



Global Services & Support  
Service Delivery Innovation

pitney bowes 

White paper

# Innovative support for self-service kiosks.

Planning, installation, maintenance and management of a geographically dispersed network of kiosk equipment can be challenging. An experienced and knowledgeable service partner streamlines these processes.



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## Partnership Simplifies Kiosk Management

Interactive kiosks are a popular means of providing customer self-service, and the Covid-19 pandemic has further increased their appeal. The benefit for companies is the ability to serve customers in more locations with a smaller staff than traditional business models allow. The flip side is that managing self-service kiosks in widely dispersed locations can be expensive and may stretch technical staff very thin.

Pitney Bowes® Service Delivery Innovation provides the expertise and service infrastructure to support a network of kiosks across a broad geographic area, enabling the company that owns the kiosks to focus on its core competencies rather than technical servicing of the machines.

## Retailers clamor for kiosks. How can kiosk providers meet the demand?

### Kiosk-based services boost retail operations.

A kiosk is a physical stand housing a computer terminal that is customized to perform specific functions. The services provided vary widely with the creative thinking of the businesses that deploy them. Some kiosks enable customers to perform necessary functions faster, such as travelers renting a car or checking in for a flight. Others offer information or directions. Some kiosks are located in retail stores to provide ancillary functions, such as refilling reusable printer cartridges, while customers shop. And some provide highly specialized services, such as refrigerators that streamline medication management for healthcare organizations.

By automating processes that would otherwise require staff time, kiosks allow a business's employees to get more done in a given period of time, which improves margins. Moreover, retail-oriented kiosks that provide customer service without human interaction can support growth by enabling the business to serve customers in far more locations with a much smaller staff.

For these reasons, the kiosk market has been expanding, with industries such as retail, food service and hospitality leading the way. The COVID-19 pandemic has amplified demand for kiosks, because they streamline service delivery while reducing face-to-face human contact. One recent [study estimates](#) that the global market for kiosks will explode from US\$18.15 billion in 2019 to \$46.25 billion by 2027. [Another projects](#) that the market will reach \$48.11 billion by 2025.

**12.5%** — *compound annual growth rate (CAGR) forecast for the global kiosk market through 2027*

### Challenges with adopting a kiosk-oriented business model.

The prospective benefits of deploying a network of geographically dispersed kiosks are extensive, but so are the challenges. Companies leveraging this trend to grow their business need to make sure they are delivering the level of service their customers want. The kiosks need to not only accelerate customer service, but also improve engagement and the overall customer experience.

Deployment of the equipment needs to be smooth, and any maintenance or repair issues must be dealt with promptly. A customer who has come to expect fast, easy interactions with a specific kiosk will necessarily be disappointed if the hardware or software isn't functioning properly and service does not meet expectations. Protection of customer satisfaction and the company's brand reputation requires periodic maintenance by skilled technicians and emergency repairs in a short timeframe, to maximize productivity and minimize downtime. Consistent performance is critical.

The challenge is that many organizations deploy kiosks in locations where they do not have any staff, or perhaps where the local team lacks technical expertise. For them, the whole point of this business model is to expand the company's reach, to serve customers beyond the organization's geographic staffing footprint.

Consider, for example, a newly launched kiosk-based business. It may employ a small staff of engineers who are capable of performing installation, maintenance and break/fix tasks, but this team may work out of a central location. Sending an engineer to address technical issues in one of the company's kiosks might entail travel to another city, state or even another country.

Such a situation creates several potential problems. For one thing, it places a substantial drag on response time when a kiosk needs support. Slower resolution of hardware and software issues can lead to customer frustrations, potentially creating long-term damage to customer satisfaction. At the same time, this approach draws engineers' attention away from more strategic responsibilities, such as developing new solutions or

optimizing functionality of the company's existing offerings. It can reduce the business's scalability by tying up valuable resources in unnecessary activities, and frequent travel expenses certainly increase the kiosks' total cost of ownership (TCO).

Tech startups aren't the only organizations to face these challenges. An established business may have similar issues with deploying technical resources, with the right skillset, to every location in which its equipment resides. Scaling service on demand might mean dispatching either expensive engineers or, conversely, employees underqualified for the types of service they are asked to provide. The first scenario is wasteful, while the second puts the customer experience at risk. The challenges grow if the company hasn't effectively documented repair and maintenance workstreams, which may lead to inconsistent support, depending on each individual technician's level of experience.

### Developing a service plan.

The challenge of effectively supporting a distributed kiosk infrastructure can be substantial, but it is also surmountable. The first step for a business owner or operations manager planning a kiosk rollout is to make sure staffing, service and support considerations are front and center. They should ask (and answer):

- How many of our employees will need to be trained to have a deep technical understanding of the kiosks' operations, and where will they be located?
- How many hours per week do we want these staff members to dedicate to kiosk implementation, maintenance and repair?
- How quickly do we expect to expand? How frequently will we install new kiosks?
- How much time should kiosk installation require from a technical resource? Consider:
  - Pre-delivery site survey, which should cover siting of the kiosk, considering electricity, network connectivity, necessary clearances and other requirements; precise location for kiosk delivery; and means of transporting the kiosk to its final placement, including stairs and clearances through doorways, hallways, etc.

- Delivery assistance, including verification that the kiosk was not damaged in transit – do we have local staff who can handle delivery day?
- Setup and configuration: What level of technical expertise will installation require?
- Testing, once the kiosk is configured and before it is turned loose for customer interactions.

