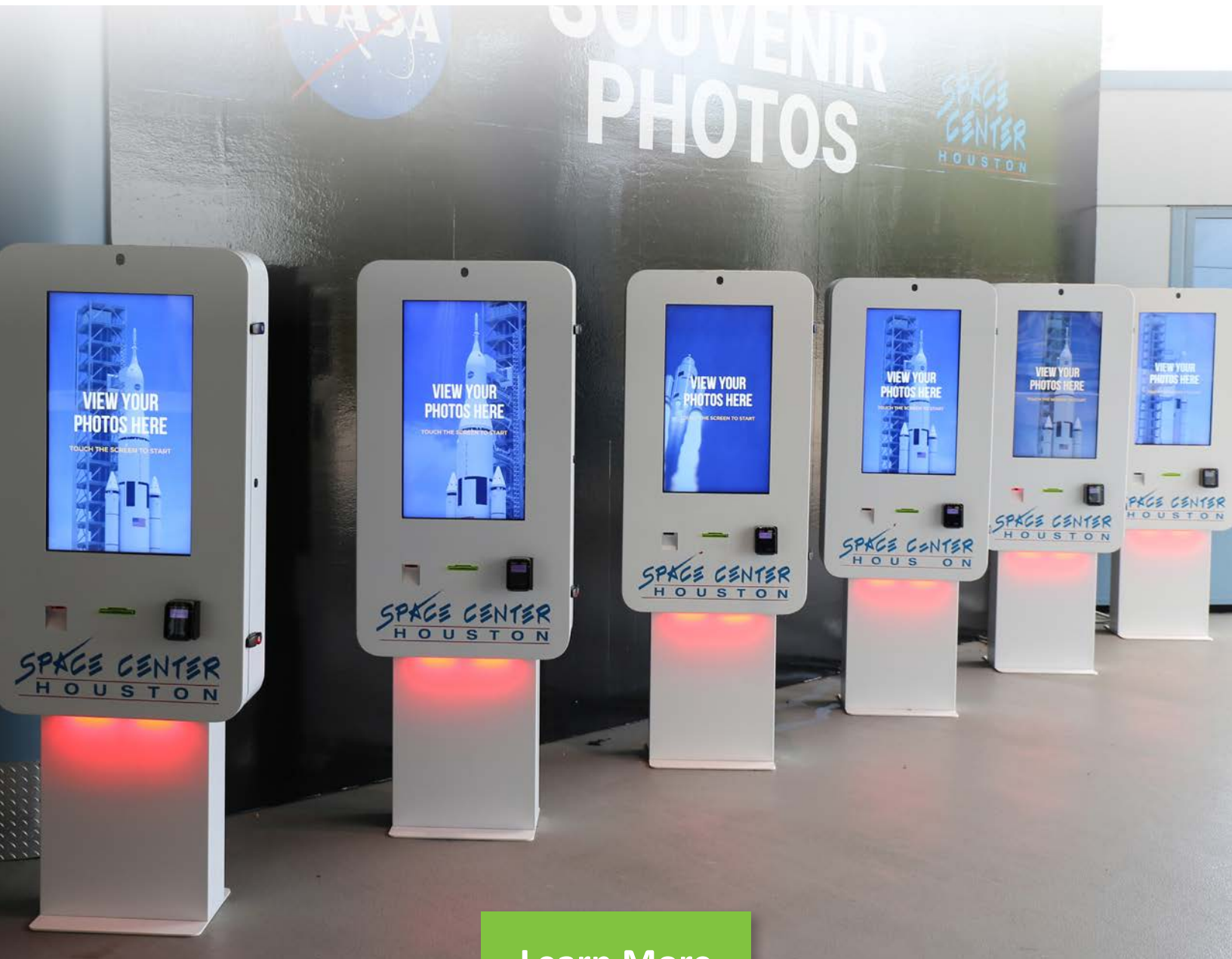
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Outdoor Kiosks

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Not your average kiosks, outdoor solutions require careful design and engineering to withstand outside environments while not sacrificing the user experience.

From specialty touch screen monitors to compression locks, outdoor kiosks have unique features that enhance their durability and use.



