SquareOne

Outpace competition

Build customer loyalty and create
new revenue streams

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> *Outpace competition – build customer loyalty and create new revenue streams*

The return of pre-pandemic customer volume makes grocery store POS kiosks even more in demand. Self-serve kiosks are set to become a two-billion-dollar industry by 2026 and this kiosk maker needs to produce machines that can handle high order volumes. At the same time, they want to provide tools and features that make their kiosks unique, rugged, and revenue generating. Over 70% of grocery customers prefer a self-serve option, and expect a check-out kiosk that is seamless, intuitive, and always available, without ever waiting in a long line. In a crowded market, it's crucial that this kiosk manufacturer set itself apart from the competition and create opportunities to bring in revenue once kiosks were deployed in the field.

This grocery POS kiosk manufacturer needs help:

Building machines that support their own operation and maintenance

Developing new revenue streams in a growing industry

Allowing their retail clients to provide seamless and familiar shopping experiences

Improving customer loyalty through value-added features and service

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The SquareOne Advantage

Adoption of SquareOne by this kiosk manufacturer enables a feature-rich offering to grocery store retailers for an additional fee. Devices that in the past had only provided one-time revenue for the OEM can now deliver an annuity of recurring revenue for the OEM, greater security for the grocery store customer, and overall longer lifecycles in the field.

Using SquareOne's device grouping and deployment capabilities, this kiosk manufacturer enables grocery retailers to offer location-based advertisements and promotions to their customers, creating unique experiences with a unified brand image.

While 81% of retailers experience POS downtime annually, SquareOne-enabled devices are equipped with remote access and troubleshooting for more system uptime and better customer trust in the self-serve POS experience. Both mom-and-pop shops and grocery giants benefit from kiosks that are monitored remotely, updated regularly, and operated consistently without costly downtime.

Operators of SquareOne-enabled grocery POS kiosks can:

Remotely access and troubleshoot
Find and restore compromised devices- even those that have been turned off completely

Stay current
Identify out-of-date content and push updates automatically to specific devices and pre-defined groups of devices

Scale with ease
Connect enterprise data platforms to in-store kiosks using the SquareOne API, providing decision makers with the information they need, right when they need it

Support remotely
Gain desktop control remotely from homebase to troubleshoot and upgrade devices

[1]2022. "Kiosk Market Research 2022 – Self-Service Kiosks v14" Kiosk Industry https://kioskindustry.org/kiosk-market-research-2022-trends-in-self-service-facts-factoids-v2/

[2]O'Shea, Dan. 2019. "Study: 73% of consumers want self-service technology" Retail Dive https://www.retaildive.com/news/study-73-of-consumers-want-self-service-technology/546044/#:~:text=Dive%20Brief%3A,10.6%25%20increase%20from%20last%20year.

[3]Shaw, Darren. 2021 "The Cost of Downtime for Retailers Is Increasing" SNP North America: https://blog.snpgroup.com/-blog/the-cost-of-downtime-for-retailers-is-increasing

[4]Wu, William. "How much does 1 hour of downtime cost the average business?" Rand Group https://www.randgroup.com/insights/-services/cloud-services/how-much-does-1-hour-of-downtime-cost-the-average-business/

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Feature drilldown: SquareOne in action

To celebrate the Mariners playoff appearance, a large snack company wants to run a special 2 for 1 promo in all Washington state stores. Self-serve POS kiosks need to be able to recognize and apply the promo, but only in Washington. With SquareOne, grocery store kiosk operators can send specific content to only a certain group of devices. Easy and centralized device groupings and package deployment means that stores can create unique customer experiences without sacrificing familiar UI or branding.
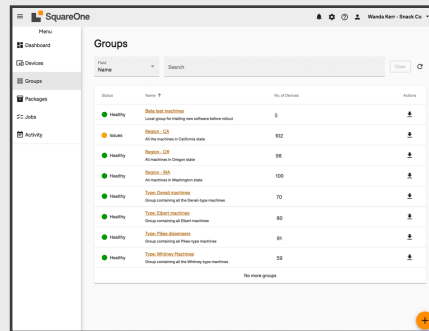
Select the correct content by searching for the promotional packages

And deploy the content package to exclusively Washington-area location
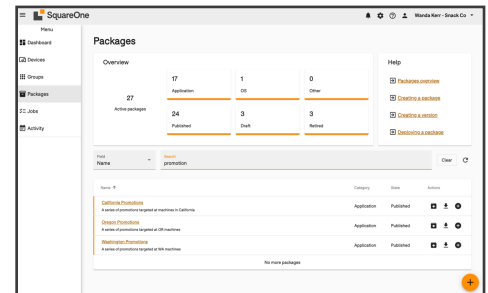
Without a single in-person visit or manual entry.

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