



# The 2021 Canadian Kiosk Market Report

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How **self-serve technology**  
is driving digital transformation

Presented by



# Introduction

With no data in the Canadian marketplace, SCI and Signifi partnered with Angus Reid to look into use, investment, and trends driving significant growth in the self-service market.

In 2021, we surveyed 100+ business decision-makers across a variety of industries to understand where the kiosk industry is heading.

## What's a Kiosk?

Kiosk is a general term for human-facing technologies that automate transactions. They include:



Check-in Terminals



Equipment Access Devices



Retail Self-Checkout



Employee Check-In



Wayfinding & Interactive Maps



Security Screening



Vending Machines



Automated Banking Machines



Fast Food Ordering



Cash Dispensers



Industrial Part Dispensers



Slot Machines



Secure Parcel Lockers



## Canadian Businesses are Investing in Kiosks

Kiosks are not a new technology. In fact, Canadian businesses have been using them for decades to automate customer transactions, streamline operations, and improve security. The last two years, however, have seen growing investment in most areas of self-service technology, such as wayfinding, vending, check-in, dispensing, and point-of-sale.

We surveyed Canadian businesses in the retail, healthcare, public sector, and other industries to understand key trends, including:

- How has their investment in kiosks changed in the past two years?
- Where will they invest in the future?
- What are the key business drivers of this investment?
- What user benefits are they seeking?
- How will kiosks add value to their business?
- Where and how are they deploying kiosk technology?
- What changes do they anticipate as kiosk technology evolves?



## Three Key Findings in 2021

- 1. The pandemic drove short-term kiosk investment**  
Touchless transactions, secure delivery, and workplace distancing made the business case for kiosks compelling during 2020 and early 2021.
- 2. Digital transformation is driving long-term investment**  
Canadian businesses are including kiosk technology as part of their digital transformation strategies.
- 3. User experience is paramount**  
Whether users are customers, employees, or the general public, expectations for simple, intuitive experiences are the same.

## The Primary Users Of Kiosks



**63%**  
Employees



**57%**  
Customers



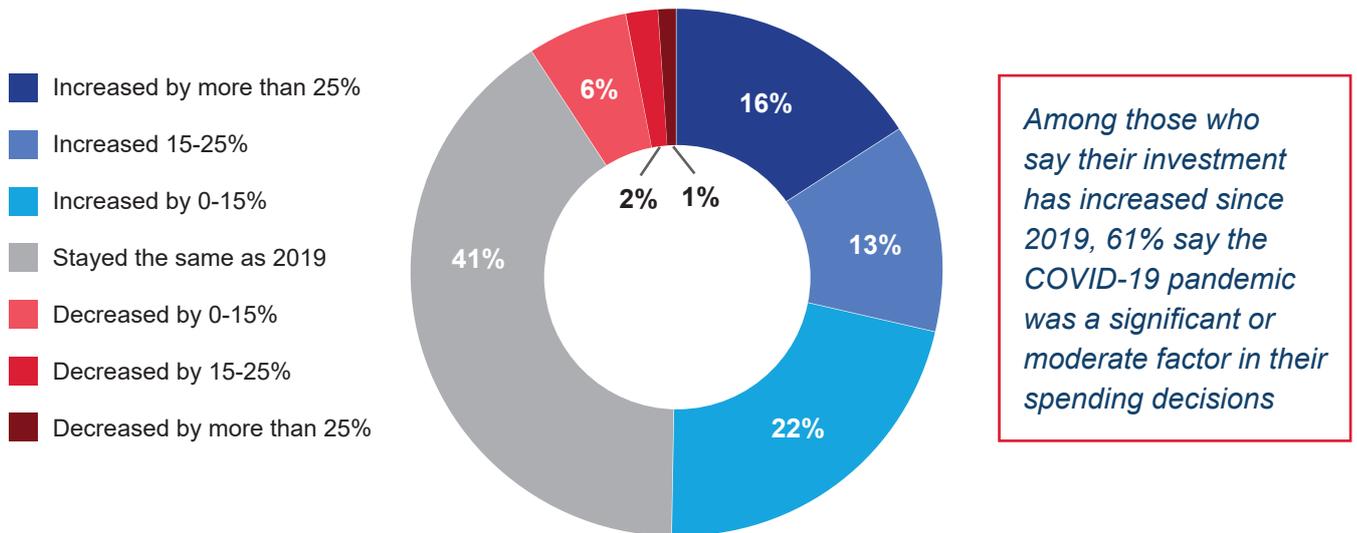
**30%**  
General Public

'Customers' refers to consumer-facing kiosks such as self-serve food order whereas 'general public' relates to public kiosks such as wayfinding applications.

