

ADVERTISEMENT



CONSUMER TECH

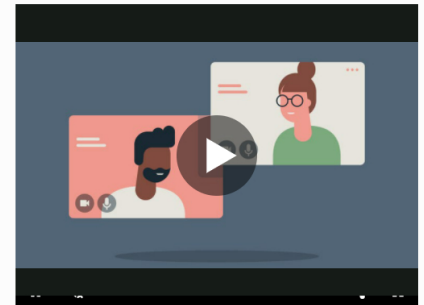
Will Self-Service Kiosks Make Cashiers Obsolete?

Jennifer Kite-Powell Senior Contributor @

Follow

Aug 16, 2021, 02:46pm EDT

Listen to article 6 minutes



ADVERTISEMENT



London, Leicester Square, McDonald's crowds at self-service kiosk. (Photo by: Jeffrey ... [+] UNIVERSAL IMAGES GROUP VIA GETTY IMAGES)

A self-funded startup, **Grubbr**, has partnered with **Samsung** to roll out a new line of self-ordering smart kiosks.

Grubbr CEO Sam Zietz says they believe self-ordering kiosks will revolutionize the restaurant industry.

"The way that we transact commerce is changing, and the self-ordering kiosk is the movement of the future; we believe these kiosks will make cashier is obsolete," said Zietz. "Automated commerce is an imminent reality in retail/hospitality, and this kiosk democratizes access to the self-ordering solutions base for all restaurants and consumers."

According to Grandview Research, in 2019, the global self-service technology market size was valued at \$28.3 billion. Research from Tilster reported in 2019 that self-service kiosk sales **rose 17.9%** to more than \$11.9 billion, and 65% of customers said they would be more willing to visit a restaurant if self-service kiosks were available.



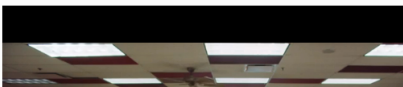
PROMOTED

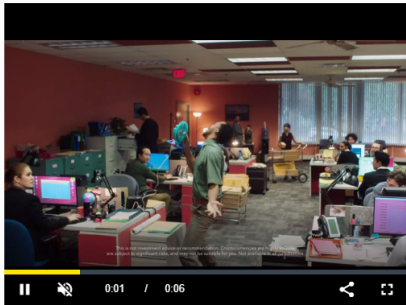
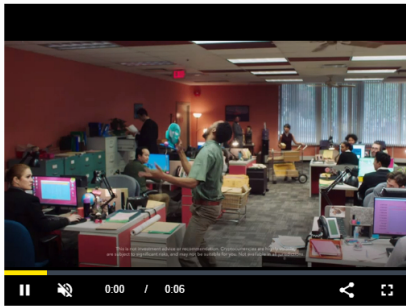
Grads of Life **BRANDVOICE**
| Paid Program
3 Ways Companies Can Advance Diversity, Equity & Inclusion Beyond Their Own Four Walls

Civic Nation **BRANDVOICE**
| Paid Program
Rethinking School And Reimagining Futures

UNICEF USA **BRANDVOICE**
| Paid Program
Haiti's Winning The Fight Against Cholera

Ray Marciano, managing director of **Accenture's** retail industry group, said that self-service kiosks are being used more than ever before.





"Major retailers are heavily investing in self-checkout stations, while quick-service restaurant chains (QSRs) have introduced in-store stations to order and pay without having to stand in line," said Marciano.

MORE FOR YOU

Google Issues Warning For 2 Billion Chrome Users

Forget The MacBook Pro, Apple Has Bigger Plans

Google Discounts Pixel 6, Nest & Pixel Buds In Limited-Time Sale Event

"Before the Covid-19 pandemic, self-ordering technology was gaining traction; however, the pandemic acted as an accelerant as retailers dealt with hiring challenges, wage gaps and labor shortages," said Zietz. "Many business owners were forced to look for alternative solutions, and [...] many of them landed on self-ordering technology."

