



HumanKiosk

powered by MediaCast Video Presence

Get Personal!

The HumanKiosk® Solution revolutionizes customer service in point-of-sale and point-of-service environments. Powered by MediaCast Video Presence, the solution delivers the advantages of personalized service and support through the fusion of interactive digital signage and face-to-face interaction with remote experts.

Now you can humanize your brand interaction, improve the customer experience, and deliver your messages with absolute control and precision. Say hello to the HumanKiosk and *get personal.*



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- Revolutionize Service:** Get personal with your customers and deliver your experts when and where consumers need them most – in the store, bank, service centers, in transit, anywhere.

 - Engaging Interactivity:** Attract consumers to scheduled, interactive digital promotions and dynamically generated media based on time, day, location or other factors, including smartphone interaction.

 - Get Face-To-Face:** With on-screen interactive options such as product, features or language, consumers can have a live, 2-way video session with the right remote expert through intelligent call routing

 - Capture Intelligence:** Touch tracking, call statistics and play-out reports are auditable and available for consumer and business intelligence, along with “smart” QR Code creation and tracking

 - Unbeatable Economics:** 4G Cloud-connected and cloud-controlled media and remote agents deliver new levels of business efficiencies and economics – reducing costs, while increasing customer satisfaction



Getting Personal with "B2Me"

All business is now "personal" in the digital age. Consumers expect facts and information to be tailored to them while shopping, working, banking, attending events, even while in transit. Businesses that anticipate these demands and provide customized information with personalized services can immediately influence customer decisions and create a lasting relationship.

"B2Me," or Business-to-Me, is user or buyer-initiated interaction, conversation, inquiry or communication. B2Me helps consumers better understand, validate or consummate a considered purchase using trusted networks, third-party experts, as well as vendor sources of information. Just as permission marketing changed the past decade with personal opt-in control, B2Me is now transforming classic B2C communications, which only delivers generic information to anonymous audiences. B2Me communication is highly targeted, responsive and relevant to individual consumers. With a B2Me solution, customers engage in a personal dialog – when and where they need it most. The HumanKiosk solution delivers all the advantages of B2Me engagement, and enables you to get personal with consumers.

Personal and Engaging Digital Interactivity on a Local Level

The HumanKiosk solution attracts, influences, and engages consumers in dynamic new ways at point-of-sale or service so they can be encouraged to make smarter and more informed buying, financing or ownership decisions...on-the-spot. In a familiar, but oversized smartphone and tablet-like format, it attracts consumers to scheduled, interactive digital promotions and dynamically-generated media based on time, day, location and environmental factors. For improved relevance, users are also afforded the ability to navigate information using a touch-screen interface for enhanced interactivity. The HumanKiosk not only delivers highly-targeted brand and product-specific messages, it also captures consumer intelligence.

Get Face-to-Face with Consumers

The ultimate breakthrough is achieved through MediaCast Video Presence. With the touch of an on-screen button, consumers instantly enter a 2-way, high-definition, face-to-face conversation with a remote expert. Remote experts support consumers directly, rather than solely relying on often poorly trained sales associates or other on-site intermediaries.

These remote experts are available on-demand, and are automatically matched with the consumer's on-screen selections, which might include product, specific features, services and/or language. This intelligent video call routing ensures that the customer receives a positive brand experience, and that they receive accurate, immediate, and relevant answers to their specific questions.



watch our video at www.humankiosk.com and visit www.mediatile.com