# 1. The Pandemic Has Driven Short-Term Kiosk Investment

When the world locked down in the Spring of 2020, many businesses immediately put capital projects on hold. Of course, many of these projects were quickly brought back online as it became clear the pandemic would require new ways of operating. While kiosk spending fell back in some areas in 2020, in others it exploded, notably in healthcare and public sector applications.

## Changes in Kiosk Spending 2020/2021 vs. 2019 Across All Industries



One outcome of the pandemic was that people were forced to use kiosks, which increased their comfort level with the technology and is leading to even better user-centric design for the next generation of devices. Sentiment is shifting as users and organizations understand the value kiosks add to everyday tasks.”

**Peter Collier**

Vice President, Technology, SCI Group



## Pandemic-Driven Growth To Continue Long-Term

We expect that increasing user comfort with kiosks and ongoing design improvements by kiosk manufacturers will continue to drive adoption. In fact, 43% of respondents deployed kiosks throughout late 2020 and early 2021, and another third expect to do so by 2022.

More interesting than the pandemic-driven growth in kiosk adoption is how Canadian organizations are poised to continue leveraging these technologies for the long term.

### Why The Pandemic Drove Kiosk Use

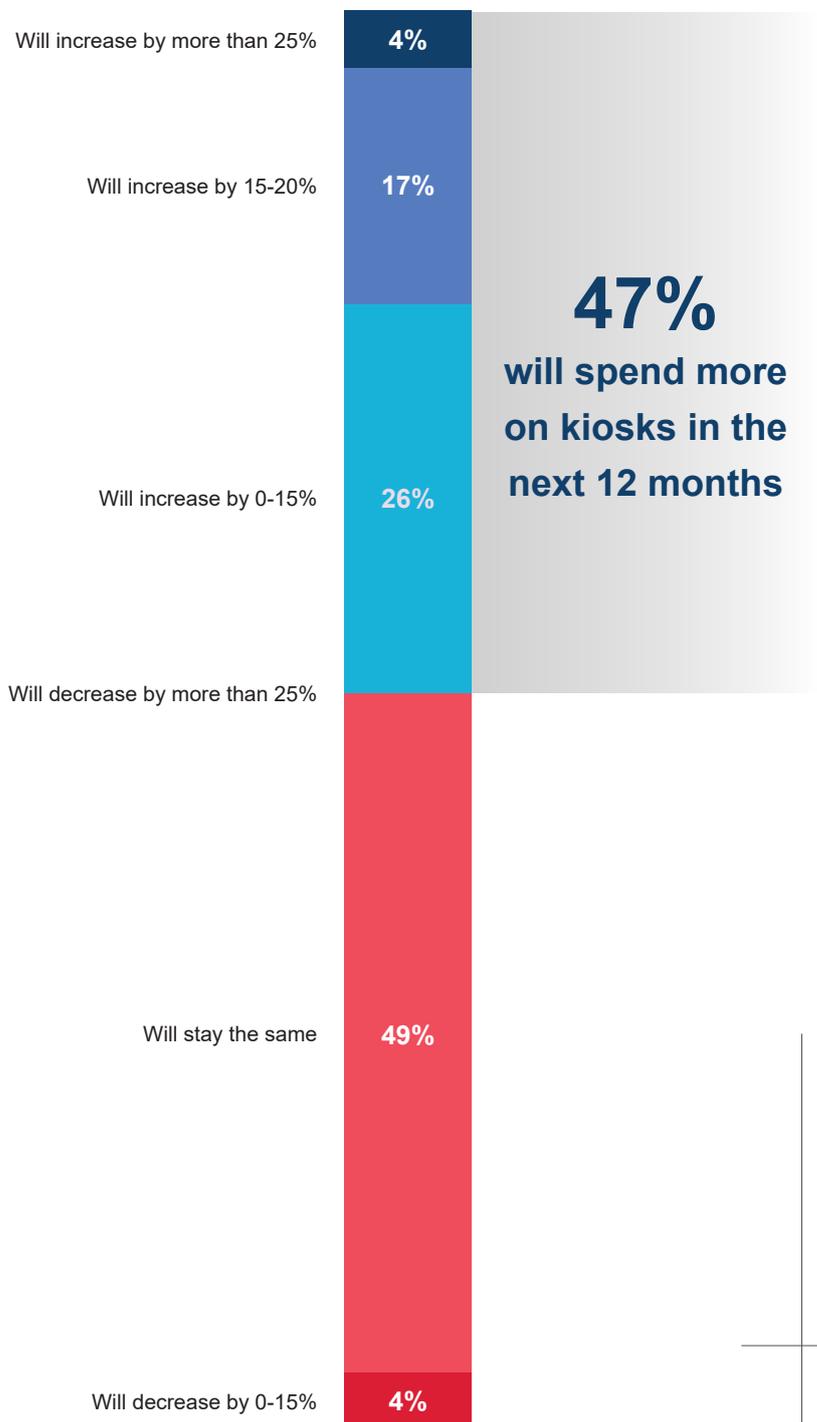
- Less personal contact
- Touchless transactions
- Safe distancing
- Security screening
- Secure parcel delivery
- Safer retail order pick up

