Xerox® Instant Print Kiosk and Retail

Physical stores are becoming destinations themselves, offering new types of experiences and activities. Xerox® Instant Print Kiosk gives retailers opportunities to add more services.

**Retail Insights * **

- For every retailer closing stores, five retailers are opening stores.
- 71% of shoppers are spending more per visit in-store than online.
- >80% of shoppers add additional items to their cart when shopping in-store.

**Considerations**

- Would offering services to your customers that they do not already have help increase your customer base?
- Customers for Xerox Instant Print Kiosk will spend additional money in store on other goods.
- Xerox Instant Print Kiosk can increase customer loyalty and frequency of customer visits.
- Xerox Instant Print Kiosk will add additional reasons for customers to visit your establishment.
- Differentiate your store from competitors with the addition of services for customers.

**Xerox® Instant Print Kiosk for customer use in retail outlets, stores within a store, and specialty shops.**

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<th><strong>INCREASE SPEND FROM CUSTOMERS</strong></th>
<th><strong>DRIVE CUSTOMER LOYALTY</strong></th>
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<td>With Xerox® Instant Print Kiosk, shopping malls can offer their large customer base more services for a small amount of floor space and little staff overhead.</td>
<td>With Xerox® Instant Print Kiosk, higher end supermarkets can provide an enhanced customer experience. Prices are fully flexible giving shop opportunity to offer low cost services or to benefit from a high margin asset.</td>
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<th><strong>DRIVE FOOT TRAFFIC</strong></th>
<th><strong>KEEP STAFF FOCUSED ON CORE BUSINESS</strong></th>
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<td>With Xerox® Instant Print Kiosk, specialty shops can give customers that usually buy online a reason to visit the shop and benefit from incremental services.</td>
<td>The intuitive self-service Xerox® Instant Print Kiosk helps visitors do all of their own printing, copying, scanning and faxing without any staff interaction, from submitting the original job, to having it delivered.</td>
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Xerox® is the first to market with a fully secure, integrated self serve kiosk providing a wide range of document services. The highest level of security is provided with point-to-point encryption (P2PE) giving customers complete peace of mind.


*Sources: FirstInsight, In-Store Impulse Shopping Stands the Test of Time, 2019; Retail’s Renaissance – True Story of Store Openings/Closings, North America, IHL Group, 2019.*