

Establishing Project Goals

Lilitab offers affordable tablet kiosk solutions for nearly every situation. Our team has more than 40 years of experience in kiosk and product design and we deliver exceptional customer service. As the only tablet kiosk company that is an Apple “Made for iOS” manufacturer, Lilitab is uniquely qualified to create custom kiosk solutions.

Our in-house engineering team designed our patented MagDOCK interface as well as our tightly integrated lightning credit card reader and custom MFI lightning cables. Lilitab supports most 10” tablets on the market, including all Apple iPad’s, Microsoft Surface, Samsung and more. Our tablet and iPad enclosures can be customized with custom finishes, graphics and colors to help you promote your organization and deliver an impactful user experience in all settings.



Lilitab’s offices are located in San Rafael, 20 minutes north of San Francisco across the Golden Gate bridge.

The use of self-service kiosks continues to expand in nearly every part of our society. A March 2017 report issued by research firm Statistics MRC predicted that the global kiosk market will reach \$88.3 billion by 2022, up from \$46 billion predicted in 2015.

Done well, a kiosk deployment can help increase sales, simplify operations and improve customer experience. Done poorly, those kiosks can end up becoming expensive decorations.



ENSURING DEPLOYMENT SUCCESS.

It’s vital to establish your project goals before taking any kind of action. You can accomplish this by answering these three questions:

1. What do you want to achieve?

If you’re a restaurant operator, do you plan to add self-order kiosks to speed throughput and improve the guest experience?

For a retailer, maybe the plan is to expand a store’s offering by incorporating an “endless aisle” kiosk where customers can order items not in the physical inventory and have them shipped to their home—increasing sales in the process.

For a movie theater or sports arena, the kiosk might be used speed ticket checking and crush your lines.

Do you plan to deploy a survey kiosk to gather customer feedback? If so, how will you use that information and what value is it providing to your company?

If a kiosk will be used for patient check-in for a medical facility, how much labor and time is saved from handing out forms and entering the information manually?

Will your kiosk enrich visitor experience by offering fun and informational activities that they can't access online?

Having a clear idea of what you hope to achieve with a kiosk deployment can make it easier for hardware and software vendors to meet your exact needs, and help you avoid costly missteps.

2. How will you measure ROI?

Although it may seem simple on the surface, measuring the return on investment from a kiosk deployment can be a complicated affair. Having a way to calculate ROI can help a business determine whether a kiosk is worthwhile or if that investment is best left in the bank.

Factors to consider when calculating a kiosk's costs should include the initial equipment and setup costs, staff training, software development and infrastructure support. For a self-order or transactional kiosk, those figures would be compared with the additional profits from increased sales and lowered labor costs.

While those hard costs may seem relatively straightforward, other factors might come into play as well. Do customers leave your establishment having had a better experience and as a result maybe more likely to return? Does your deployment make it easier for employees to do their job, improving morale and reducing turnover? Can they be reassigned to offer a more personalized guest experience?



Placing a value on those intangible factors plays just as big a part in determining ROI as do those results that can be calculated in dollars and cents.

3. What is your definition of success?

Once a method for calculating ROI is determined, establishing goals for metrics such as increased sales, reductions in labor costs and improvements in guest satisfaction scores is critical for determining if a kiosk deployment is a success.

In addition, a deployer needs to decide how much time they will devote to achieving those results. In most cases success does not occur overnight, the business requires two or three months to fully integrate the kiosk into their operations and see any changes in guest activity.

WE'RE HERE TO HELP.

To help answer these questions, it's important to work with a kiosk company that has the experience in knowing what to expect from a kiosk deployment project. We at Lilitab have over 40 years of experience in kiosk and product design. We've seen it all yet continue to drive innovation in the tablet kiosk industry. We can help guide you through a fail-proof kiosk deployment project ensuring all your business requirements are met. Contact us to get started.