



Kiosk ROI

Sponsored By:



SELF-SERVICE

& KIOSK ASSOCIATION



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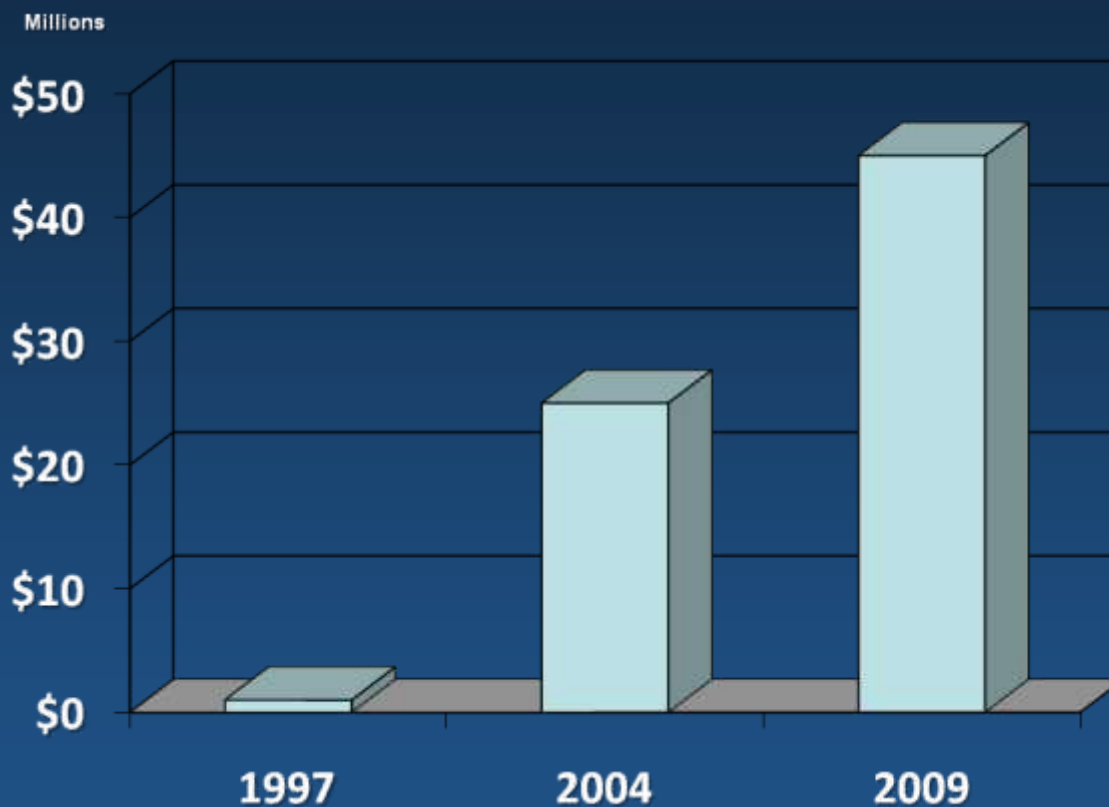


Amtrak's Quik-Trak Ticketing Kiosks



Meeting Traveler Demands Now
and into the Future

A Brief History



Kiosk Application

- Rewritten for kiosk replacement
- Maintains familiar customer flow
- A single use application
- Enhanced the customer experience

The Business Problem

- Ridership was increasing
- Headcount increase not possible
- Operating budget constraints
- Historic facilities

- Kiosk growth-
 - 2003 - \$30M/mo. from 110 kiosks
 - 2009 - \$56M/mo. from 330 kiosks
- Kiosk availability 98.5-100%
- Transaction Performance
 - Prepaid booking 10-15 seconds
 - Walkup purchase 35 seconds

- Quantified through path to market analysis
- Agent Issuance- \$5.50 per rider
- Kiosk Issuance - .50 per rider
- Distribution channel shift generates ROI



- Today 100% visit the kiosk for tickets
- Print from home is coming in 2011
- Kiosk demand may decline
- Opportunity to run alternative applications





KIOSK ROI

MaxBox Digital Retail Ltd

Solution provider & digital content aggregator for self-service kiosks.