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FEATURE: Merchandising to Meet Evolving Shopper Demands

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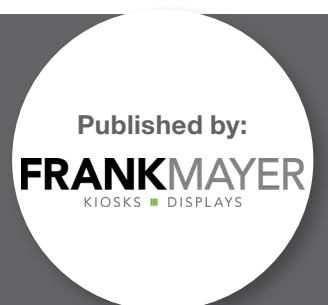
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Key Advantages of Order Entry Kiosks

Looking to empower consumers while offering optimal customer service? Order entry kiosks allow patrons to submit orders with minimum human interaction. Learn more.

Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

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Why It's Time to Invest in Bill Payment Kiosks

Katie Kochelek,
Marketing Specialist,
Frank Mayer and
Associates

With customer care being one of the fastest growing priorities today, determining how best to serve your consumers is crucial.

For companies or industries that require payment for anything from medical bills to tuition fees, bill payment kiosks provide accessibility and convenience to your customers and clients.

Here, we'll detail the benefits of bill pay kiosks, where they're commonly found, and how they differ from other self-service kiosks.



What is a Bill Payment Kiosk?

A bill payment kiosk is a self-service solution that lets customers pay a bill directly at the kiosk. Industries that have benefited from kiosk payment machines include transportation, healthcare, government, public utilities, and more.

As a whole, self-service kiosks provide many advantages, but bill payment kiosks specifically offer the following:

CONVENIENCE

Bill pay kiosks often serve the underbanked community, a group that has little to no connection to banks and frequently pay for items and services using cash or other nontraditional methods. Cash payment kiosks provide an important avenue for the underbanked to pay utility bills, settle a medical invoice, or more without needing a credit card or checking account.

In addition, payment kiosks can be placed in convenient locations that extend bill payment hours and accessibility. DMV kiosks are a good example. With limited DMV hours and fewer offices, many states have placed car registration and bill payment kiosks at grocery stores and similar sites. This gives drivers better access to these services.

LABOR GAP SOLUTION

With labor shortages still plaguing businesses, bill payment kiosks free up existing employees without sacrificing service.

Frank Mayer account executive and kiosk expert Edward Roberto explains, “Offering self-service options can relieve pressure on current staff, resulting in more efficiency.”

He continues, “Not only does it save operating costs for businesses, but employing payment kiosks can deliver a better customer experience versus requiring a person to wait in line for an associate.”

PRIVACY

With bill payment kiosks, customers and patients no

longer need to share sensitive information across a reception desk.

Whether they’re paying tuition bills, a utility payment, or outstanding medical debt, people can discretely pay bills through a kiosk.

With benefits like convenience, enhanced customer experience, and privacy, bill pay kiosks have grown in popularity amongst both consumers and businesses.

Common Locations for Bill Payment Kiosks

Self-service solutions like bill payment kiosks can be utilized at countless locations and for multiple scenarios.

Whether it’s a utility payment kiosk offering area residents the ability to pay at a municipal building, or a DMV kiosk extending service hours at a grocery store, businesses have sought to reach more people at convenient locations using these self-service options.

Comprise Technologies teamed with the City of Milwaukee to offer the Smart Services kiosk, which allows individuals to purchase and renew city parking passes as well as pay parking fines. These are found at area police stations and the city tow lot. The kiosk can also serve other markets and processes any form of payment.

In addition, some businesses choose to offer bill payment kiosks at their own locations to free up staff. These are typically found at medical offices, college campuses, libraries, transportation hubs, and other similar venues.

How Bill Pay Kiosks Differ from Standard Self-Service Kiosks

Because bill payment kiosks are processing credit card transactions and cash, their security features and network connections may require more specific consideration than other self-service solutions.

“For cash payment kiosks, the level of security



Comprise Technologies' Smart Services Kiosk

UL291 lists criteria for ATMs and other cash recyclers. It states kiosks must be constructed to prevent forced entry and access to cash within specific benchmarks based on location and hours of operation. Depending on the level of supervision on site, the kiosks must meet endurance requirements, like withstanding attempted entry within a certain time period, to be certified to UL291.

In addition to security measures, bill pay kiosks also require careful planning for network connections.

