

## AMTRAK SELF-SERVICE TICKETING KIOSKS CASE STUDY

### Objective:

After 10 years of successful ticketing operations, Amtrak / SITA embarked on their second generation of self-serve ticketing kiosks. They sought to completely revitalize the appearance and functionality of the ticketing kiosks with high standards for:

- ADA compliant footprint, supplemented with EZ Access Trace unit to fully serve visually impaired customers
- Highest security possible, with full compliance to PCI Standards
- More compact look and feel, with exceptional field reliability
- Highly secure design
- Easy field service access incorporated in design

The solution specifications would require a security camera, bar code and credit card readers, dual printers in a reduced footprint, encrypted pin pad, Braille and specially adapted headset / simple interface hardware for the blind.

### Solution:

Both first and second-generation units leverage KIOSK's hardware design and integration expertise. SITA Inc. provides their CUSS (Common Use Self-Service) platform, augmented by their browser-based reservation and ticketing platform.

**Amtrak has fully deployed 350 of their second generation kiosks and now is realizing \$50 Million per month in ticket sales.** Overall, the project saw a 3-month ROI, with some stations achieving ROI in just a month.

### Additional benefits include:

- Modern design, updating a major portion of Amtrak's business infrastructure
- Increased percentage of tickets purchased via kiosks, dramatically reducing staffing and transaction costs
- Industry leading ADA compliance and security, promoting customer loyalty
- Secure and easily serviceable design, reducing field expenses

