

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



Xerox® Instant Print Kiosk for customer use in retail outlets, stores within a store, and specialty shops.	
 <p>INCREASE SPEND FROM CUSTOMERS</p> <p>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.</p>	 <p>DRIVE CUSTOMER LOYALTY</p> <p>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.</p>
 <p>DRIVE FOOT TRAFFIC</p> <p>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.</p>	 <p>KEEP STAFF FOCUSED ON CORE BUSINESS</p> <p>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.</p>
<p>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.</p>	

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.

For more info please visit www.xerox.com/en-us/office/print-kiosk

*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.