2004 – Entered the kiosk industry



2006 – Introduced Digital Retail



2009 – Opened MaxBox Middle East office



2010 – Planned expansion to USA, Caribbean & India

The Challenge & Your Goals

COMPELLING self-service offering
ATTRACTIVE to customer & retailer



Improve customer experience



Competitive advantage



Queue busters



Incremental revenue streams



Grow national presence



Reduce overheads & free up staff time



Multiple revenue streams

Rental

Fixed, monthly rent = guaranteed income & forecast model

Incremental Revenue

Bundling complimentary offerings within limited footprint

Advertising

Cover operational costs with 2nd screen

Package Options & Add-ons:

Amortises the initial investment

Add-ons generate additional rental

Self-Service Lessons Learnt

“We’ve developed a huge range of applications why shouldn’t we present them all??”

CUSTOMISE YOUR KIOSK TO FIT A TARGETED NEED & CONSUMER

✓ Limit applications & present with simplicity



NOT



✓ Encourage buyers not browsers

✓ Consider launch time & audience



✓ Build trust in self-service



MaxBox Self-Service Successes:

MOBILE TOP-UP KIOSK – RENTAL MODEL

SELF-SERVICE ACTIONS

STOPPED top-up transactions at till points
INTRODUCED card payment transactions

SELF-SERVICE RESULTS

FOCUSED staff on high margin sales
INCREASED revenue by 300% within weeks!!

**= PROVEN RETURN ON INVESTMENT
FROM A SELF-SERVICE KIOSK**



Return on Investment (ROI)

SoloHealth

Stephen Kendig, VP

- Designs and produces interactive self-service health kiosks
- We provide our partners with insightful and actionable health data about the public
- We help establish local connections between consumers and health care providers
- Our core business is around education, awareness and action

- **Educate** consumers on the importance of eye health
- **Motivate** people to get an eye exam with and ECP
- **Grow** the number of eye exams and product sales



EyeSite™ will drive more people to see an eye care practitioner, more frequently.

EyeSite™ Revenue Model

Eye Doctors



Advertisers
Optical Product MFG



CHOOSE A DOCTOR IN YOUR AREA

LENSCRAFTERS	(678) 482-4491 Mon-Sat 10am-9pm Sun 12-6pm
VisionWorks	(678) 596-0024 Mon-Sat Xam-Xpm Sun X-Xpm
macy's	(678) 546-4338 Mon-Sat Xam-Xpm Sun X-Xpm
PEARLE VISION	(770) 831-1010 Mon-Sat Xam-Xpm Sun X-Xpm

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Enter your contact information.
This information will only be used to schedule your exam.

Enter your first name:

Choose how we should contact you:
 Telephone Email

Would you like to receive promotional offers or new product information from EyeSite and its partners? Yes No

Print or email results and coupon.

