



Smarter Kiosks, Better Experiences



Branches should be more than mere service stops—they need to be intelligent environments that anticipate and respond to consumer needs. Modern kiosks and analytics help turn everyday interactions into smarter, more meaningful experiences that build loyalty, improve service, and drive growth.

Best of all, interactive kiosks and screens can be added to any financial institution as they integrate with existing online tools, websites, and applications. They require only electricity and secure internet access to function and can be freestanding, iPads, or wall mounted.

Smart Branches Start with Smart Insights

1 Listen. Learn. Respond. Every interaction at the branch tells a story. With kiosks capturing real-time activity, financial institutions can understand what consumers need—even before they ask. This isn't just about installing technology; it's about creating a branch that adapts to consumers and delivers a smarter, more engaging experience.

Interactive Kiosks as Guides. Today's touch screens do much more than check account balances. They guide consumers through products, tools, and next steps, from learning and comparing options to completing transactions, loan applications, and new account opening. Consumers get faster, more intuitive service, while staff can focus on conversations that really matter. Every tap provides insights that show what consumers truly want.

When Data Meets Design, the Branch Wins

2 Spaces informed by real behavior make better experiences. Kiosks generate activity data, and analytics turn that data into actionable insights. Financial institutions can see how consumers move through the branch, which products catch their attention, and where they pause or need help. This information shapes everything—from messaging and staffing to layout and service flow.

Personalized Service in Action. Whether a consumer starts a task at a kiosk or with staff, team members can step in with the right context at the right time or direct them to touchscreens for service – ensuring a seamless digital-to-human and human-to-digital handoff that builds trust, personalization, and increases conversions. Combine this with an integrated design approach—aligning technology, branding, interiors, and workflow—and the branch becomes a truly adaptive, consumer-focused environment.

Turning Interactions Into Measurable Wins

3 Data drives better service and stronger results. Kiosks and analytics don't just inform—they improve performance. They help branches deliver timely guidance, reduce wait times, and ensure staff resources are used efficiently.

The Impact:

- Higher product adoption through informed, relevant interactions
- More satisfying experiences for consumers
- Marketing that aligns with consumer needs and wants
- Faster service and optimized staffing
- Smarter operational and investment decisions

Every interaction becomes an opportunity to learn, act, and grow.

The Power of Integration

4 When everything works together, the branch works smarter. Technology alone isn't enough. True impact comes when the space, staff, tools, branding, and workflow are designed to support a unified consumer experience. This integrated approach unlocks the full potential of data—creating branches that are efficient, engaging, and profitable.

Interactive Kiosk Scenario 1 – from Education to Application

By combining financial education with easy-to-use planning tools, the financial institution offered a vision board feature that allowed visitors to map out their financial goals and aspirations. The information guided discussions on budgeting, saving, and related products and services offered by the FI.



Interactive Kiosk Scenario 2 – Delivering to the Need

The financial institution used data from their interactive kiosks to better understand the needs and interests of branch visitors. By capturing what information, programs, and content was accessed most frequently, the FI regularly adjusted in-branch communications to match trending interests.



Beyond the Page

Watch Expert Insight on Kiosks



Ben Mahtani is the CIO and CTO at PWCampbell, with more than 20 years of experience leading enterprise technology initiatives. He brings a strategic perspective on how technology, data, and user experience shape today's branch environments.