# Kiosk Spending is on the Rise

Among those who say their investment will increase in the coming year, 35% say they have already started to deploy new or additional kiosks.

63% of respondents in the healthcare sector said their organization's deployment of new kiosks/self-service technology is already ongoing.

## Anticipated Spend on Kiosks in the Next 12 Months



# Top 10 Drivers of Kiosk Investment

1 GOOD USER EXPERIENCE

2 REDUCED WAIT TIMES

3 BETTER CUSTOMER FLOW

4 INCREASED PRODUCTIVITY

5 LOWER COSTS

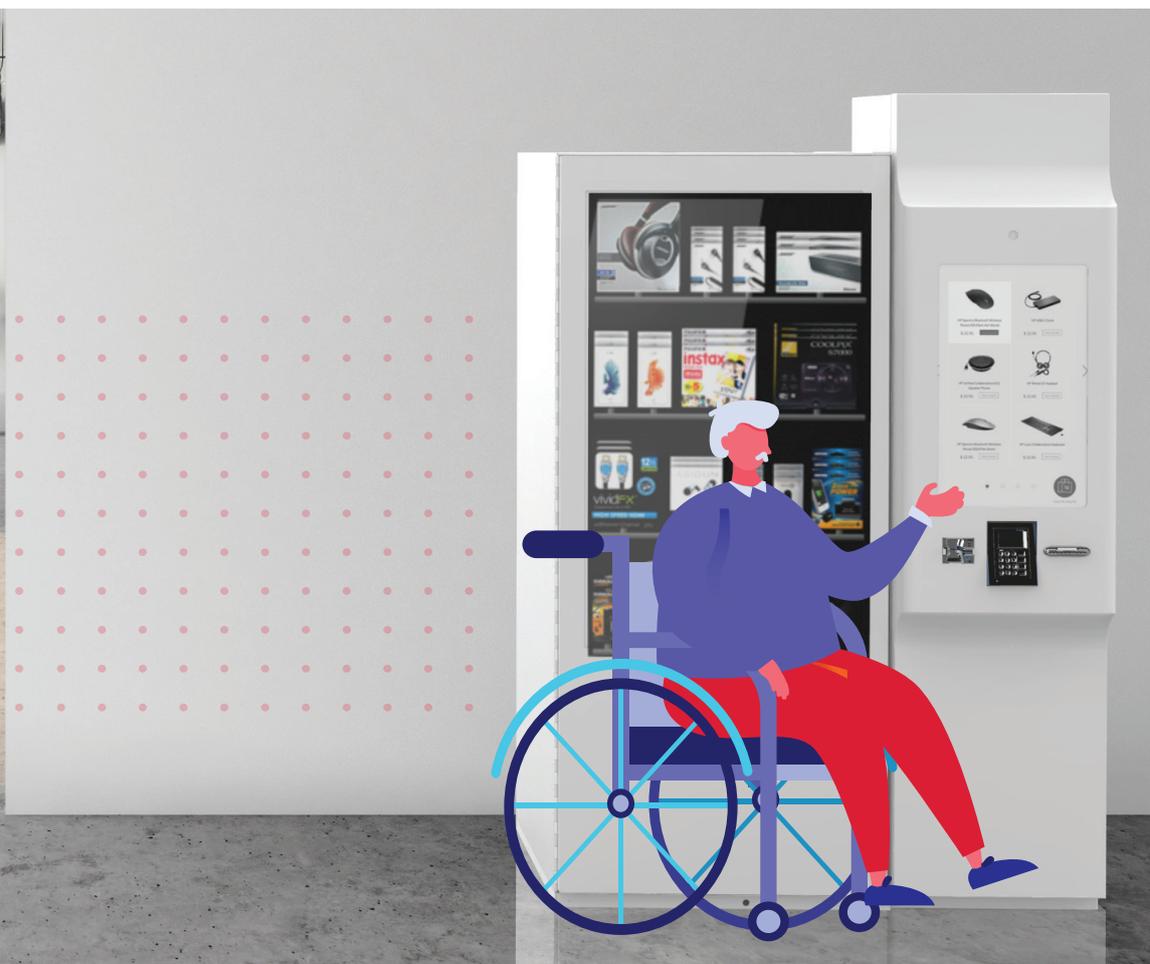