Forbes | Daily Dozen Newsletter

Always be the most interesting person in the room.

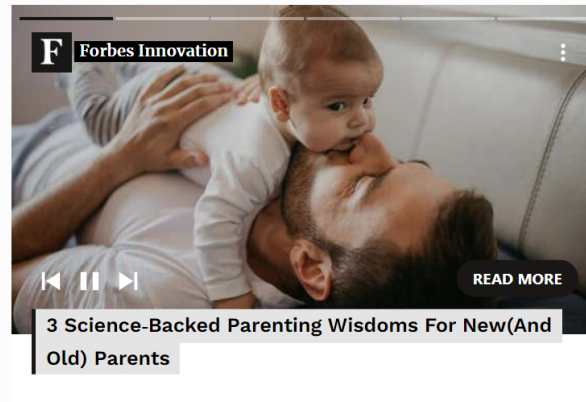
Get the top stories from Forbes, hand-curated by the editors and delivered straight to your inbox every weekday morning.

Email address

Submit

You may opt out any time. By signing up for this newsletter, you agree to the [Terms and Conditions](#) and [Privacy Policy](#)

Zietz says that in addition to increasing revenue, decreasing operating costs and enhancing the customer experience, self-service kiosks also minimize human contact, provide reliability, and allow consumers to interact with businesses in a way that improves the experience for all parties involved.



Customer forward

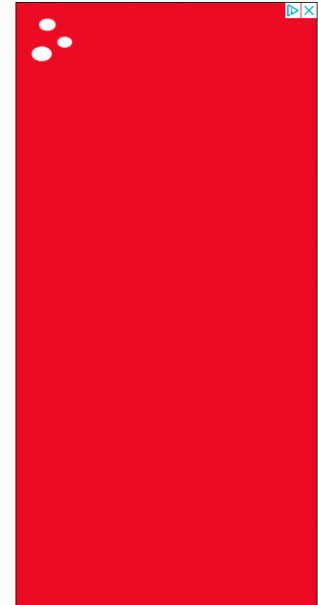
"Retailers are using self-service kiosks as a means of driving operational efficiencies in-store during the checkout experience," said Marciano. "Then, using those savings to invest in more meaningful and deeper experiences for the customer."

Harry Patz, Senior Vice-President and General Manager of Samsung, says the company saw business models reinvented on the fly during the pandemic as innovation cycles shortened from years to months or even weeks.

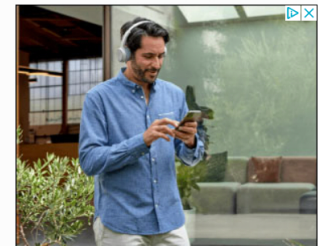
"Our retail, QSR and hospitality customers sought ways to keep up business while maintaining social distancing and needed solutions like curbside digital signage and kiosk technology for contact-less pickup and transactions," said Patz. "Those customers subsequently enjoyed significant savings during what was a critical period, and hence we see a lot of future opportunities for kiosk technology in 'grab and go' retail QSR, and hospitality operations."

Scott Finlow, Chief Marketing Officer, **PepsiCo Global Foodservice**, said that micro markets and options like unattended vending are a massive part of the future of shopping.

ADVERTISEMENT



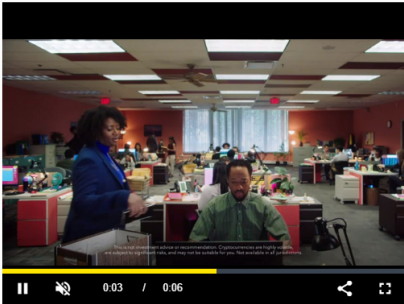
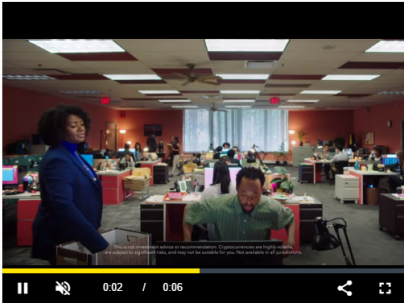
ADVERTISEMENT



Webex is easy to use, easier to manage.

