

Samsung's self-service Smart Printing KIOSK: Easy to pay and manage

New smart printing KIOSKs in KORAIL's KTX stations around Korea offer round-the-clock services, exceptional ease-of-use, and multiple payment options



KORAIL, Korea's national railway operator, wanted to install smart printing KIOSKs in its stations, offering its on-the-go clientele a full range of printing solutions. KORAIL stations are temporary homes for thousands of people each day, from businesspeople to students and just ordinary travelers, many of whom have something to print, scan or fax while in transit. Samsung stepped up with a solution that utilized its advanced MX4 MFPs, and a self-service payment system that minimized login hassle and maximized ease-of-use. With a familiar Android-based interface, support for a variety of payment types, and 24-hour a day operations, the new KIOSKs were a hit, creating a new success case for other rental companies to consider.

Case Study Overview

Customer Needs

- A payment system for printing/copying that does not require user registration
- Ability to accept payment without coins or copy authorization cards
- Easy to use without needing onsite staffing

Offerings

- Samsung multifunction printers (MX4)
- Samsung's smart printing solution

Benefits

- Strong information security safeguards customer information
- Efficient operation and management with Smart Printing KIOSKs
- Android-based system provides familiar and user-friendly interface

Partner: Inkwa Office

Size: 250 branches and 6,500 customers

Sector: Retail

The Challenge

The biggest challenge to setting up a smart printing KIOSK without any staffing in a busy rail terminal is the ability to take payment.

In today's advanced, always on-the-go society, consumers no longer carry coins.

It's also become an operational hassle for service providers to install machines that exchange bills to coins.

Instead, consumers are relying on the convenience of credit/debit cards or more sophisticated payment systems available via their mobile devices.

However, moving to more advanced systems also requires a sophisticated payment system built into the KIOSK, with easy sign-up processes and strong security for personal information.

Solution

When Inkwa Office was looking for an advanced payment solution for its unstaffed smart offices, Samsung offered a solution by installing its smart printing solution onto advanced MX4 multifunction printers to enable easy payments for printing and copying.

These MX4s were installed in KTX lounges in Seoul, Daejeon, and Dongdaegu stations.

Payment methods include: credit cards, debit cards, mobile payment via smartphone, and local Korean payment solutions such as T-Money and CashBee.

Benefits

Samsung's smart printing solution doesn't require users to sign up or enter personal information, so there is less risk of personal data leakage. It also supports various payment methods for user convenience. Simple and fast payments save time for travelers who are often short on time.

Multifunction printers equipped with Samsung's smart printing solution also offer direct billing, eliminating the need for users to exchange bills to coins or purchase and manage copy cards. This has remarkably improved operational and management efficiency. And, the printers run on a familiar Android-based operating system, so modern users find them easy to use without needing a customer service representative to provide support.

For Inkwa, the smart printing solution was the perfect way to enable KORAIL to expand its range of services to its busy, on-the-go customers without the extra cost and management hassle of hiring staff to manage them.

"We have been able to install Samsung MFPs in KTX lounges with the smart printing solution and offered a great level of service to anyone from businesspeople to students and even travelers." said Inkwa Office CEO Lee Hyun-woo. "Thanks to this innovative solution, printing services in the lounge have become a big hit."

"Samsung's Smart Printing KIOSKs are the modern solution for consumers leading busy, demanding lifestyles."

- CEO Lee Hyun-woo of Inkwa Office



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