



Tapping the Potential of the Price Checking Kiosk

Increase the value of each customer interaction by replacing single-purpose price checkers with Aila's multifunctional Interactive Kiosk

For decades, price checking terminals have offered the bare minimum in functionality and design. However, they still play a critical function, as shoppers turn to them for essential information in the midst of making a buying decision. Furthermore, some states have legislation mandating price checkers for specific retail segments, such as grocery.

These in-store digital touchpoints represent a largely untapped opportunity to deploy more engaging customer experiences, more efficient pricing practices, and enhanced revenue-generating interactions.

Aila Technologies is reimagining the price checking terminal as a complete customer

information center. By replacing legacy price checking hardware with smarter, more powerful, more versatile devices, retailers can better engage shoppers with an array of valuable services.

More Engaging Interactions

Customers today consider many factors other than price in their purchasing decisions. Likewise, the customer information center should be able to provide the information that shoppers seek: in-depth product information, product reviews, product comparisons, and in the case of food, detailed nutritional information. The customer information center could also serve as a loyalty sign-up or check-in station, delivering personalized product recommendations and pairings, rewards, and other cart-stuffing tactics commonly found in online shopping channels.

Many retailers wait until check-out to activate loyalty rewards. However, what better opportunity to provide shoppers with promotions or personalized offerings than when they are turning to an in-aisle kiosk for help? Adding loyalty capabilities to the price checker

Nine states have specific regulations about price scanners.¹ In Massachusetts, for example, grocery stores that eschew individually marked unit pricing must compensate by having one “functional” price scanner for every 5,000 square feet of retail space.

¹Source: <https://goo.gl/vUgNBB>



Aila's Interactive Kiosk, shown here on a wall mount and floor stand, can provide essential in-aisle price checking capabilities and a whole lot more.

transforms it into a digital sales assistant that can practically—and measurably—guide customers as they make purchasing decisions.

Aila's sleek, powerful Interactive Kiosk can unlock these ROI-generating opportunities as well as other more advanced capabilities, such as ordering in-store for home delivery, locating products throughout the store, or simply alerting an associate about the shopper's query.

Variable Pricing to Reduce Shrinkage of Perishables

Imagine being able to automate the pricing of nondurable goods based on sell-by or made-by dates. For grocers, this has tremendous potential to increase efficiency and reduce waste for dairy products, the butcher counter, the deli, fresh produce, and the bakery sections. And as a consumer, it provides the option to pay less for food that will be used right away, or perhaps to consider paying more in exchange for some additional shelf life.

While not easily managed with the traditional pricing gun, one solution to variable pricing is embedding sell-by-dates into DataBar or Digimarc barcodes—both of which are

readable by Aila's Interactive Kiosk and handheld Mobile Imager—and applying an appropriate discount schedule. Customers or associates can then scan the labels on perishable products to see the latest pricing.

Aila's Interactive Kiosk: Customer Information Center

Aila's Interactive Kiosk is a retail-ready iPad-based device with a bright, responsive touch-screen interface. By combining the industry's most versatile integrated scanning capabilities with the powerful iOS platform, the Interactive Kiosk offers such depth of functionality that it renders legacy hardware and single-function in-store hardware obsolete.

Aila's best-in-market TrueScan™ technology enables the Interactive Kiosk's built-in optical scanner to read all 1D and 2D symbologies, including barcodes, Digimarc barcodes, QR codes, UPC symbols, ID cards, and more.

Aila's Interactive Kiosk is designed to seamlessly deliver enhanced interactions to shoppers right in the aisles, at the precise moment when the buying decision takes place.



LEARN MORE

Contact our sales team to learn more about how Aila devices can add value to each customer interaction throughout the store.

Call **617.903.8331**
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AILA'S INTERACTIVE KIOSK

Aila's Interactive Kiosk is a powerfully engaging tool for retailers looking to upgrade customer touchpoints and streamline operational processes.

The Interactive Kiosk features TrueScan™, Aila's proprietary technology that delivers a superior scanning experience for customers and retail associates alike. Designed for the iPad and iPad Pro tablet series, the Interactive Kiosk has a large touchscreen display and sleek, attractive design that create an eye-catching hub for customers.

SUPERIOR SCANNING

Omni-directional 1D/2D scanning with native image support and software configurability

SECURE

Barrel lock and steel faceplate prevent theft

ID TRAY

Optional ID tray streamlines scanning of loyalty cards, driver's licenses, credit cards and more

PAYMENTS

Upgradeable attachment to enable point-of-sale functionality



MOUNT ANYWHERE

Table stands, wall mounts and ADA-compliant floor stands allow secure, optimal placement in any environment