

Kiosks Feature in Staples Omnichannel Re-Design

Written by Bob Snyder
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Staples, the world's largest office products company, launches **its first omnichannel stores** which combine the power of their expansive retail network with the digital capabilities of the world's second largest internet retailer (Staples.com).



The stores feature several new Staples.com kiosks where customers can select from more than 100,000 items, including the latest tech products, furniture, school supplies, and cleaning and breakroom items. And, Staples.com offers free, next business day delivery to more than 98 percent of North America. When they're done shopping, customers can either complete their transactions at the kiosk or the store register.

The omnichannel stores also feature consultation areas for small business customers who need help from Staples EasyTech and Copy and Print associates.

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“We listened to our customers and provided the products, services and features they need to succeed,” said Demos Parneros, President North America Stores and Online. “Our stores make efficient use of space while offering more products and services than ever through our mobile and online features. We also know that shopping is an occasion and we’ve created a fun experience for our customers. We’re very proud of our omnichannel stores and this is just the beginning as we’ll continue to evolve our network.”

The omnichannel stores enable Staples to test and launch products and capabilities as the company brings the latest features to its retail network. Additional features of the new stores include:

- The Business Lounge, includes meeting space and work stations for mobile professionals and lets customers research and order from Staples’ expanded selection of products
- Staples.com and omnichannel touch screen stations, which provide an “endless aisle” experience with Staples’ expanded assortment online

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