



micros[®] KIOSK Point-of-Service

Customer kiosks have become a common component of everyday life. From Automated Teller Machines (ATM), to tourist information kiosks, to Airline flight check-in, kiosks have proven to speed service and increase guest through-put at a lower labor cost. For businesses where customer order input is appropriate, kiosks have been identified as one of the primary initiatives in an overall marketing strategy.

The MICROS Kiosk solution provides a simple, easy-to-use, fully integrated customer information or self-ordering device. Running on robust MICROS hardware or any other appropriate hardware device, our scalable kiosk solution can be mixed and matched with traditional POS terminals or hand-held devices in any installation to increase your revenue, reduce labor costs, and provide a reasonable ROI.



Back Office, Business Intelligence,
Customer Relationship Management,
Enterprise Support Solutions, Hardware,
Point-of-Service, Restaurant Operations,
Service Solutions

REDUCE LABOR COSTS WITH SELF SERVICE

Top 10 Reasons to Deploy a Kiosk

- Operational efficiency with increased customer through-put
- Customer empowerment: Kiosks provide information and transactions on demand – at the customer's own preferred speed
- Convenience
- Improved access to information that is displayed faster and in greater detail
- Improved access to services
- Time savings
- Fewer errors, as a result of less human interaction
- Shorter lines
- Ability to track users/statistics
- Up-selling opportunities

Benefits of a Kiosk

- Increased number of customers adds topline revenue
- Reducing wait times improves customer service
- Reducing order-taking staff lowers labor costs
- Increase your competitive advantage by servicing more customers faster and keeping them loyal to your establishment
- Display promotions, "specials" information, upcoming events, or even sell advertising on your kiosk

Design the Kiosk For Your Needs

- Simple Use:
 - Intuitive screens allow customers to place their own order
 - Display promotional information, specials, or advertising
 - Utilize complete MICROS library of artwork, images, and icons for simple and easy configuration
- Power User:
 - Solution for an integrated marketing strategy to drive
 - Business and brand recognition
 - Continue to use as a customer order entry station
 - Allow for custom icons and images for unique integration and display
 - Integrate audio and video
 - Implement customer feedback mechanism
 - Integrate for a total solution including Customer Relationship Management:
 - Frequent Diner Cards
 - Guest database and preference management
 - Repeat last order
 - View frequent diner points
 - Process awards or promotions
 - Motivate customers to join

Kiosk Features

- Graphic Themes
 - Control colors, style, and shape (transparency)
 - Display buttons in non-rectangular shapes (e.g., round, oval)
 - Control information areas and background image
 - Program guest check border and check summary
- Enhancements to the check detail area to support non-proportional fonts
- Configure a watermark image by revenue center
- Configure text prompts for kiosk terminal
- Media support
 - Link buttons to screens for kiosk terminals
 - Link buttons to screens for POS Operations
 - Link buttons to screens for training purposes
- Screen animations for kiosks for suggestive selling (e.g. rolling bitmaps)
- Switch languages at sign in
- Show advertisements while system is idle
- Integrated with MICROS 3700 and Symphony



MICROS provides a customer-driven kiosk solution, displayed here on the MICROS PCWS 2010