6 MORE DATA INSIGHTS

7 IMPROVED SECURITY

8 IMPROVED SAFETY

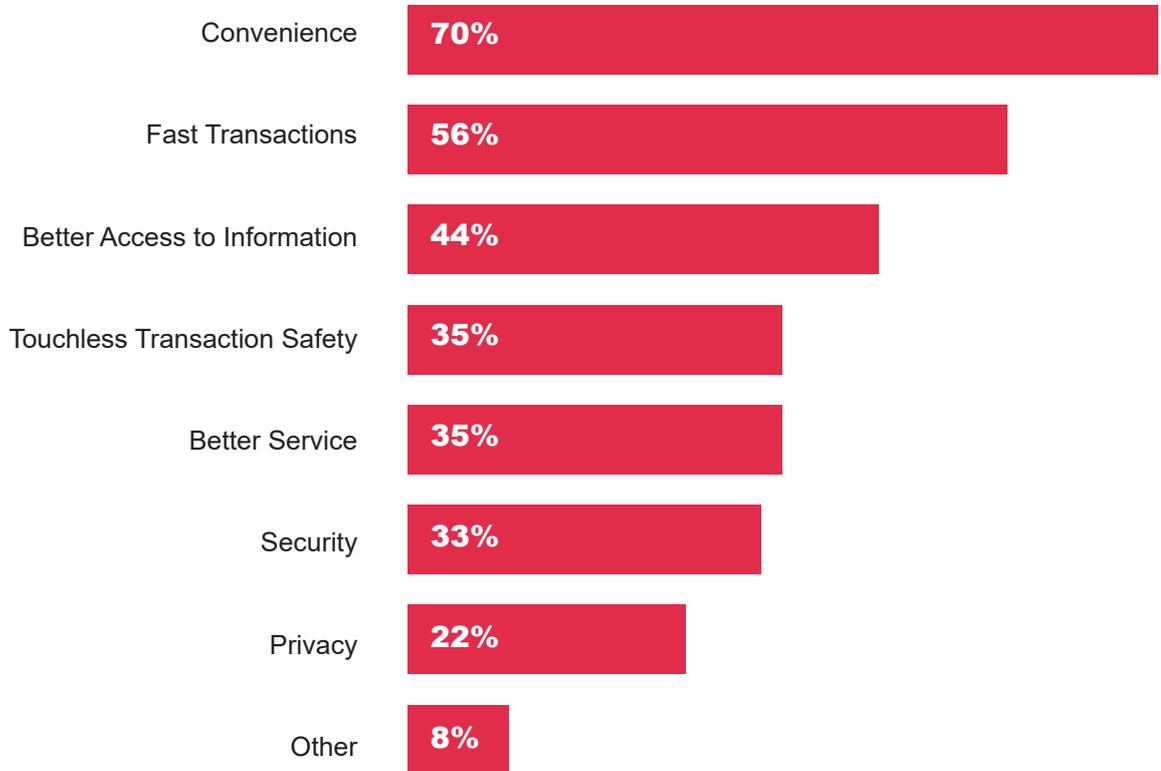
9 BETTER COMPLIANCE

10 INCREASED PRIVACY



# Kiosks Deliver Multiple Types of Value

## Key Benefits of Kiosk Investment



**Security is more valued among organizations whose primary users are employees (45%) or the general public (39%), rather than customers (26%).\***

\*"Customers" refers to consumer-facing kiosks such as self-serve food order whereas "general public" relates to public kiosks such as wayfinding applications.



