



WHITE PAPER

Ticketing Kiosks

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Streamlined ticketing processes,
delighted customers

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Businesses are raising customer satisfaction levels by adopting more efficient ticketing processes through kiosk solutions that offer self-service ticket purchases, printing and check-in procedures.

Since new technologies can offer a more convenient way to purchase tickets than traditional manned booths, automated payment systems are becoming more widespread than ever. Self-service kiosks at amusement parks, airports, concert venues, sports stadiums and lottery retailers bring greater accessibility and important time savings to their users at the same time as delivering significant cost savings to businesses.

In short, kiosk solutions, which are in particularly extensive use in the entertainment and tourism sectors, guarantee the most effective use of human resources while offering convenient options to customers. Air passengers can check in for their flight just before it is due to leave, while cinemagoers can purchase and print their tickets just minutes before the start of their film, avoiding the long queues of the past. Many companies find that solutions significantly increase profits by reducing operating costs.



A more efficient use of human resources

The ability to deliver a quick service while making good use of human resources is something that is of great importance to companies who regularly deal with thousands of ticket sales, such as those that operate cinemas or public transport. There is no doubt that deploying well-trained staff for this purpose is not an efficient use of a company's time or money, and ticket kiosks offer the ability for firms to deliver better service with fewer workers and to deploy their valuable workforce more efficiently.

Increased ticket sales

The time wasted in selling tickets one at a time, day after day is one of the biggest obstacles for businesses looking to increase sales, and ticketing kiosks make it possible to break sales records by avoiding long queues and delays caused by human error. By using the latest solution, increased ticket sales and reduced costs go hand in hand.

Happier customers

The use of ticketing kiosks can reduce pending transactions by up to 30 percent. They allow customers to make purchases more conveniently, lowering waiting times and improving satisfaction levels within the context of a much improved service.

Ticketing Kiosk advantages:

- Reduction in cost per transaction
- Significantly reduced waiting times
- Increased efficiency and shortened transaction time
- Ability to offer multiple languages and currency options
- Greater number of distribution points
- 24/7 service available for all customers
- Ability to advertise on the self-service terminals to open up another marketing channel

The latest trends in ticketing kiosks

It has never been easier for companies to increase customer satisfaction levels with the use of developing technologies. Ticketing kiosks are therefore widely used in many sectors, from tourism to entertainment to transportation. The increasing use of touchscreen technologies is particularly beneficial for devices offering unmanned services, since they offer the ability to upgrade to the latest technologies according to customer demands and requirements.

Another important feature of ticketing kiosks is that they offer customers multiple payment options. Kiosks can recognise different currencies, and accept credit cards or cash payments, and those that offer change or accept coins are particularly popular with users.

Dual screens for more content

One of the most exciting trends in the payment area is arguably the rise of modular designs and the use of dual displays. Companies using kiosks based on a two-screen design can offer their customers the chance to access content more quickly, thereby facilitating faster and more accurate use and maximising customer satisfaction levels.

Another advantage of using dual screen is that they offer an extra channel of communication that companies can use to disseminate corporate messages or increase awareness of special campaigns. They strengthen the interactive bond with customers and enable better responses to promotions and other sales initiatives. Companies that prefer to use this facility to gain advertising space can earn access to a new revenue stream

Investing in the future with modular design

Another new development seen in the latest ticketing kiosks is the use of modular design. Kiosks built on modular structures can offer the scalable and resilient solutions that every operator is looking for, making possible more frequent and cost-effective technology investments. Modular structures also allow companies to reshape their solutions according to the changing needs and circumstances of their customers, ensuring that they continue to remain satisfied with the service offered to them. With every module added, ticketing kiosks become more capable and thus more likely to stand out from the competition, especially when it comes to offering rich payment options.

Instant printing of tickets purchased online

As we have seen, one of the most important needs addressed by ticket kiosks is that of shortening queues, and this is particularly true for customers who want to print tickets they have bought online prior to an event.

In this regard, Kiosk Innova realised one of its most important projects for Burj Khalifa, the world's tallest building, which reaches 829.8 metres into the Dubai skyline. The structure is one of the emirate's foremost tourist destinations, and since thousands of tourists visit its observation tower every day it was important to establish a smart solution to cope with the high numbers. Thanks to the Kiosk Innova ticketing kiosks, it is now possible to purchase tickets with a credit card or to print previously purchased ones on the spot.

