



Creating a Kiosk Experience

Overview

What is a kiosk?

A kiosk is a physical structure that displays information and allows for user interaction. In the food industry, a kiosk is an in-restaurant digital interface where a user places an order autonomously. Allowing orders to be placed in this way can have a positive impact on ordering wait times, ordering lines and efficiency.

How do I use Olo to power a kiosk for my restaurant?

Through Olo's Ordering API, a restaurant can work with an agency to create a digital interface optimized for a physical device to be used in restaurants. Olo advises restaurants and agencies to think through what a user flow should be for an in-restaurant digital experience.

A kiosk ordering experience is different from a traditional digital ordering UI experience in that the kiosk has a physical footprint and is generally placed in a public location that may require a different workflow. To illustrate, the following features of a traditional digital ordering UI experience may not translate to a physical kiosk experience:

- User logging in with Olo account or loyalty account
- User entering a credit card number
- User saving favorites
- User viewing past orders

Below are several implementation suggestions and best practices for supporting an in-store kiosk experience.

Implementation Suggestions

Have a work-around for internet connectivity issues

If all orders are being processed online, make sure you have a fallback plan for accepting orders in the event of an internet connectivity issue or technical issue.

Use the ‘prepaid’ billing method

Olo recommends that the in-store physical device includes a physical chip card reader that will capture all kiosk payments. Once payment is captured, the app provider should pass the order through Olo as a ‘prepaid’ order. The app provider will have to handle refunds, split payments, and payment adjustments outside of Olo and collaborate with the store’s merchant account.

If the app provider and/or store would like to utilize Olo for handling refunds, split payments and adjustments, the app provider should send orders to Olo for processing. Sending orders to Olo so that we can process payments on behalf of the app provider will mean that the orders are sent through as ‘card-not-present.’ This may increase the risk of credit card chargebacks as each order sent in this manner will be treated as an online order.

If handled improperly, it could impact a store’s ability to dispute fraud chargebacks in the right way. Please consult with the merchant or payment processor for additional details on the impact of in-store payments defined as a card-not-present transaction versus a card-present transaction.

Setup a virtual Olo store location specific to the kiosk/in-store tablet

For brands and vendors that use Olo’s proprietary logic to limit the volume of digital orders transmitted to the store, Olo suggests creating a virtual Olo store location that will be specific to the kiosk/in-store tablet so that orders placed on kiosks will not be ‘queued’ behind orders that are placed through the store’s traditional digital ordering UI. The server-to-server integration can still create order volume management logic to control the number of orders that are placed in-store.

Send all orders as an unauthenticated user (aka guest orders)

This is a business decision to be made by the brand. However, Olo recommends that all users accessing the kiosk are treated as a guest user in order to speed up the ordering process. If the brand does want to allow for signed in users or to allow users to create accounts, Olo recommends that the app provider creates an auto logout functionality for security reasons.

FAQs

Is there a way to use the store's merchant account to support a kiosk experience?

While it isn't recommended, orders placed at a kiosk/in-store tablet can be processed through Olo as 'card not present.' Doing so will allow order refunds and adjustments to be handled in the Olo Dashboard. However, it is important to note that 'card not present' transactions may result in a potential increase in fraud chargebacks.

Can Olo provide support in printing receipts from the kiosk?

Any receipts that need to be printed in-store, from the kiosk should be handled outside of Olo.

The Olo API requires an email address for every order. What should I do to satisfy that requirement?

Olo's Ordering API does require an email address for every order. Brands can either:

- Ask the customer for their email address so that he/she receives their confirmation via email and pass the email address to Olo
- The app provider can submit an unmonitored email address (i.e. kioskorders@brand.com) that can be passed to Olo for all orders submitted in-store, on a kiosk. All confirmation emails will be sent to the email address provided so the email address provided must be valid even if the inbox is unmonitored to avoid triggering email spam violations.

What are scenarios where orders cannot be sent to Olo from the POS?

Stores can be offline and items on the menu could be temporarily or permanently unavailable. App providers should also listen to Olo's webhooks to get real-time information on menu and store availability changes. Please refer to additional [documentation](#) on Olo's webhooks.

Can Olo provide assets and images?

The Ordering API does return image filenames in some endpoints such as the /menu endpoint. This is used to display images for menu items. However, we do not have a specific endpoint in the API just for assets and images. For more information on what is supported in our API, please check out <http://developer.olo.com>.