“Electronic payment devices need to either continuously or at some point connect back to the payment provider to reconcile or approve charges, so connectivity is important,” Roberto says. “The right solution needs to be considered so there’s no loss of connection during a transaction.”

Connectivity recommendations are based on reliability and data security.

When it comes to reliability, ethernet is best because it’s unaffected by signal interference from walls, multiple routers, or other hindrances.

For electronic payments, data security is benchmarked against the Payment Card Industry Data Security Standard, otherwise known as being PCI compliant. Your payment device may require a direct P2PE (peer to peer encrypted) connection with the payment gateway so that payment data can’t be stolen or compromised. In this case, hardwired is still preferred, but some devices have cellular connectivity built in. In these cases, Wi-Fi is not an option.

Investing in a Bill Payment Kiosk

Whether you’re looking to extend service hours to your customers or want to optimize your staff’s time, a bill pay kiosk enhances the consumer experience and cuts back on operational costs.

The function of your kiosk will determine what features are required, so work with your manufacturer to outline what components are required to meet your objectives. «

depends on the kiosk operator,” Roberto states. “How they want to manage the cash, who handles the cash, how much cash is being handled, and where the kiosk is located are all taken into account.”

Commonly, bill payment kiosks have secondary safes or secure compartments for cash handling mechanisms as well as auditing locks to document access.

For kiosks handling a significant amount of cash, companies can also go the extra step and pay to have their kiosk certified to the UL291 standard.

FEATURED DISPLAY

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Springs Window Fashions Retail Display

Going through a brand refresh, window treatment designer and manufacturer **Springs Window Fashions** looked to Frank Mayer to design updated retail display fixtures to go in independent flooring stores nationwide.

[Learn more about this program.](#)



Features

- 1 Light Box Module**
An optional add-on can show shoppers the opacity of a window covering.
- 2 Box Modules**
Each display features three modules that showcase various window treatment styles.
- 3 Cohesive Configuration**
Displays can be placed next to each other to appear as one cohesive unit.

Today's successful retail display programs educate, interact with, and engage shoppers in ways that meet their unique – and current – expectations. Learn how to effectively merchandise your brand's products to these present-day consumers.

Merchandising to Meet Evolving Shopper Demands

Katie Kochelek, Marketing Specialist, Frank Mayer and Associates



WE'VE COME A LONG WAY SINCE EARLY 20TH CENTURY SHOPPERS browsed Sears catalogs to purchase anything from clothing to complete home building kits. If we compare customers' buying habits today to how people acquired goods 100 years ago, there'd be more differences than similarities.

While it's not surprising to see huge distinctions when comparing decades of shopping behaviors, there are subtle evolutions that occur over shorter time spans that still have great impact on the retail industry.

Whether it's due to the exponential growth of technology, a worldwide pandemic, recent labor shortages, or other influential events, customer habits have changed in more recent years, and in-store merchandising solutions have progressed with them.

Today, successful retail display programs educate, interact with, and engage shoppers in ways that meet their unique expectations. Here, we detail how to effectively merchandise products to these present-day consumers.

Retail Displays as the Ultimate Educator

Did you know research has shown our attention spans have decreased from 12 seconds in 2000 to 8.25 seconds today?¹

Technology is closely linked to this regression. With the world at our fingertips thanks to mobile phones, internet, streaming programs, social media, and more, our concentration is divided amongst some heavy contenders.

Because of this, marketing has had to shift gears to interrupt the constant messaging and grab interest quickly. In a world where tweets are capped at 280 characters and 50 percent of TikTok users find videos beyond a minute to be stressful², it's important for brands to offer bite-size information to educate buyers on their products.

But that isn't the full story. While it's key for communications to be succinct to compete for our diminishing attention, we also see people willing to invest time in something that interests them. It's why podcasts are popular, "binge-watch" is a known saying, and business professionals still download white papers.

So, what does this audience of busy but open consumers mean for brands selling their merchandise at retail?

"Customers are used to easy access to quick information. How often do we look up a home improvement project on YouTube or ask our Google assistant what the weather forecast is?" Cheryl Lesniak, Marketing Director at Frank Mayer asks. "Today, brands need to explain their products in uncomplicated ways and through seamless avenues – and they have limited time to do it. As a result, we're seeing video and interactive features pop up more and more on retail displays to help secure customer interest and buy-in."

