Debunking Common Myths About Digital Kiosks & Signage

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Interactive digital signage and kiosks are being adopted across numerous industries at an impressive rate. Despite the industry's incredible growth rate, some companies and end-users still express skepticism toward the technology—much of which is largely attributable to misinformation and misconceptions. Some of these misconceptions harp on the ideas that kiosks take away jobs, they're difficult to use, too expensive, or irrelevant to a specific business or industry.

"They're Taking Jobs Away"

One of the most frequent concerns regarding any sort of technology designed to make a business run more efficiently is job security. People are often under the impression that digital kiosks eliminate the need for a business to retain the same number of employees, however, the contrary is often true. After launching a digital kiosk, most businesses actually keep the exact same number of employees on their payroll as they had prior to implementing the technology.

Rather than eliminating the need for employees, digital kiosks free up employees' time and obligations, allowing them to invest more of their time in customer service. For instance, instead of operating a cash register, the employees who once held that responsibility are now available to help customers navigate the retail space, answer any questions they may have, and make their shopping experience more enjoyable. When employees are able to have a more customer service-focused role, customers are able to get the help they desire and are, as a result, more satisfied.
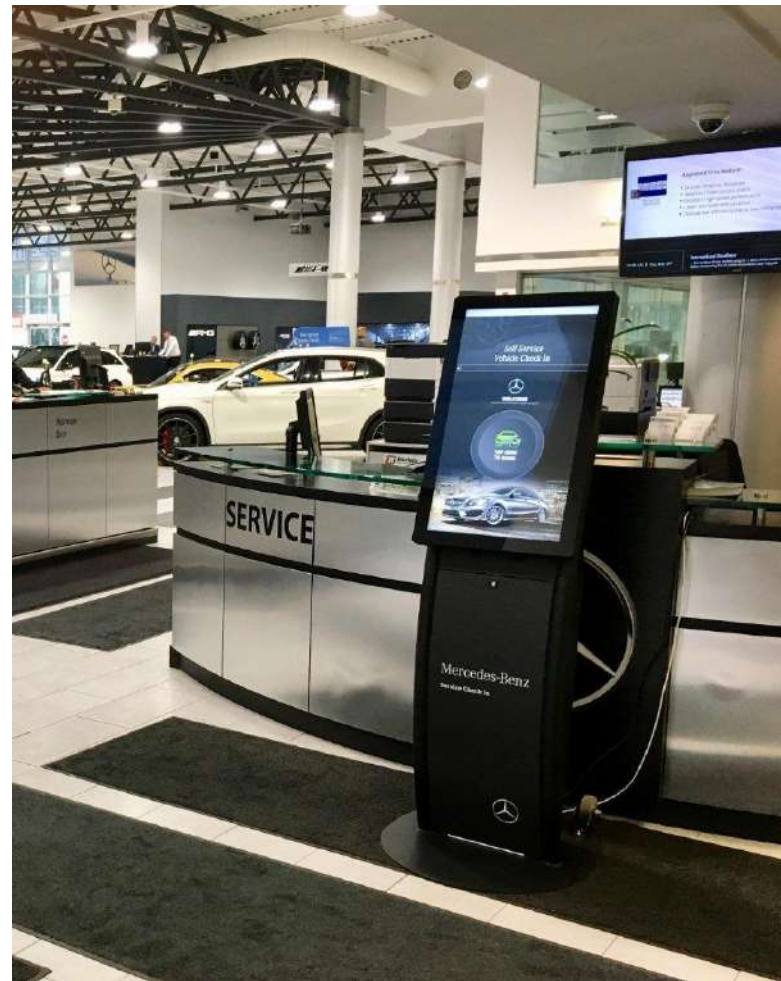
"They're Difficult to Use"

Ease of use is another common concern surrounding any type of new or unfamiliar technology, especially when administrators and end-users span across a broad spectrum of ages and abilities. For the most part, though, digital kiosks and signage are easy for the technicians to install and set up, and easy for administrators to maintain. Digital kiosks and signage are also easy for end-users to interact with. They are adaptable and can be designed to comply with the accessibility standards set forth by the Americans with Disabilities Act (ADA). Physical, visual, communication, and language barriers are all considered. To address physical requirements, screens can be lower and content is able to be moved into compliance area. Visual impairments can be addressed by Interactive Voice Prompts, and communication impairments can be addressed by adding Telecommunication Device for the Deaf (TDD or TTY) services. Similarly, one can opt to include multi-language support to overcome any language barriers that may exist among users.

"They're Too Expensive"

While it's true that interactive digital kiosk and signage solutions may be somewhat costly upfront, they can actually end up saving the business, institutions, and organizations that are using them time and money in the long run. For the most part, once built and launched, the cost to maintain digital kiosk and signage solutions is relatively low. Similarly, owners are no longer tasked with investing as much in monetary and human resources to design, fabricate, monitor, and update other forms of communication to the degree that they may have previously been doing so. Digital kiosks and signage can even *make* money through on-screen advertising revenue—meaning that they essentially pay for themselves over time.

"They Aren't Applicable to My Industry"

Upon first glance, it's easy for a business, institution, or organization to automatically assume that their industry as a whole has no use for digital signage or a digital kiosk. However, most self-serve digital solutions have more than one practical application—from bill payment, to wayfinding, to self-service ordering, and locker solutions. Similarly, solutions can be designed to be used indoors, outdoors, or semi-outdoors. To a degree, the possibilities are nearly endless. Regardless of the industry, self-serve digital solutions are designed to simplify the experience for both the business, institution or organization that owns the digital solution, and the end user.

All things considered, digital kiosks and signage are still relatively new, so the misconceptions surrounding the technology don't necessarily come as a surprise. Despite the skepticism from some users, the digital kiosk and signage solution market is expected to continue to grow for the foreseeable future, with an anticipated compound annual growth rate around five percent. In fact, according to a MarketsandMarkets report, the market is expected to grow to nearly $31 billion by 2023.

What does that mean for businesses, organizations, institutions, and end users? More employees available for customer service, more up-to-date information, and adaptable solutions to fit the needs of any industry.

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