## 2. Digital Transformation Leads Key Drivers of Kiosk Investment



Digital Transformation



Loss Prevention



User Experience



Business Growth



Cost Reduction

To support digital transformation, respondents are looking for ongoing improvements in kiosk technology. They are expecting three key enhancements from kiosks going forward.

1

Increasing speed

2

Data and business intelligence insights

3

Seamless integration into their other AI, ERP and IoT platforms

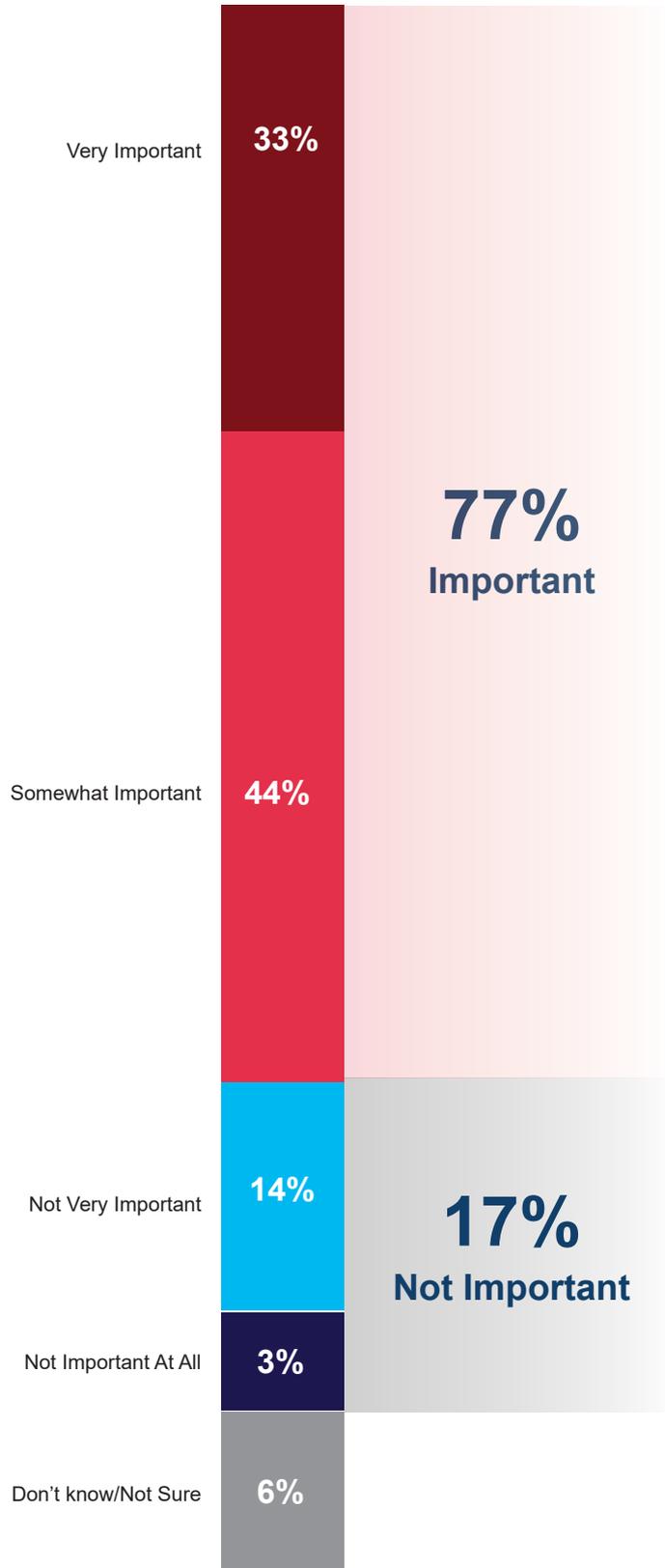


The last expectation above is an area of concern. Respondents are worried about how to integrate kiosks, from both a technical (35%) and a process (28%) perspective. This is an opportunity for specialized vendors to add value to the ecosystem with installation services, technical testing, in-field maintenance, break-fix support, and overall project management.



