



SELF-SERVICE FOR CARD DISPENSING

No matter what kind of cards you issue to your customers, chances are there is a self-service solution that will speed up the process, make your business more profitable, and improve the customer experience. KIOSK Information Systems and St. Clair Interactive have the niche expertise to implement a wide range of world-class card dispensing solutions...

FOR SUPERMARKETS AND GROCERS ...

- Capture loyalty information and issue a card on the spot
- Encourage customers to use their card right away, aggregating valuable data
- Free up staff time and energy



FOR BIG-TICKET RETAIL ...

- Take credit applications at a kiosk, and immediately dispense an activated card
- Encourage immediate purchases with instant access to newly opened credit lines
- Increase sales with gift card purchases



FOR FOODSERVICE ...

- Encourage more sign-ups for your loyalty program by making the process itself part of the experience
- Brand your cards with company logos, colors and marketing messages
- Free up your servers while compounding sales



FOR ENTERTAINMENT ...

- Turn your attractions into cashless profit centers
- Cut lines at ticket counters and redemption windows
- Reduce staff requirements while increasing efficiency and profit



CURIOS?

Look on the back for an example of how a leading restaurant chain used KIOSK designed self-service card dispensing to boost the bottom line and improve guest satisfaction at their entertainment centers.



CASE STUDY:

DAVE AND BUSTER'S POWERS UP THEIR POWER STATIONS WITH SELF-SERVICE

For Texas-based Dave and Buster's, experience is everything. The company, which operates 49 large-venue entertainment and dining complexes, works hard to make each visit a singular and memorable one, from the food to the quality of the service to the variety of the games and attractions on the "Midway."

But waiting in line compromises a great guest experience, and that's exactly the problem D&B was facing at its "Power Stations," the places where patrons go to buy prepaid cards for the games and recharge their existing cards. During peak hours – Saturday evenings especially – lines formed at the Power Stations as employees struggled to keep up.

The answer came in the form of a self-service device, manufactured and designed by KIOSK Information Systems with software by St. Clair Interactive. The integrated payment peripherals accept payment from customers in any amount, then either dispense a new card or recharge an existing one.

Those kiosks were rolled out in early 2007, and today can be found dotting the midway floors at Dave & Buster's locations. In addition to the standalone model, KIOSK also built the company a tabletop unit, to take advantage of the existing countertop real estate at the Power Stations.

The cards have been flying out of the machines, almost literally. During the peak party season of December 2007, nearly 1 million cards were dispensed. In January of 2008, the machines put 657,000 player cards into action.

And if the kiosks had a great impact on customer satisfaction, they had an even greater one on the bottom line. In the past fiscal year, Dave & Buster's has saved \$2 million in annual labor costs by implementing card dispensing kiosks - a textbook example of outstanding self-service ROI!



TO LEARN HOW KIOSK CAN IMPLEMENT A WORLD-CLASS SELF-SERVICE CARD DISPENSING SOLUTION FOR YOUR COMPANY, PLEASE CALL 800-509-5471 OR VISIT US ONLINE AT WWW.KIOSK.COM.