- What maintenance will each kiosk require? How frequently, and what level of technical expertise is necessary to complete each task?
- How frequently do we expect the kiosks to require break/fix service? How reliable are these estimates – are they based on either our internal experience or data from other organizations running kiosks similar to those we will deploy?
- What response time will we expect to achieve for kiosk repairs, to minimize the impact of downtime on customer satisfaction?
- What will achieving our desired service-level agreement (SLA) mean for our technical staff's workloads?
- How much do we expect to spend on travel for technical staff to each kiosk, across initial implementation, ongoing maintenance and repair? How will this affect each kiosk's TCO?
- In total, how much time will kiosk deployment and ongoing management demand from our technical staff? What else might they be spending that time doing to improve our business?
- Will installation, maintenance and repair considerations limit our ability to expand the kiosk infrastructure over time? Would we want to expand more rapidly – or into a broader geographic range – if travel for technical staff were not a consideration?

Answering these questions may be daunting, but it is necessary. Kiosks can provide a major boost to an organization's customer experience, and ultimately to its bottom line – but only if the machines' maintenance and break/fix service receive adequate attention during the planning process.

The good news is that if the analysis of internal resources indicates a gap between expected service levels, desired client experience and employee's ability to meet those expectations, there is another option.

### End-to-end kiosk service and support.

Pitney Bowes® Service Delivery Innovation offers kiosk management across the entire product lifecycle. Pitney Bowes employs more than 640 field service representatives globally, who provide end-to-end onsite service in every ZIP Code across the United States, including Alaska and Hawaii. They also offer worldwide service for Pitney Bowes solutions on more than 30 original equipment manufacturer (OEM) technology solutions, including kiosks.

Broad expertise across field service, consulting, call center, logistics, parts, and project management makes Pitney Bowes the perfect partner for organizations that need help running geographically dispersed kiosks. With every job, Pitney Bowes Global Services representatives leverage a knowledge base developed through the company's more than 100 years of delivering service and support to organizations ranging from small businesses to Fortune 500 companies. Moreover, these professionals are highly skilled, fully certified and security-cleared. On average, they have more than 20 years of experience servicing kiosks and similar systems.

### Kiosk Support Through Pitney Bowes Global Services



**Pitney Bowes Global Services provides the expertise and service infrastructure to support geographically dispersed kiosks across the globe.**

Pitney Bowes Global Services consultants can be involved in the pre-installation planning, site surveys and logistics preparation required for kiosk solutions. The rigorous needs assessment of Pitney Bowes Global Services' pre-sales process ensures that the consulting team fully understands requirements and desired business outcomes for the kiosk owner. From there, the consulting team combines project management, data and analytics capabilities, and industry expertise to help the organization achieve its goals.

Certified field service representatives can provide logistics and physical implementation of the kiosks. The service contract may continue once the machines are in place, with technicians remotely monitoring equipment performance and a contact center fielding calls anytime a kiosk owner experiences an issue. On average, the team remotely resolves about 75% of reported problems with hardware and 97% of reported problems with software.

When onsite repair is necessary, field service representatives provide on-call break/fix service, with optional parts management and inventory management to accelerate repairs. Although SLAs vary with geography, a technician can typically be onsite within the continental U.S. within six hours. Among an average of 1 million field service dispatch requests in a recent year, resolution on first contact was 85 percent. As a result of this fast and skilled service, 95 percent of customers are satisfied with Pitney Bowes field technicians and 98.6 percent are satisfied with the company's equipment installation.

Pitney Bowes Global Services' expertise lies in turning equipment management processes into a series of systematic workflows. This project management approach means that every step of deployment and maintenance processes becomes standardized and repeatable for our skilled technicians around the world. At the same time, kiosk owners have a single point of accountability should an issue arise. Pitney Bowes' institutional knowledge and process consistency reduce TCO and increase quality control for any customization the kiosks require.

In addition, Pitney Bowes Global Services offers training development, deployment and management for kiosk solutions. Education services are based on Pitney Bowes' extensive experience in, and research on, the science of training. Pitney Bowes Global Services also offers dashboards and analytics solutions that provide insights to support continuous improvement of a kiosk environment.

**Pitney Bowes: The right service provider for the job.**

From consulting to operations, installation, logistics, support, service and ongoing management, Pitney Bowes® Global Services provides a turnkey kiosk solution. When we take responsibility for their kiosks, companies large and small can focus on their core business. The combination of the century-old Pitney Bowes brand, our globally recognized expertise, and our broad and deep service infrastructure enables customers to scale up, confident that customer satisfaction will remain high even as the business grows.

Better customer service, improved infrastructure scalability and faster growth make Pitney Bowes Global Services the right field service provider for kiosk installation and long-term support.

*“Hiring technicians across the country would have been challenging for us as a startup. Our partnership with Pitney Bowes has been an important factor in helping us grow so rapidly.”*

— Lexie Kennedy, Logistics and Transportation Manager,  
TruMed Systems, Inc.

### United States

3001 Summer Street  
Stamford, CT 06926-0700  
800 327 8627  
pbgproservices@pb.com

### Europe/United Kingdom

Pitney Bowes Ltd  
Building 5, Trident Place,  
Hatfield Business Park,  
Mosquito Way, Hatfield,  
Hertfordshire AL10 9UJ  
0800 748 639  
sales.enquiries@pb.com

### Canada

5500 Explorer Drive  
Mississauga, ON L4W5C7  
800 268 3282  
pbgproservices@pb.com

### Australia/Asia Pacific

Level 1, 68 Waterloo Road  
Macquarie Park NSW 2113  
+61 2 9475 3500  
pbgproservices@pb.com

For more information,  
visit us online: [pitneybowes.com](https://www.pitneybowes.com)