

# HOW SMALL TOUCHSCREENS ARE CHANGING CONSUMER BEHAVIOR AND DRIVING SALES



## THE IMPACT ON CONSUMER DECISION MAKING



**78% OF CONSUMERS** say they would like to see more on-site digital tools to help enhance in-person purchases.<sup>1</sup>

More than **60%** of consumers say they prefer self-service tools like digital kiosks.<sup>2</sup>

**SHOPPERS ARE OMNICHANNEL:** 6 in 10 internet users start shopping on one device but continue or finish on a different one.<sup>3</sup>



## HOW TOUCHSCREENS HELP SHOPPERS



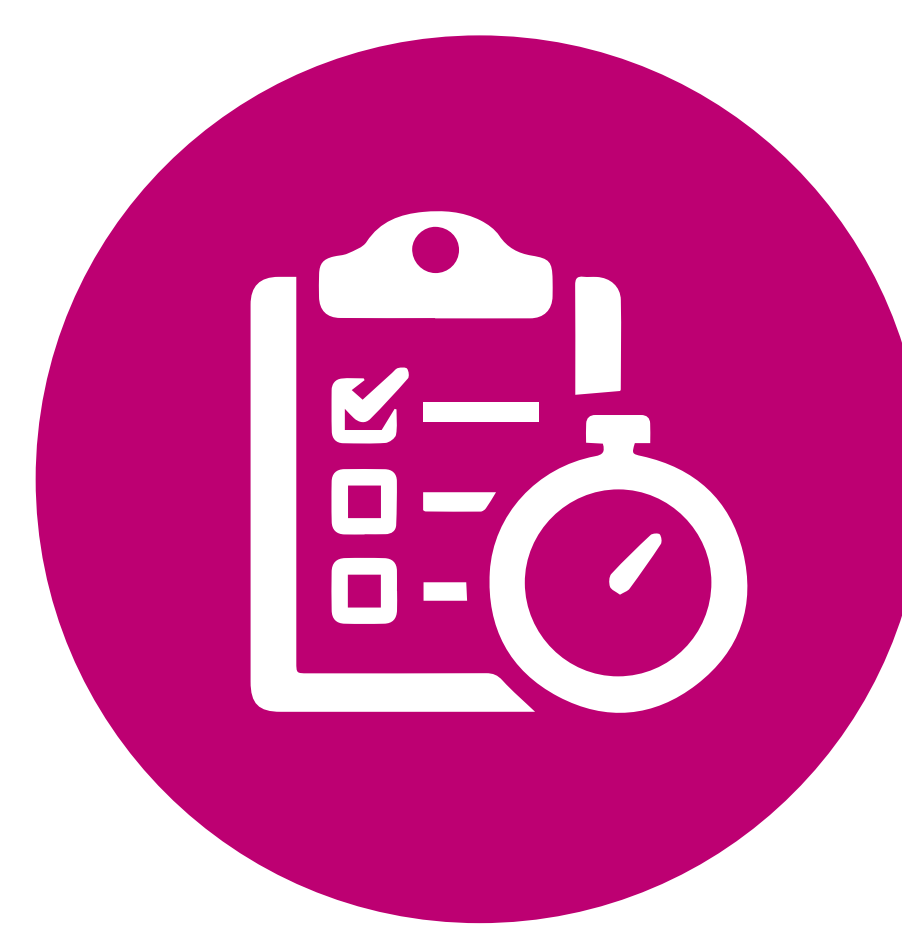
Reduces waiting time



Cuts costs



Provides an easier way to ask for assistance



Lets shoppers immediately see what's in stock

## HOW TOUCHSCREENS HELP BUSINESS OWNERS



Increases sales via automatically suggested add-ons and personalization



Provides an automatic way to track rewards and loyalty



Gives real-time inventory information to store personnel<sup>4</sup>

## HOW ARE TOUCHSCREENS CHANGING CONSUMER BEHAVIOR?

### Eliminating social friction:

Self service takes away intimidation of asking for hard to pronounce items. One study found that when stores changed from face-to-face to self-service retailers saw an 8.4% increase in the market share of hard-to-pronounce items.<sup>5</sup>



### Creating more order customization:

Customers can give more specific and personalized instructions via kiosks as the worry for being judged by another person is eliminated.<sup>6</sup> This also provides insightful data on what customers really want.<sup>7</sup>

### Increasing sales:

Kiosks successfully suggest additional items and increase order size. At a Mcdonalds store, the average order size was 30% higher when done via kiosks.<sup>8</sup>



Here at **Mimo Monitors**, we focus exclusively on developing a wide-range of small **touchscreen products**. We're proud to be the industry leaders in small touchscreens monitors, open frame displays, and commercial tablets while providing extreme durability, high quality, and superior customer service. Explore more of what's possible today!

**Explore more of what's possible today!**



**Small Touchscreens. Flexible Innovation. Human Connection.**

<sup>1</sup> <https://www.annalect.com/interactive-kiosks-reveal-consumer-behavior-through-digital-touches/>  
<sup>2</sup> <http://www.retaildive.com/news/discount-drug-mart-putting-holographic-kiosks-in-its-stores/446104/>  
<sup>3</sup> <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/mobile-shoppers-consumer-decision-journey/>  
<sup>4</sup> <https://www.smartinsights.com/e-commerce/customer-experience-examples/new-touch-screen-store-shopping-experience/>  
<sup>5</sup> <http://www-2.rotman.utoronto.ca/~agoldfarb/socialtransactions.pdf>  
<sup>6</sup> <https://hbr.org/2015/03/how-self-service-kiosks-are-changing-customer-behavior>  
<sup>7</sup> <https://www.kioskmarketplace.com/articles/panera-wayfair-reap-benefits-from-technologies-that-enhance-the-customer-experience/>  
<sup>8</sup> <https://www.fastcompany.com/49359/toll-new-machine>