# The Road Ahead

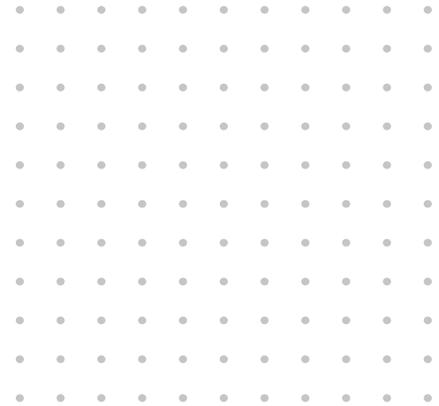
## The Importance of Kiosk Technology Over the Next Five Years



Canadian organizations are taking a broad, strategic view of their kiosk investments, saying the number one business driver is to support their digital transformation, with 77% saying the technology will be important or very important in the next five years.

### 3. User Experience is Key

75% of organizations expect kiosk technology to be important or very important to their business in the next five years. Interestingly, the key business drivers for investing in kiosks, at least in the short term, are all about people.



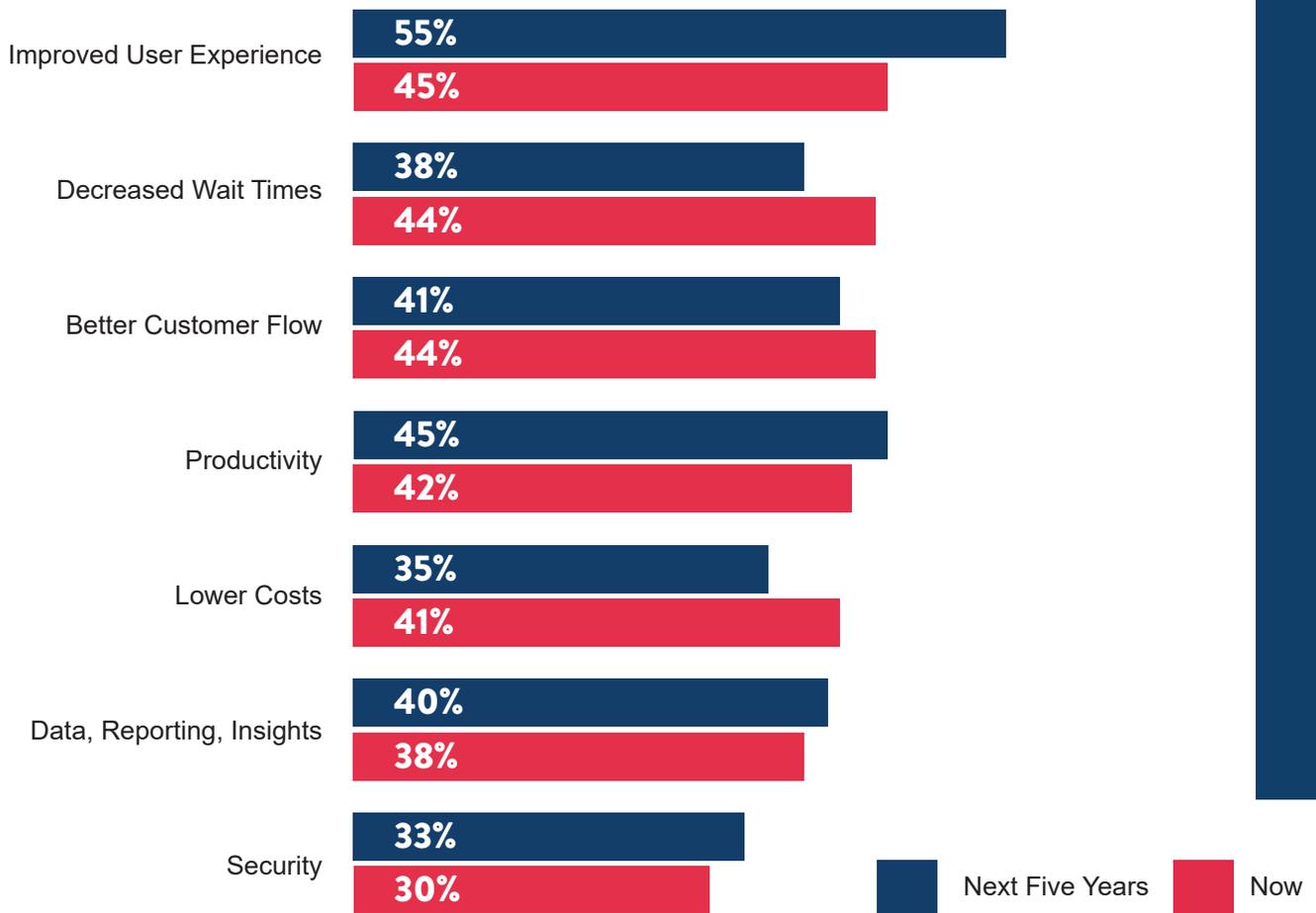
#### Organizations Are Seeking More than Efficiency:

- Reduced wait times for customers and employees
- Improved people flow in stores and workplaces
- Moving beyond transactions to support omni-channel infrastructure

Organizations are balancing convenience and speed with user experience. Along with security, access to information, such as wayfinding or transit schedules, is key.