This is especially important for brands promoting merchandise that requires explanation. Customers



need to understand easily – and rapidly – how it can benefit their lives.

GE Lighting, a Savant company does just that with its Cync Lighting display at Meijer stores nationwide. To promote their line of Cync smart home solutions, the company designed a retail display that could clearly and concisely exhibit the products' many features.

Their in-aisle display highlights six SKUs along with a small product ID and description card next to each. Customers can see the size and look of the merchandise along with how the featured lightbulbs and LED light strip work. In addition, a short video loop runs in the background until the shopper hits a button to play a longer video that demonstrates the benefits of the Cync smart line.



TRANSITIONS IN-STORE PHOTOCROMIC LENS COUNTERTOP DEMONSTRATOR

“We prioritize creating in-store displays that allow a shopper to touch and try our line of Cync smart home products,” says Rochelle Hartigan, VP of Marketing and Communications at GE Lighting, a Savant company. “We know consumers are still trying to understand the category, so giving them a hands-on experience that allows them to take an action that provides a simple-to-understand outcome goes a long way to help them comprehend what the in-home experience will be and to understand the category as a whole.”

Additionally, using retail displays to inform shoppers about their merchandise must be part of a brand’s larger ecosystem of education, where in-store product explanation aligns with its other efforts to educate customers.

Case in point is Transitions Optical that

manufactures and sells photochromic lenses at eye care locations across the country. While the company talks about their lens technology on their website and through advertising, customers can see it in action through counter display demonstrators in stores. Being able to visit a store and see the product’s features and benefits firsthand is an extension of the education process.

In the end, according to Customer Education Laboratories, this concentration on education “helps to instill customer loyalty by building trust and accelerating value. As you educate customers, they find new ways to use your product. They’ll know which features to use, and how to use them. They’ll learn tips, tricks, and best practices that provide them more value.”³

Making sure retail displays effectively educate

customers on a product has always been important, but with today's labor shortages, this has become essential.

“With employees spread thin, customers will need to rely more on retail displays to answer important questions about a product,” Lesniak confirms.

Brands must be cognizant of this when planning their store merchandising strategies. Considering what questions a shopper might ask can help direct what information – as well as in what format – goes on a retail display.

“Simple features can be shown through graphics or short copy,” Lesniak states. “But, if your customer needs more detailed information, implementing a video or demos into the display can help paint a picture clearly. Further, QR codes can direct people to a website or longer video if need be.”

As shoppers continue to seek out frictionless methods to learn information, being mindful of display design and features will help ensure in-store merchandising strategies are converting to product sales.

Putting Technology to Work

In Wunderman Thompson's “The Future Shopper Report 2022,” it states “72% of consumers said they are more comfortable using technology than before the COVID-19 outbreak.”⁴

This shouldn't come as a surprise. During the pandemic, many were nudged out of their comfort zones to stay safe when visiting supermarkets and retailers. This meant using apps to place grocery pickup orders, becoming familiar with smart lockers, utilizing self-checkout kiosks, and more.

In addition to using new technology, shoppers also grew accustomed to the convenience of online shopping where they had access to more detailed information about products beyond just a price tag.⁵

As in-store shopping has resumed, these enlightened shoppers have returned to stores with new expectations along with an increased comfort

level using technology.

In the same Wunderman Thompson report, 64 percent of the more than 31,000 consumers surveyed confirmed they “wished brands and retailers would be more innovative in how they use digital technology to improve their experiences.”

Building kiosks or technology into a retail display can influence these savvy shoppers, providing an interactive experience that's not only hard to pass up, but in line with their experience over the last few years.

“We speak about the importance of educating customers, but it's also important to outline the ways in which it's done best,” says Lesniak. “When it comes to getting across a lot of information, presenting it in an interactive way is going to be most enticing.”

In a Forbes interview about what in-store experiences will look like in a post-pandemic world, Bobby Marhamat, CEO of Raydiant, talks about the importance of interactivity.⁵

“Yes, digital signage is great for displaying a menu or advertising a recent promotion. But digital signage must be interactive to truly transform the in-store experience,” he says. “One of our customers saw an 8% increase in consumer spending once they started playing music from their digital displays.”