Request Quote →

webex
by CISCO



"Because everything needs to be rooted in consumer preferences, we're testing multiple solutions – with and without cashiers – that offer people speed and ease while purchasing their favorite snacks and beverages," said Finlow. "Even more exciting is the opportunity to increase consumer engagement through these innovative models."

Zietz says that the value of self-ordering technology is threefold from increasing revenue, decreasing operational spend and create better customer experiences.

"Consumers spend on average 12%-20% more when they order with their eyes and with touch from a self-service kiosk than when ordering from a cashier," said Zietz. "McDonald's discovered similar findings in their proprietary research, finding that average ticket size increased by 30%."

Zietz adds [...] ticket size will vary from business to business depending on the client's offerings, but that their platform and work with Samsung is designed to customize upsells throughout the order journey no matter the size of the menu.

"Deploying kiosks allow operators to shift staff resources to improve other operational aspects of efficiency," said Zietz. "For example, replacing a cashier with a kiosk in a quick-service restaurant can move that staffer to the production line, thereby increasing throughput and driving more revenue."

Collaborative digital services ecosystems

But Accenture's Marciano sees other benefits to self-service kiosks.

"Let's take QSRs. With the right data and analytics platform in place, understanding how long it takes for customers to place an order at the menu board and how much time they spend at the payment window—could give insights into tactics that might [...] increase the speed of service," said Marciano.

"Automating routine transactional jobs reduces human error and frees up workers to focus on thinking, problem-solving and doing creative work they are passionate about," said Marciano. "In the hospitality sector, self-service kiosks can help transition back-of-the-house positions to more customer service roles such as concierges and table service where they can engage with guests and enhance the dining experience."

"Thanks to new technologies, it's evident that self-service kiosks could become an essential part of the shopping experience," adds Marciano. "We expect them to continue to gain traction, especially when combined with technologies such as RFID and computer vision technologies that help reduce the risks from theft."

Marciano believes that self-service kiosks may represent one of the gateways to the collaborative digital service ecosystem of the future.

Follow me on Twitter.



Jennifer Kite-Powell

Follow

I'm a writer who looks at innovation and how technology and science intersect with industry, environment, arts, agriculture, mobility, health. I've... [Read More](#)

Print

ADVERTISEMENT

Reprints & Permissions

RELATED TOPICS

01. SAMSUNG SMART PHONES



02. TOP 10 SAMSUNG PHONES



03. SAMSUNG GALAXY CELL PHONES



04. SAMSUNG SMARTPHONE OFFER LIST



05. CUSTOMER SERVICE JOB FROM HOME



06. WORK FROM HOME FOR AMAZON



SEE ALSO

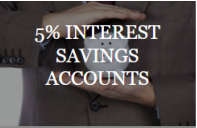




BEST HIGH
RETURN
INVESTMENTS



BEST
MOISTURIZERS
FOR AGING SKIN



5% INTEREST
SAVINGS
ACCOUNTS



TOP STOCKS TO
BUY NOW



BEST FRANCHISES
TO OWN

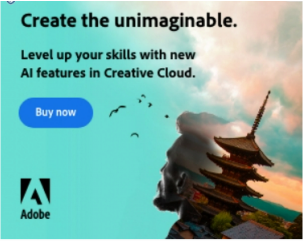


AVERAGE
RETIREMENT
INCOME 2021

Create the unimaginable.

Level up your skills with new AI features in Creative Cloud.

[Buy now](#)

An advertisement for Adobe Creative Cloud. It features a vibrant blue sky with a white pagoda-like structure on the right side. The Adobe logo is in the bottom left corner.