# Kiosk Benefits Shift Over the Long-Term

## Expected Kiosk Benefits Now vs. Five Years from Now



**90% of respondents in the retail industry said one of the main benefits they're seeking from kiosks/self-technology is better customer flow.**



# New Opportunities, Few Barriers

Another opportunity for kiosks is compliance, particularly around accessibility. These technologies will be increasingly deployed to help new Canadians, seniors or people with disabilities to access quality services.

## How kiosks support compliance:

- Accessibility
- High definition images
- Audio instruction
- Multiple languages

## Organizations are also looking at kiosk applications that support scalable solutions and enable growth:

- Secure storage
- Equipment access
- Inventory control
- Cash management
- Back office processes

The good news is that organizations anticipate few significant barriers to deploying kiosks, citing pushback from users and challenging technical and process integrations as the only major speed bumps.



We have seen a paradigm shift in how automation is perceived. It has evolved from initially being driven by operational efficiency into a customer experience transformation. It's a realization that kiosks are not about replacing people but about allowing them to do what humans do best, which is helping other humans and solving complex problems.”

### Jamie McDowell

Vice President, Marketing, Signifi Solutions, Inc.

## The Bottom Line

In the short term, Canadian organizations are focusing on vending, check-in, and wayfinding applications for kiosks, with healthcare and public sector making the biggest investments. We expect manufacturing and retail organizations to begin accelerating their kiosk strategies as revenue and activity ramp up in late 2021 and beyond.



## About SCI Group

SCI is one of Canada's leading providers of strategic supply chain solutions that go beyond traditional logistics services. With decades of experience in the technology industry, our experts can help build an end-to-end supply chain solution for your self-service technologies. From ATM installations to POS terminal repairs, we help leading Canadian brands delight customers and stay agile.

Having reliable technology is key to customer experience and employee productivity. Our certified technicians will help you maximize uptime with 24/7 support and repair services. Furthermore our coast-to-coast warehousing, transportation and parts locations ensures you remain responsive to your business needs no matter the time of day.

Trust our experts to support your kiosk needs with full project management in logistics, compliance, security, maintenance, installation and parts management. Connect with our experienced team to plan for today's needs and tomorrow's opportunities. As your trusted supply chain partner, we'll make you even better.



## About Signifi Solutions, Inc.

Signifi Solutions is a leader in delivering smart vending, self-serve kiosks, and automated retail solutions globally. Founded in 2005, Signifi designs, engineers, and develops robotic based dispensing kiosks, smart lockers and loss prevention hardware customized for any application. We are steeped in continuous innovation and marketplace collaboration to bring you the most innovative and technologically advanced smart vending hardware and software available.

Signifi's VISION platform management tool and robust API library give our clients more time to focus on what matters most. VISION manages every aspect of our kiosks and lockers through an intuitive web interface. Our customers can change prices, user rights, schedule content updates and even remotely access kiosks to support local staff. VISION uses advanced AI techniques and machine learning technology to monitor every aspect of traffic and user input. The powerful analytics tools help optimize operations, merchandising, and forecast sales.

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## About This Report

This report was commissioned by SCI Group Inc., and Signifi Solutions Inc and conducted by Angus Reid among members of the Angus Reid Forum to understand the opinions and experience of Canadian business leaders and consultants in select industries with respect to kiosks and self-service technology.

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## Methodology

This survey was conducted among 102 business decision makers for purchasing kiosks/self-service technology, including those whose company/organization or clients have already invested in such technology as well as those with plans to invest in the next 12 months.

The sample includes professionals in the following industries: manufacturing, retail, transportation, healthcare, management consulting, property management and public sector fields.

For comparison purposes only, a sample of this size would yield a margin of error of +/-9.7 percentage points, 19 times out of 20. The survey was conducted in English and French between May 27 and May 31, 2021.

### Breakdown of Industries Surveyed