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Schedule an Appointment

Advertising Opportunities



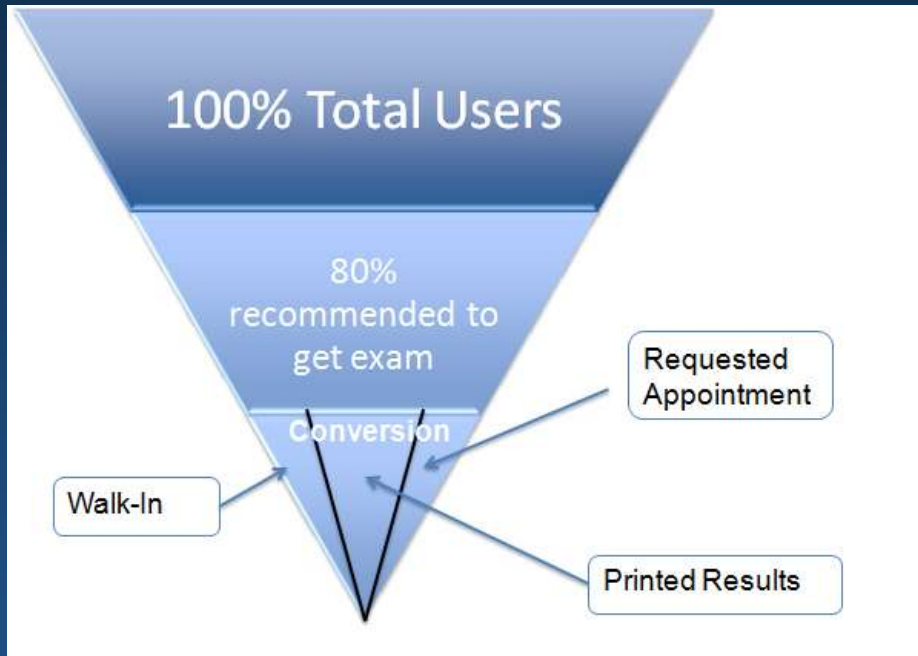
:15 Video Ad

Digital Sign



Targeted Printout

Kiosk Unit Economics - Example



Increased Exams ,Product Sales & Brand Share

Kiosk Economics (1 unit)

