# White Paper

**ermes**
your business partner

## Objective

Increase the number of profiled customers and profitability with co-marketing actions.

## Markets

Shopping Malls, Supermarkets, Public Transport, Event ticketing.

## Application

Collecting customer information and issuing loyalty card, gift card or ticket transport or entertainment.

## Solution

Kiosk multimedia with touch monitor, webcam for document acquisition and printer for plastic cards to issue loyalty card or tickets.

## INSTANT ISSUANCE OF KIOSK CARDS

With the use of multimedia kiosks the collection of customer data and the immediate issuance of the fidelity card is even easier!

The kiosk can be equipped according to the needs with for example:

➢ Double monitor to have one always dedicated to advertising messages

➢ PC with touch monitor to simplify data entry and immediate interfacing with the loyalty platform

➢ POS to charge credit in Gift Card or to pay for tickets or subscriptions

➢ Webcam for user recognition

➢ SigPad for handwritten signature

## Advantages

➢ Greater efficiency: no dedicated person, no shipping costs and no transcription errors

➢ Greater involvement: the user decides in autonomy whether to give additional information in exchange for more reward points

➢ Immediate link with the brand: the customer receive your loyalty card immediately

➢ Maximisation of investment: the Kiosk can be used to emit event tickets, transport tickets or other

➢ GDPR compliant: no documents to be stored or processed
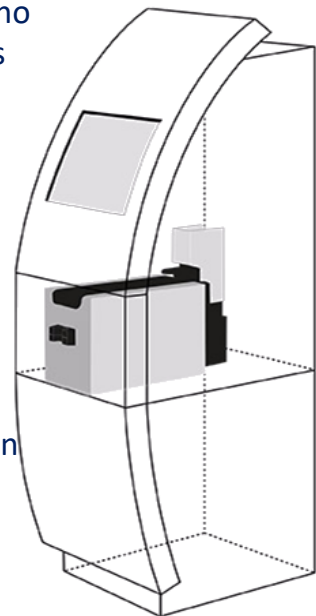
*«The advantages of card issuing self-service workstation and info point are so many that they increase their use exponentially! And with co-marketing, the return on investment increases even more!»*

## Main Technical Features

### Form and print quality:

It is important to use printers and products designed to be installed inside kiosks. The printing solutions available make cards with high resolution graphics, whether it is full color card printing or monochrome customization on pre-printed cards.

### Slot for card entry and exit:

Insertion of the card to check and/or update the data on the card and then withdraw it if the customer has taken too long at the Kiosk or if the card has expired or is no longer valid.

### Easy integration of software:

Kiosk project involve the development of a customized interface between the end customer's IT system and the kiosk functions.

### Autonomy:

A Kiosk must have sufficient autonomy to return to the maintenance program and reload the cards and printing tapes. The greater is the autonomy, the greater is the time between charging and maintenance by staff and lower operating costs.
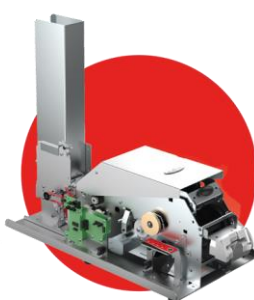
# Printers for kiosks Evolis

Evolis has a complete range of printers designed to be placed inside kiosks. They differ from standard printers for the predisposition to be fixed on the support base, for the single output of the card with the motor to hold the card and to collect it in case of abandonment.

It is possible to have printing modules with multiple load trays to increase the autonomy – up to 2000 cards – of printing but as well as to be able to manage multiple types of cards – different graphics or technologies.

Obviously without sacrificing all the standard features of thermographic printers: four-colour printing front or back, magnetic stripe or chip encoding.
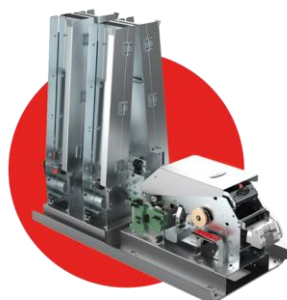
**KM 2000B**     **KM 500B**     **KC ESSENTIAL**     **KC PRIME**

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