The Dubai panorama, unspoiled by queues

The solution designed for Burj Khalifa was based on Kiosk Innova's DBL210 model, which is one of the most popular self-service terminals offered by Innova. The interface and booking screen were also designed by the Kiosk Innova team, and a credit card unit was integrated for new ticket purchases, while a printer was fitted to facilitate instant ticket production. Thanks to the new kiosks, tourists who plan their visit months in advance or those that decide to visit Burj Khalifa at the last minute can enjoy the famous view after receiving their tickets in mere seconds.

Another example: the cinema kiosk

There is a good reason why Reel Cinemas, the largest cinema chain in the United Arab Emirates, has chosen Kiosk Innova ticketing kiosks. With its latest generation THXcertified Cineplex screens, Reel Cinema can accommodate 3,000 visitors at the same time, and one of the most important features it needed from its ticketing system was to be able to ensure that they could buy seats just as effectively as at manned box offices. The kiosks installed for the company allow straightforward seat selection, payment and ticket printing in one unit, and customers can even watch trailers on the high-quality screens.

A second screen to assist with purchase decisions

Reel Cinemas wanted to put a definitive end to long queues and make ticket purchasing much easier for visitors to its location in the Dubai Mall. But in fact the kiosks installed by Kiosk Innova offer a great deal more, helping customers to make decisions about which films to watch by showing movie trailers on 19-inch screens placed on top of the units. Cinema lovers can also use the 17-inch bottom screens to see the seating arrangement before easily making payments with their credit cards. The self-service solution offered by Kiosk Innova has helped to shorten the sales process and increase customer satisfaction, making Reel Cinema the superior choice.

In addition, the dual screened ticketing kiosks, which were designed and produced entirely at Kiosk Innova's facilities, were made to feature Reel Cinema's corporate identity and colours, thus contributing positively to the overall appearance of the theatre. In short, Reel Cinemas not only gained a better functioning system but also a more modern and dynamic look.

As a major player in Dubai's entertainment industry, Reel Cinemas was able to substantially simplify the process of purchasing tickets for those who enjoy the immersive experience offered by the 22 screens it manages at the Dubai Mall. Now the time between a customer's decision to go to the movies and settling down in their seat



is much shorter than before. Every day in the Dubai Mall, hundreds of cinema buffs print their own tickets after choosing the film they want to see, the time they want to see it and the seat with their preferred view, all without having to spend any time queuing. Reel Cinemas has also enjoyed seeing the end of the off-putting queues that used to build up in front of its old ticket booths.

Multiple payment options

Another important feature that makes self-service ticketing kiosks stand out is the multiple payment channels that they offer. For example, the Kiosk Innova product units at Dubai's Global Village—the largest cultural and entertainment centre in the emirate, which hosts more than seven million visitors a year—makes an important contribution to the international attraction by offering a full range of payment options to visitors.

For this project, Kiosk Innova integrated various components, including cash acceptance and return modules for cash purchases, integrated POS devices for credit card payments, barcode readers and receipt printers. In addition, the most appropriate ticket printers for the specific requirements of the Global Village were also fitted, bringing the benefits of the kiosks' modular structure while avoiding potential problems with payments and ensuring that the latest technologies were available.

Customer satisfaction at its highest level

The Global Village project put an end to unwelcome queues and helped to increase customer satisfaction levels dramatically. Today over 600,000 tickets are sold every year through Kiosk Innova ticketing units, and usage statistics and new orders are clear evidence of the project's success. Kiosk Innova worked in close cooperation with the International Empire Traders Group (IET), its business partner in the United Arab Emirates. While Innova handled the production of the kiosk hardware, IET undertook the installation and maintenance of kiosks as well as the design and development of the software.

About Us

Kiosk Innova, a trademark of Innova IT Solutions, is under the ownership of Turkey's largest telecommunications operator, Turk Telekom, which currently enjoys around 18.4 million subscribers. Kiosk Innova has been implementing creative solutions for over 15 years.

Kiosk Innova is a leading provider of self-service and automation solutions, with a vast know-how in utilizing its rich product portfolio to provide end-to-end kiosk and digital signage solutions. Starting with the finance, manufacturing, service, telecom and public sectors, Kiosk Innova's bespoke solutions have offered a series of innovations to help private and public enterprises achieve a reputable image and a memorable customer experience.