



7 REVENUE BENEFITS OF

Touch Screens in Vending



As cashless in vending continues to become the primary way young consumers prefer to shop, operators are having to take a different approach to how they interact with their customers. Let's look at the facts: 40% of your customers prefer self-service over interacting with a person or clerk; the average cellphone user touches his or her phone 2,617 times each day. So, what is this telling you? Consumers interact with touch screens every day and prefer it!



Biggest challenge every operator faces:

How can you keep customers coming back to your vending machines?



40%

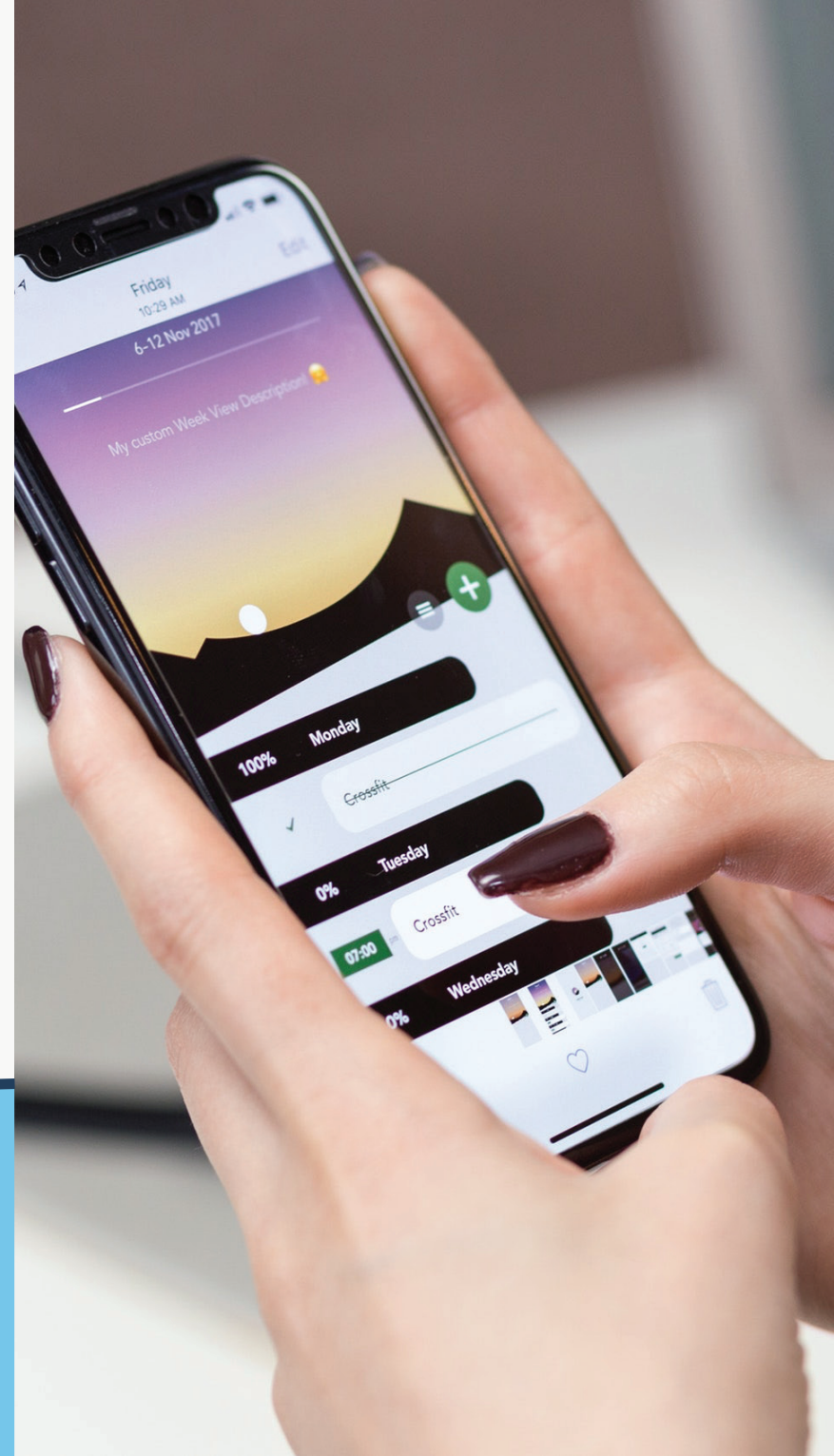
of your customers
**prefer self-service
over interacting
with a person!**

According to the NAMA-Harris Interactive Survey, only 9% of consumers use vending machines several times a week, and only 75% use it once a month or less. The biggest challenge every operator faces in the vending industry is how to keep your customer coming back to the machine. What can you do to make a purchase at the vending machines an attractive proposition? Touch screen is one proven strategy every vending operator should consider.