So, what does this mean for your in-store merchandising strategy?

“Think outside the retail display box,” suggests Lesniak. “If your product has sound, show it off with a button that plays audio; build in demo opportunities so shoppers can see, hear, and handle the product; integrate a touchscreen monitor. These interactive features engage customers and help your merchandise and brand story stand out from the pack.”

Marhamat points to Perch's lift and learn technology as one example of what's in store for the industry. He says, “If somebody interacts with

“64% of consumers surveyed confirmed they wished brands and retailers would be more innovative in how they use digital technology to improve their experiences.”

Wunderman Thompson's "The Future Shopper Report 2022"

a product on a shelf, stores can play ads curated for the product they just picked up. Yes, this is still digital signage, but now we're able to create smart, personalized digital experiences for consumers in the store – all because we know what item is currently off the shelf.”

Increased sales from a digital experience at retail is supported by research. In a recent article by The Conversation about how retailers are using technology to increase store spending, it states, “In one study we saw how shoppers were more inspired (to make a purchase) if they saw a short film of a product in use, than if they saw the same item in a still image.”⁶

In fact, because videos evoke stronger feelings of connection with what is being shown, people are more emotionally attached to something being

watched versus read.⁷

A good example of using technology to introduce products is the Freeosk sampling kiosks, found in major retailers nationwide. Marrying self-service technology with merchandising, Freeosk shares information about a product and distributes a free sample when customers scan their app at the in-store kiosk.

Built onto the kiosk are product shelves that hold full-size versions of what is sampled, bringing the merchandise front and center as customers learn about it on the screen and through the sample offering.

With 76% of all purchase decisions made in-store and six in ten buys being impulse-driven⁸, showcasing products on displays that engage and delight with unique tech features can mean the difference in sales.

Designing a Display that Cuts Through the Noise

Currently, many brands utilize multiple channels to inform and engage, so it's important to carry this energy over to in-store marketing efforts. To stand out from competitors on store shelves, retail displays provide a perfect avenue.

“Don't underestimate the power of a good-looking display,” Lesniak says. “Sometimes it's easy to get caught up in the details, but at the end of the day, a simple, but powerful display that checks all the design boxes can go far.”

The average adult consumes more than 34 gigabytes of information every day.⁹ With data overload, shoppers have become good at weeding out what's useful. Designing a retail display to quickly grab attention and encourage a shopper to examine further is crucial. Below are tips on what to consider when strategizing a merchandising display to cut through the noise.

Show Versus Tell

Visual content increases retention by more than 40

percent, because our brains process images 60,000 times faster than text.⁹

Keep this in mind when considering how best to explain a product's function. Can images or a video better demonstrate the product's use versus a wall of copy?

In addition, images can attract attention from further away. And when a typical shopper's eyes are only still for 200-300 milliseconds at a time while browsing⁸, capitalizing on the interest a bold image or video provides can be significant.

Branding

Point of purchase displays have impact. In fact, it's shown they've increased sales at mass retailers by 32 percent.⁸ When a product is placed on a shelf amongst competitors, POP displays help elevate the brand and merchandise.

"It all goes back to getting noticed," reminds Lesniak. "In a sea of similar products, retail displays help you highlight why your merchandise is better than the rest and can increase sales considerably."

To build trust, companies invest heavily in their branding through various marketing channels. As a result, product displays branded with a company's colors, voice, and images feel familiar to customers at retail and furthers that loyalty.

Simple Can Be Effective

While it's tempting to utilize every tech feature available, overpowering a display with lights, sounds, images, and action can overwhelm shoppers.

Citations

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"Make sure you're highlighting your product's best features and using one main avenue to do so," Lesniak says. "If you have too many interactive components working simultaneously, you risk losing a customer's interest when they can't decode what's most important."

Choosing a focus for your display doesn't equate to a boring display. Instead, it helps deliver your central message to shoppers without competing distractions.

While videos, autoplay media, and interactive buttons are popular options for interactive displays, Lesniak also shares impactful displays don't have to break the bank.

