



Self Service Excellence Award winners, Part I

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The Library of Congress Experience might have been the belle of the ball at the Self Service Excellence Awards, held earlier this month at the KioskCom Self Service Expo in Las Vegas, but other deployments stood out in the retail, healthcare and travel verticals, as well.

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In the **Best Retail Deployment** category, Canada's Indigo Books and Music (which also operates Chapters stores) won for its Next Generation Retail kiosk, which was developed in response to two key in-store customer behavior insights: 25 percent of the customers who visited an Indigo or Chapters store with an intent to purchase left without doing so, and 70 percent of Indigo customers saw the existing in-store kiosks as a staff tool rather than a customer resource.



The retailer's pre-deployment analysis also showed that customers regularly had trouble locating products in-store, were unable to search for items in a particular subject area or found that the item they wanted was out of stock.

To solve these issues, Indigo partnered with IBM Canada in 2008 to upgrade the kiosk program and launched a hardware-only pilot in six stores, which saw a 25-percent increase in usage and a seven-percent increase in product orders. Upon rolling out the entire program, Indigo saw a 150-percent increase in usage over the previous year, as well as a 10-percent increase in product orders. Survey results from Net Promoter also have indicated promising figures:

- 29 percent of customers who used the kiosks and also made a purchase.
- 95 percent of customers who used the kiosks said they were "easy to use."
- 75 percent of store employees said the kiosks were "helpful in selling to customers."



"Indigo's Next Generation Kiosk had ambitious goals of delivering significant sales increases through improved in-store conversion while also being a strong fit with our brand," said Sumit Oberai, senior vice president of technology for the retailer. "We internally believe that we delivered against those objectives and are very proud of the external recognition provided by winning the Best Retail Deployment award amongst a field of U.S. and international competitors."

The Self Service Excellence Awards judges reported that the complex deployment was particularly impressive because of its focus on the customer and use of extended branding to drive traffic to the kiosks.