

INTRODUCING...

iHealthKiosk™

BY LIVING NATURALLY



In the past, information kiosks have been expensive and difficult to maintain, due to the dynamic nature of health content. Today, these problems have been solved with new tablet based kiosk technology that uses wireless communications for real-time information feeds. Additionally, retailers can house the health information within their existing website, making it available to their customers both online and in their store.

So you thought that in-store health kiosks were expensive and out of your price range? You might want to think again, as Living Naturally has recently introduced a new line of health kiosk solutions that are very affordable, easy to maintain through real-time content updates, and they offer some compelling benefits to natural products retailers.

Education Drives Product Sales

Perhaps more so than any other industry, education drives products sales in the natural products category. Pew Research reports that more than two-thirds of natural shoppers that purchase a natural product for the first time, generally research it online beforehand. The most important things from a consumer perspective are that the education material is:

- Credible** – well researched and referenced from well regarded sources.
- Up-to-date** – health information changes very frequently (often daily).
- Easily accessible** – easy to access, simple and quick to understand.
- Comprehensive** – offers a complete holistic view of the subject area.

When all these criteria are met, consumers can be *heavily influenced* to make natural products purchase decisions through education material. This is particularly so if the information is available to natural shoppers at the point of purchase (i.e. in your store).

The **Living Naturally iHealthKiosk** program offers an extensive online health encyclopedia of disease conditions, treatment modalities, herbs, supplements, drugs and interactions – over 2,000 pages of information, FDA accredited and extensively referenced.

As noted by industry expert **Danny Wells**, the main competitive differentiators for an independent natural products store are its diversity of products and the domain knowledge in the natural products area. The knowledge is generally kept by store employees, although it is sometimes difficult to preserve this when health information changes so frequently and stores have staff turnover.

An information kiosk is a great source of education, both for store employees and customers. Information kiosks can be used by store staff to keep their own knowledge updated, by store staff when they are helping customers find health information and to select products, and by customers who use the kiosk as an unattended sales assistant.

Many people believe that a health kiosk is the best sales assistant you can ever hire – it has extensive knowledge, works 24x7 for only a few dollars a day (with the new pricing from Living Naturally), never takes a vacation, and is ever loyal to its store owner.

In-Store Special Order System*

Another great benefit of an in-store kiosk, it can be used as a special order system. Most retailers generally stock only a few thousand items in their stores, but they have access to tens of thousands of items from their suppliers. With direct-to-consumer fulfillment capabilities that Living Naturally has setup, retailers can now:

- Offer their customers a kiosk inventory of more than 10,000 popular products;
- Optimize their store inventory by only carrying the highest turn items on the shelf;
- Have special orders shipped directly to their customers, which provides higher margin product sales for retailers (there are no costs to carry the inventory), a higher level of service to customers, and better customer retention (i.e. less chance that the customer will defect to another store to purchase a product that the retailer does not carry).

When a retailer considers the average dollars spent per sale, it only takes a few kiosk sales a week to fully pay for the new affordable kiosk programs from Living Naturally.

Complete Store Website Integration*

Another nice feature for a retailer is to actually brand their own website on their health kiosk (as opposed to a generic content interface). This has many benefits for the retailer including:

- Creating the perception that the retailer is the (credible) source of the provided health information.
- Generating more traffic to their website outside of the store and making it more likely that the customer will return to the retailers website or store in the future to look for natural health and/or product information.

Living Naturally offers full integration of their managed Web Genius program into the new kiosk programs, and also their content modules that integrate into existing websites.

In summary, health kiosks are an excellent way for retailers to:

- Provide education to customers and store employees.
- Drive store sales – both through direct product sales in the store and through direct-to-consumer special orders.
- Offer a point of differentiation for their store (another reason for a customer to visit the store as opposed to a competitive store).

Living Naturally's new line of kiosk solutions are affordable, easy to maintain, and optionally come with a fully integrated website package.

For additional information, contact Living Naturally directly on (800 360-2231 x2) or visit www.iHealthKiosk.com.

* Additional charges apply.

Living Naturally®

www.LivingNaturally.com
1.800.360.2231