"There are many modest ways to ensure your displays leave an impression," she says. "Take lighting for example. Sometimes capturing attention can be as simple as adding LED lights to focal points or backlighting around a display."

Retail Displays for the Modern Consumer

Whether it's gradual changes in our comfort levels with technology or larger disruptions like a worldwide pandemic, shopping habits have changed and will continue to do so in the future.

Recognizing what customers desire when stepping foot in-store will play an essential role in determining how best to merchandise a product and grab attention. Aligning consumer wants and retail strategy will result in effective store displays that influence sales. «

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The Differences Between Outdoor and Indoor Kiosks

Outdoor digital kiosks have specific requirements for both structure and power sourcing. Here, we detail the features that set them apart from indoor solutions.

by: Cheryl Lesniak, Director of Marketing, Frank Mayer and Associates





Self-service kiosks have become a normal part of society, being used across countless industries and applications as well as both indoor and outdoor environments.

And because their differences go further than simple physical locations, indoor and outdoor digital kiosks are not interchangeable.

Specifically, outdoor digital kiosks have their own requirements for both external and internal structure as well as power sourcing. Below, we detail the features that set outdoor kiosks apart from indoor solutions.

External Requirements for Outdoor Kiosks

Outdoor kiosks are inherently more vulnerable than indoor kiosks, causing security to be a major factor in design.

To increase security, most outdoor kiosks are designed with special locks to prevent theft or tampering. These can range from simple compression locks that also keep water from getting into the kiosk to special hidden shackles that conceal parts that could be cut with a bolt cutter. There are even door sensors that can be installed to notify someone when the door is opened.

Exposure to the elements is another important factor in designing and building an outdoor kiosk. Stainless steel hardware with an outdoor-rated powder-coating is used to prevent rust from forming, preserving the aesthetic appeal as well as maintaining the structural integrity of the unit.

Most outdoor digital kiosks are fitted with sunlight readable screens for easy use. These screens feature high-brightness LCD displays, anti-glare coatings, and UV-reflective films, preventing the monitor from blacking out in UV ray exposure.

Lastly, Projected Capacitive Touch Screen Panels (PCAPs) prevent water from affecting the unit's response to touch, and the use of gasketing material behind the bezel serves to make the kiosk watertight – both features only necessary for kiosks that will be outdoors.

Internal Requirements for Outdoor Self-Service Programs

One of the biggest differences between indoor and outdoor kiosks goes largely unseen. Unlike indoor kiosks that reside in a controlled environment, outdoor digital kiosks have specific requirements for moisture and internal temperature control.

Kiosks that require moisture and temperature control are most often fitted with heating, ventilation, and air conditioning systems (HVAC systems).

Frank Mayer kiosk expert Ben Snider goes more in-depth.

“HVAC systems have a thermostat that can be set to maintain a regulated temperature within the enclosure,” Snider says. “Typically, they’re set to turn on cooling or heating when the temperature exceeds or dips below certain thresholds. Having a regulated environment can help with moisture control and keep electronics within their operating temperature.”

Whether or not an outdoor digital kiosk will require an HVAC system depends on a couple of factors, including electronic operating temperatures within the kiosk, electronic heat output, and enclosure size.

Kiosk placement will also help to determine if an outdoor kiosk requires an HVAC system. How much space does the kiosk have for proper ventilation? Does the kiosk reside under a canopy, or is it in direct sunlight?

Even the general climate of a location comes into play when deciding whether an outdoor kiosk should have an HVAC system, since temperatures and humidity levels can vary drastically from location to location.

Ultimately, a big deciding factor when adding an HVAC system to an outdoor digital kiosk is budget.

Snider puts it simply. “Often an HVAC system is recommended for highest quality and best

performance but is not required. So, recognizing the client’s budget can also help determine if an HVAC is needed or if muffin fans or a DIN Rail Heater would suffice.”

Powering Outdoor Kiosks

Providing power for an outdoor digital kiosk is entirely different than powering an indoor kiosk. One of the first things to consider when powering an outdoor kiosk is where that power feed is coming from.

Some units may be located within easy access to a wall box or underground power supply. Other power sources may require a bit more maintenance.

