

## Client focus



If you want to see the future of retailing take a trip to Kiddicare, the UK's number one online baby shop and supplier of baby products and accessories.

Kiddicare implemented self service order and payment kiosks throughout its 160,000 sq ft, three-storey Peterborough superstore and immediately saw service levels and customer spend increase. Now more than 50% of its customers use the kiosks, substantially reducing queues at the checkouts and they have won several awards including best Epos initiative and a multichannel integration award. The kiosks offer customers information on products and complementary items including promotions and take card payments and arrange collection or home delivery.



**“From the moment we installed the kiosks we immediately achieved 50% self service. The kiosks have opened up exciting growth opportunities to us.”**

*Scott-Weaverswright, Kiddicare*



#### Xen X5 kiosks with:

- 19" touch screen
- Chip and pin
- 80mm thermal receipt printing
- Uniquely branded laminates
- Utilising K3's software