25 users/day = 10,800/year

15 exams/month = 180 exams/year

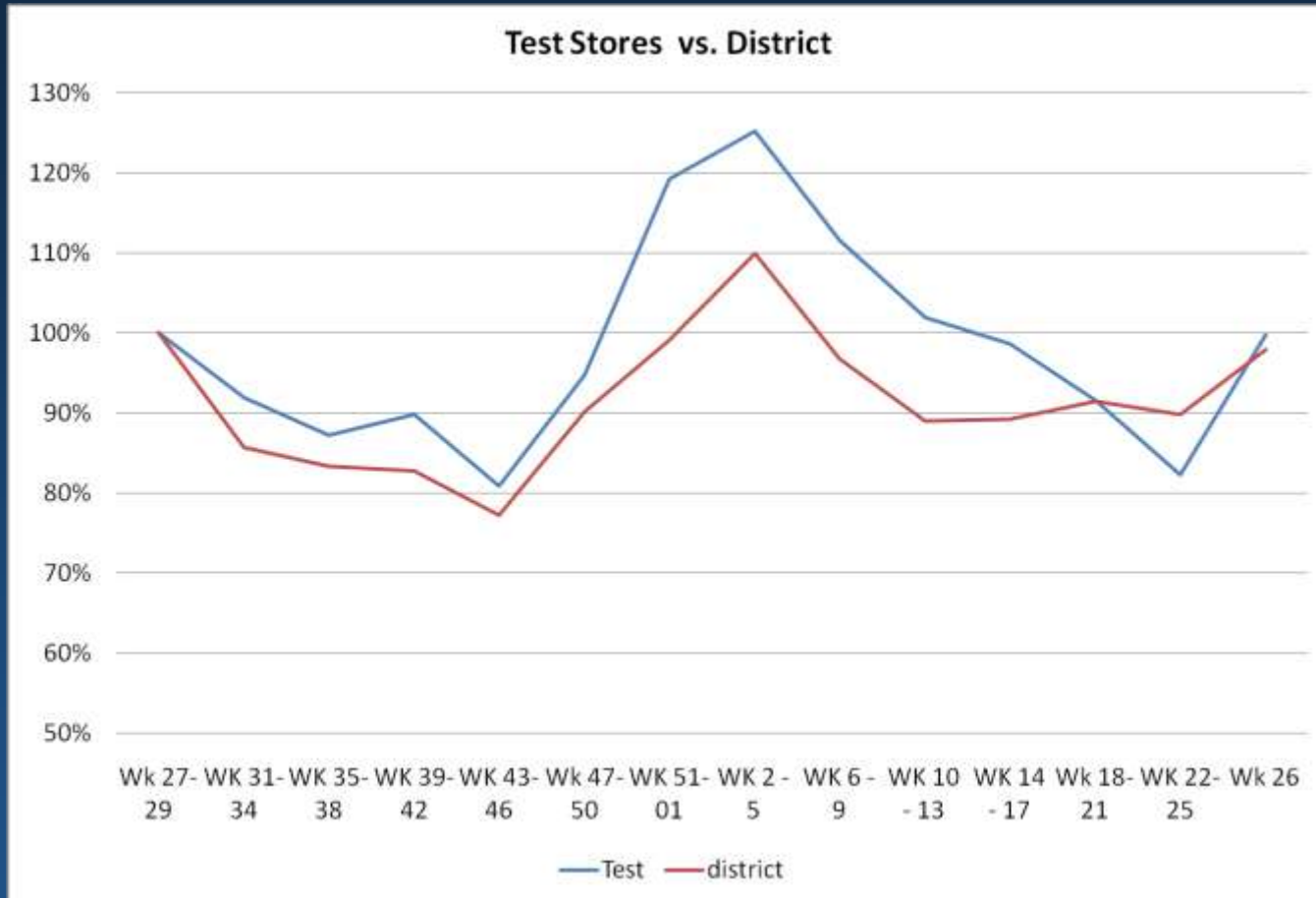
Average Spent/Exam*: \$304

Total Value/Kiosk: \$54,720

50% GM: \$27,360

**National average – Retail dollars*

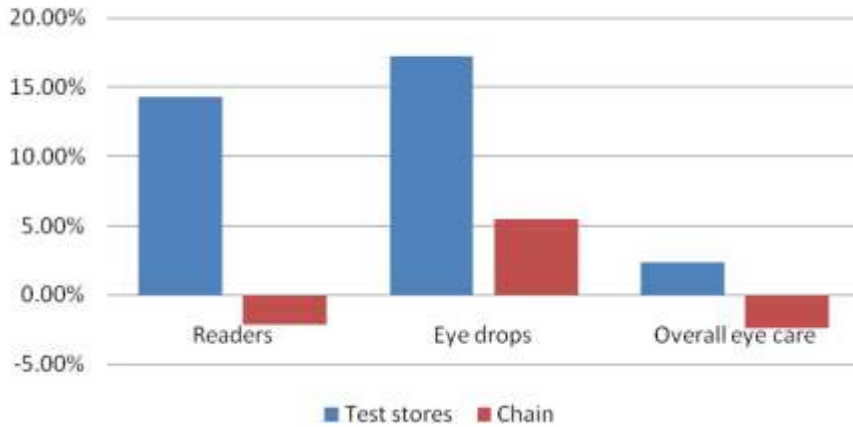
Retailer with Optical - Example



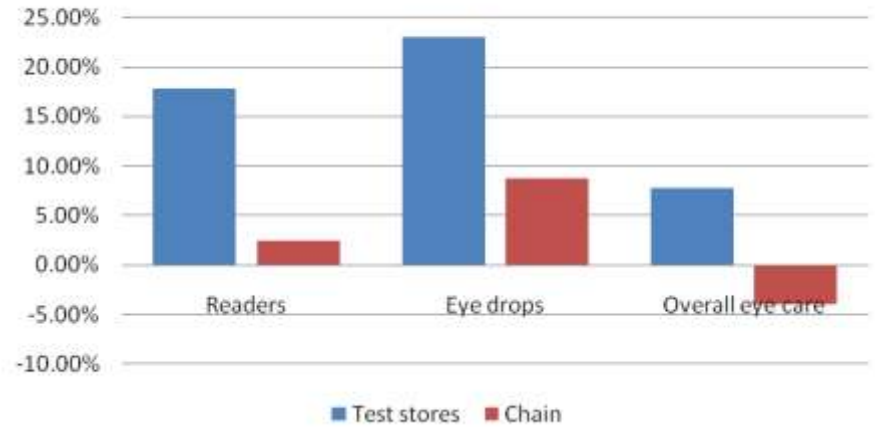
EyeSite test stores achieved significant sales growth vs control Stores

Retailer without Optical - Example

Test store vs. chain - Gross Revenue



Test store vs. Chain - Gross Profit



EyeSite test stores show significant growth over chain in eye care categories



Summary

Big Ideas



Open Q&A



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