**Here are 7 benefits of
how touch screens in
vending can increase
your revenue.**

01 The Digital Draw

“Old School” vending machines just don’t attract today’s customer. Your customer is younger and more technologically savvy. Customers respond to the draw and interactive nature of touch screens and tend to spend more money at machines equipped with this kind of technology. The Millennial customer is highly influenced by technology – more so than any other generation to date! This will only continue to increase with newer generations like Gen Z (also known as “iGen”). By simply adding touch screens, you could see an increase in sales just from having the interactive screen draw your customer to the machine.



Attract Millennials and Gen Z consumers to your vending machines with the power of touch screens.

02 Advertising and Promotions

With touch screens at the point of sale, you now have the opportunity to run advertisements and promotions to customers. For example, in a partnered study by USAT and Apple, we found that when customers were shown an advertisement on the screen that related to paying with Apple Pay, there was a 130% increase in cell phone transactions at those machines.* The ability to use the touch screen to run promotions and advertise to your customer gives you another avenue to catch their attention, and hopefully get them to take part in the offer.

*The study was conducted over a six-month period when compared to pre-test data.

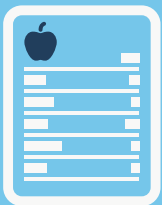


- ★ — Leverage the power of digital displays to promote SKUs for up-selling and cross-selling.
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03 Increase Consumer Spend per Vend

Using a touch screen at the point of sale offers an opportunity for you to influence what type of products your consumers buy. Additionally, with touch screens you are able to provide nutritional information directly on the touch screen, which gives you an opportunity to increase sales of “better for you” items for the health-conscious customer. In the same study conducted by USAT and Apple, it was concluded that machines with touch screens promoting new flexible ways to pay provided a 27% increase in the average ticket, and a 36% increase in sales.*

*The study was conducted over a six-month period when compared to pre-test data.



Support the health-conscious consumer by providing nutritional information at your vending machines.

04 Partner with Your Suppliers

Use the power of touch screens to negotiate better product pricing with your beverage, snack and food suppliers on their new product launches. Your suppliers are used to paying for advertising space, and a touch screen on a vending machine is no different. Using this strategy can help focus your customer on the product advertised, and also increase your sales opportunity on the promotion partnership.



Negotiate better margins with your suppliers by advertising their products on touch screens at your vending machines.



05 Reduce Product Waste

With the combined power of a touch screen such as ePort Interactive coupled with Seed Pro logistics software, vending operators can now figure out which products don't perform well and are close to reaching their shelf life period. Empowered with this visibility, you can run promotions encouraging your customer to purchase the product before it reaches expiration date. The combined technology provides an operator with a full solution to decreasing product waste and increasing sales at every machine.



Combine the power of Seed Pro and ePort Interactive to promote products nearing their expiration date.



06 Improve Margins

Touch screens at vending locations will help dramatically improve sales of products that have higher margins (i.e. healthier products), because it encourages impulsive but healthier buying from passing consumers who may not have originally stopped at the machine. Additionally, the Nutritional Information provided in the display can increase your customer's awareness of calorie content. Since Millennial customers tend to purchase more nutritious products, having a touch screen on your vending machines gives you the opportunity to engage with this demographic and ultimately increase the vend price and ROI.



Engage your audience with visuals that promote your highest margin products!



07 Increase Customer Satisfaction

Adding touch screens to vending machines allows customers to provide instant feedback and report issues with the machines, all in real time. Happier customers tend to be more loyal customers. By leveraging a “HELP” button commonly found on the touch screen, customers can report an issue and instantly receive a ReVend code to credit them right away. This process enables the operator to take care of the customer quickly, and eliminate the hassle of mailing refunds, keeping refund cash on hand at locations or mailing checks.

Remember, every vending location has different kinds of people, so keep in mind who your customer is and if a touch screen on your vending machines is the right decision for your customer. When done right, the upside of a touch screen can be significant to an operator’s bottom line.

Curious how to get started with a touch screen today? USAT’s ePort Interactive offers retailers and operators the ability to engage with their customers in new ways all through a digital screen at the point of sale. In addition, it offers the ability to go beyond advertisements and leverage loyalty programs like USAT’s MORE program for additional consumer benefits.



Touch screens allow customers to provide instant feedback and report issues with the vending machines.



About USA Technologies

USA Technologies, Inc. is the leader in integrated cashless and mobile payment technology for the self-service and unattended retail markets. The company's industry-leading customer engagement platform, ePort® Connect, has powerful synergies with Cantaloupe Systems' Seed Cloud™ Platform for cashless vending operations, combining to create the first truly comprehensive enterprise platform for the self-serve retail space. With 73 patents and agreements with Verizon, Visa, Chase Paymentech, and others, USAT is powering better experiences between brands and consumers and actively reshaping the new, consumer-driven retail environment.

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This case study was created during the Company's tenure as USA Technologies, Inc. The Company rebranded to Cantaloupe, Inc. April 19th, 2021. For contact information please visit www.cantaloupe.com.