Outdoor digital kiosks that cannot be positioned near a wall will likely be hard-wired from an electrical enclosure beneath the unit itself. On the other hand, outdoor kiosks that are powered by overhead lines will require additional steps to ensure the lines are mounted and anchored out of the way, leaving room for traffic to safely pass underneath, explains Frank Mayer engineer Steve Duero.

Duero goes on to say that some units may also benefit from uninterrupted power supplies (UPS).

“UPS might be considered when it is important that the kiosk not lose power, as in the case of money transactions where data transfer is critical,” he explains.

Voltage is also important when placing an outdoor kiosk. If the power supplying the unit is not the standard 120vac, some outdoor digital kiosks will also require a power transformer.

Conclusion

From anti-glare screens to HVAC systems to overhead lines and power transformers, outdoor digital kiosks have quite a few requirements that make their placements possible. Work with your kiosk manufacturer to determine the right features to include in your next outdoor program. «

[See the Frank Mayer Outdoor Kiosk Line.](#)

Key Advantages of Order Entry Kiosks

Cheryl Lesniak, Director of Marketing, Frank Mayer and Associates



Looking to empower consumers while still offering optimal customer service? Order entry kiosks allow patrons the freedom to submit their own orders with minimum to no human interaction. Self-service kiosk solutions became particularly crucial during the height of the Covid-19 pandemic and remain so today.

Currently, it's common to find ordering kiosks at places like quick-service restaurants (QSRs), stadiums, retail locations, and even dispensaries. These digital kiosks do more than just take orders. They aid in productivity, upgrade the customer experience, and save businesses money.

1

Filling the Labor Gap

With recent labor shortages, order entry systems are becoming an ideal solution to keep businesses running efficiently, while still providing customers with the level of service they expect.

Offering ordering kiosks alongside traditional ordering methods allows for shorter lines and wait times for customers. That's because they can process additional orders without needing to increase employee placement at the front-end.

Customers have more options for how they choose to order, meanwhile employees are better able to use their time and talents elsewhere, leading to increased productivity, particularly in order-fulfillment. This cuts down on customer wait times even further, getting the product into consumers' hands faster and enhancing the overall customer experience.

By implementing order entry kiosks, locations are also cutting down on costs, since businesses can operate at equal or greater efficiency with fewer employees on hand.

2

Upselling and Cross-Selling

In the QSR space, customer order sizes have been shown to increase by as much as 30% when using ordering kiosks.

Upselling plays a large part in this, especially since customers feel more comfortable opting for a larger size or meal when compared to in-person ordering where fear of judgement influences purchase decisions.

QSRs aren't the only businesses that can benefit from this type of upselling. For instance, in the transportation industry, order entry kiosks prompt passengers to upgrade their seating by displaying the additional amenities an upgrade would provide. In hospitality, a hotel might suggest a larger room with a view for a small price increase.

Order entry kiosks also employ cross-selling by suggesting customers add complementary items to their existing orders or by suggesting other popular items. In fact, order kiosks won't forget to recommend adding \$0.99 worth of avocado to a taco salad or proposing a dessert when customers go to check out.

3

Order Accuracy

Self-order kiosks are often recognized for improving order accuracy.

When placing an order with an associate, there's a risk the person could mishear the order, enter the wrong information, or forget an item.

When ordering at a kiosk, customers can view their shopping cart and verify the items, quantities, and modifications are correct. In the end, receiving the correct order will lead to happier patrons who have a better customer experience.

Conclusion

Order entry kiosks provide consumers with a contactless way to order goods, while providing businesses with a solution to the labor gap. In addition, not only do they improve accuracy, but can lead to increased order quantity, therefore increasing consumer spending and boosting company sales. «



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Standard Kiosks

From countertop and floor kiosks to a bill payment solution and more, Frank Mayer's standard line offers numerous options for any need by any industry.

Why Choose a Standard Kiosk?

■ Speed to Market

Standard kiosks are efficiently designed and produced, ensuring your program is up and running quickly.

■ Cost Effective

Fill labor gaps, improve service speed, and increase order sizes with a budget-friendly standard kiosk.

■ Perfect for any Industry

Self-service kiosks are all-in-one solutions that can serve any market and application to align with your goals.



Discover which **standard kiosk** is right for you.

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