BT Multimedia Solutions for retailers

Boost sales and give customers more information

Further information
To find out more about how BT Multimedia Solutions could benefit your organisation, please contact:

0800 44 22 55
or at multimedia.enquiries@bt.com
www.bt.com/multimedia
The benefits

Extend your range of goods and services
In an environment where floor space is limited, BT kiosks can provide electronic access to your chosen range of goods and services – in full colour and comprehensive detail.

Provide in-depth information
Today’s customers demand extensive, accurate information. Whether through an existing website or a dedicated kiosk site, a BT kiosk can provide quick and simple access. Email, text and general web browsing can also be offered as an additional service.

Access promotions and loyalty schemes
Customers can use the kiosk to access promotions and print off coupons or vouchers. They could register for loyalty schemes, manage their accumulated rewards or check out the gift lists for weddings and anniversaries.

Increase staff effectiveness
Enabling your customers to access electronic information can cut queuing and reduces the time spent answering routine enquiries. This can improve customer satisfaction as well as freeing your sales staff to concentrate on big-ticket items or complicated transactions where they can add maximum value.

Increase brand and service awareness
BT’s public telephone boxes can now be transformed into an on-line retail/service outlet. Through re-branding and the internet, it is possible to create a transactional, physical presence on the UK’s high streets and high footfall locations.

The features

BT kiosks offer a complete package that can include:
- A range of stylish, modern enclosures or a bespoke design and manufacture service
- A range of screen sizes and touch screen technologies
- Robust, QWERTY keyboard
- Card handling (chip and pin)
- Cash-handling facility (coin and note)
- Range of printers to issue receipts, vouchers or information
- Point-to-point telephony, putting the user in touch with your service centre
- Web cam
- Audio facilities
- Privacy screens
- Email, SMS and internet options

A total solution

BT kiosks can offer a total solution from a single source. BT can provide all the hardware, software and services you need including consultancy, project management, installation, content design and management, connectivity, branding and maintenance. BT will manage all installation services, performing a site survey of your chosen locations to ensure everything is correctly installed and fully tested. We can also deliver the content and services via a broadband or ISDN connection, so there is no impact on your existing IT infrastructure.

BT can provide a wide range of maintenance services; BT kiosks come with a four working-hour response to any service effective faults as standard, backed by our UK wide network of over 600 trained BT engineers. We can also provide comprehensive management information, including performance statistics and details of usage, in a format to suit your particular needs.

Long-term success

You can rely on BT’s substantial skills, resources and experience. For more than seven years, we have been developing and managing the UK’s only major public network of internet kiosks. Today, there are over 1,300 BT internet kiosks located in high streets and public areas throughout the UK.