



The ROI of interaction: How touch, voice, and motion displays drive sales & satisfaction

In today's competitive retail and hospitality landscape, interactive displays are proving to be far more than attention-grabbing technology. Whether powered by touch, motion, or voice, these solutions are reshaping how customers engage with brands – and the results are measurable. From higher product sales to better customer satisfaction scores, interactive technologies are setting a new standard for customer experience.



Touchscreens

Touch-enabled interfaces are now ubiquitous, from QSR drive-thru lanes to grocery store aisles, and the data shows their impact.

- ✓ McDonald's testing reported a **22% sales** lift from upselling at self-service kiosks.
- ✓ A trend roundup says that restaurants with kiosks have seen **66% of U.S. consumers** prefer self-service kiosks over staffed checkouts.
- ✓ An "100 Digital Signage Statistics 2025" list indicates that screens capture **400% more** views than static posters; recall rates reach 83% compared to ~40% for print.

These findings underline how interactive touch displays not only improve ordering speed but also encourage higher-margin purchases through intelligent upselling.



Motion displays

Motion-activated digital signage transforms passive browsing into active engagement. Instead of static content, displays react to shopper movement, prompting curiosity and interaction.

- ✓ CrownTV (via Nielsen) reports digital signage gets 400% more views than static displays, influencing **nearly 60%** of shoppers' purchases.
- ✓ An AIScreen study found dynamic displays increased dwell time **by 23%**, driving higher sales and customer loyalty.
- ✓ A retail digital-signage market report projects the global retail digital-signage market will **reach US \$21.2 billion** by 2034 (from USD 6.4 billion in 2024) with 12.7 % CAGR.

In high-traffic environments, these displays act as silent sales associates, drawing customers into meaningful product interactions.



Voice interfaces

As customer expectations for convenience rise, voice is proving its value across high-volume retail and pharmacy environments.

- ✓ Consumers using voice shopping are **4.31%** more likely to purchase than social-media shoppers.
- ✓ According to the Capgemini Research Institute, **75% of shoppers** say voice helps them discover new products

Voice solutions reduce friction in ordering, reordering, or finding information – improving both speed and satisfaction.



Self-service experience

Beyond sales, interactive displays consistently deliver better experiences, higher loyalty, and improved accessibility.

- ✓ KioskIndustry's 2025 survey shows **72%** of consumers felt comfortable using in-store kiosks in March 2025, up from 59% the year before.
- ✓ Restaurants using self-ordering kiosks saw a **23% boost** in satisfaction and a 25% increase in average check size.
- ✓ According to a report, **61%** of consumers say they want more kiosks in restaurants (up from ~33% in 2023)
- ✓ In the past two years, self-service kiosk installations in QSRs surged by **43% globally**.

When customers feel empowered to interact on their own terms, they report greater satisfaction and stronger loyalty to the brands they choose.

Keeping up with the competition

The interactive display market—valued at \$45.3B in 2023 and projected to reach \$86.4B by 2030—is growing rapidly as businesses race to meet rising customer expectations. Across industries like retail, quick service restaurants (QSR), hospitality, transportation, and healthcare, operators are investing in self-service kiosks, digital signage, and AI-ready interfaces to drive efficiency, revenue, and customer satisfaction. Elo's portfolio of durable, modular, and AI-ready touchscreen solutions is designed to perform in high-traffic, high-demand environments. Whether it's streamlining ordering in QSRs, guiding patients through hospital facilities, or enhancing in-store engagement, Elo helps businesses unlock new opportunities for growth. By enabling targeted upselling, simplifying operations, improving customer experiences, and preparing organizations for the next wave of AI-powered innovation, Elo empowers brands to transform how they connect with their customers.



Strategic takeaways

Interactive displays aren't just flashy tech, they're measurable performance drivers. When integrated thoughtfully, they:

- ✓ Increase revenue by promoting upsells and high-margin products
- ✓ Boost CX scores through control, speed, and personalization
- ✓ Build loyalty through memorable, high-value experiences

As customer expectations evolve, the businesses that win will be the ones that don't just show, they engage.