



# DIGITAL ME PERSONA KIOSK WORKER



**DIGITAL**  
IT designed for people *me.*



A Kiosk Worker's role and workplace requirements are similar to those of a Task Worker. Key differences are the place and space that they operate in; that task workers typically have personally assigned equipment, but Kiosk Workers may share their devices with others across shifts; and Kiosk Workers are typically in an environment that experiences significant seasonal swings in demand and are often in direct contact with the general public.

## Examples of Kiosk Workers within specific industries:

**Shop floor worker:** Uses in-house systems for sales and stock control, as well as shared mobile devices such as tablets and PDAs for inventory and customer support. Workers will often use telephones and mobiles to communicate between stores.

**Betting shop operator:** Uses computerised systems to take bets and pay out winnings. Will need to make sure connectivity is maintained for satellite TV, video and digital display systems – and will need to liaise with support systems to avoid disruption and downtime.

**Call centre operative:** The operative will provide multi-channel support to customers via live chat, social media, video chat and voice. They require instant access to customer data through robust CRM systems and they must be able to communicate with colleagues for escalations and problem solving via IM etc.

**Customer services:** Similar to a call centre operative, the customer services worker will need instant access to secure customer data. High availability and uptime needed to cope with seasonality scale up/down. They need to maintain audit trails and manage handovers with colleagues using dedicated software and solutions.

### PLATFORM:

- A consistent experience
- Seasonality in demand so platform size flexibility is important
- Controlled environment so unable to adapt or install apps
- Devices are typically shared with others so the platform must accommodate this

### COLLABORATION:

- Escalation to team leaders
- Problem solving via Instant Messaging technologies
- External collaboration with customers via live chat technologies and escalation to telephony

### INFORMATION:

- Often kiosk style access to specific applications and tools being used
- Security configurations to restrict data leakage such as DLP and PCI credit card protection
- Some roles may work in tandem with machine-learning applications such as Chatbots

### ENGAGEMENT:

- High availability and uptime needed
- Large sites such as Call Centres may have dedicated local support functions