Appendix

To support kiosk or an in-store tablet experience, brands should take the following into consideration:

Onboard – Olo Brands would need to work with a 3rd party agency to

- Integrate with Olo's API
- Provide physical digital devices to enable in-store ordering experience

The app provider needs access to Olo's Ordering API through a server-to-server integration

Payments – All payment processing for kiosk orders are handled in-store, outside of Olo. It is the agency and the brand's responsibility to incorporate payment processing into the kiosk experience. If payment is to be accepted at the kiosk, the agency should send orders down to Olo as 'prepaid.'

- App provider to integrate with merchant account(s)
- The Olo Account Specialist will be able to activate "Prepaid" as a billing scheme for your brand/vendors.
- Once permissions have been granted, you can send a prepaid order through Olo's Ordering API
- Set billingmethod = 'prepaid' in the body of the basketID parameter (IPOSTI /baskets/{basketid}/submit) and send prepaidtransactionid, prepaiddescription.

Note: All refunds and adjustments for prepaid orders will have to be handled outside of Olo. For additional information on how to configure and test, please refer to <http://developer.olo.com/documentation>. For further assistance, please email developersupport@olo.com

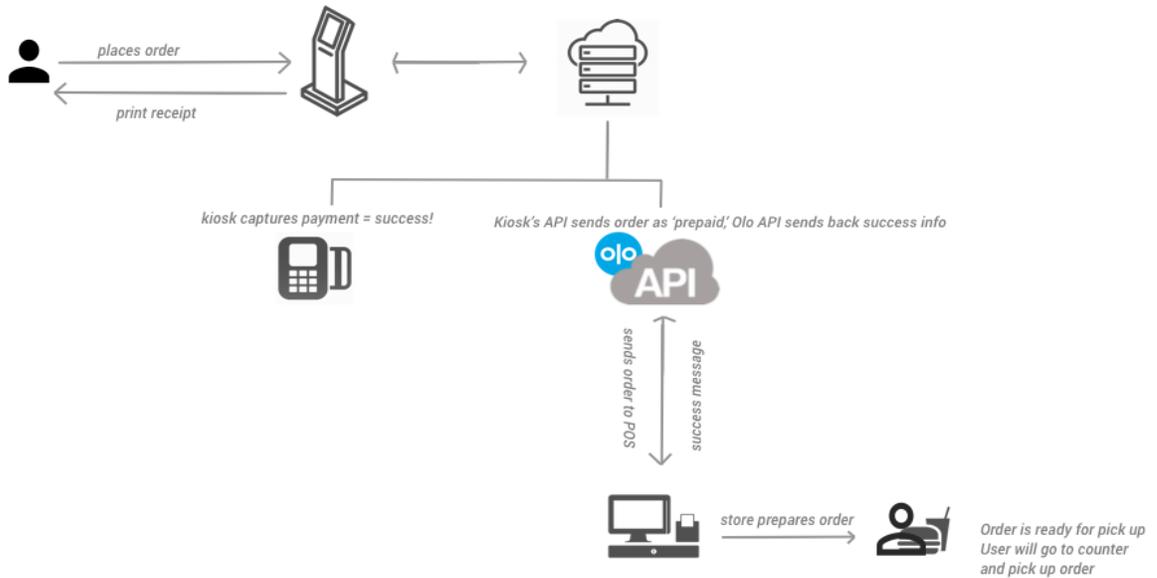
Our Basket Submit endpoint will be used to submit orders through Olo by setting billingmethod = prepaid and submitting a prepaidtransactionid, prepaiddescription along with other required fields.

BasketSubmitPost {} Schema

Field	Field Type	Description
authtoken	string	Required for user
billingmethod	string	
billingaccountid	integer	If the billingmethod = billingaccount, this parameter needs to specify the exact user billing account (e.g. credit card on file, or gift card account) to be used to pay for the order. This id can be obtained from /users/{authtoken}/billingaccounts
usertype	string	
firstname	string, optional	Required for guest
lastname	string, optional	Required for guest
emailaddress	string, optional	Required for guest
contactnumber	string, optional	Required for guest
reference	string, optional	Required for guest
cardnumber	string, optional	Required for creditcard
expiryyear	integer, optional	
expirymonth	integer, optional	
cvv	string, optional	
zip	string, optional	
country	string, optional	
saveonfile	string, optional	Required for creditcard. If saveonfile is set to "true" then the card details will be stored on file at supported vendors and will be available in the list of billing accounts going forward
orderref	string, optional	Reference in the calling system. This allows order status to be looked up later
prepaidtransactionid	string, optional	If billingmethod = prepaid, this parameter needs to specify a transaction identifier in the calling system
prepaiddescription	string, optional	If billingmethod = prepaid, this parameter needs to specify a customer-friendly description of the payment

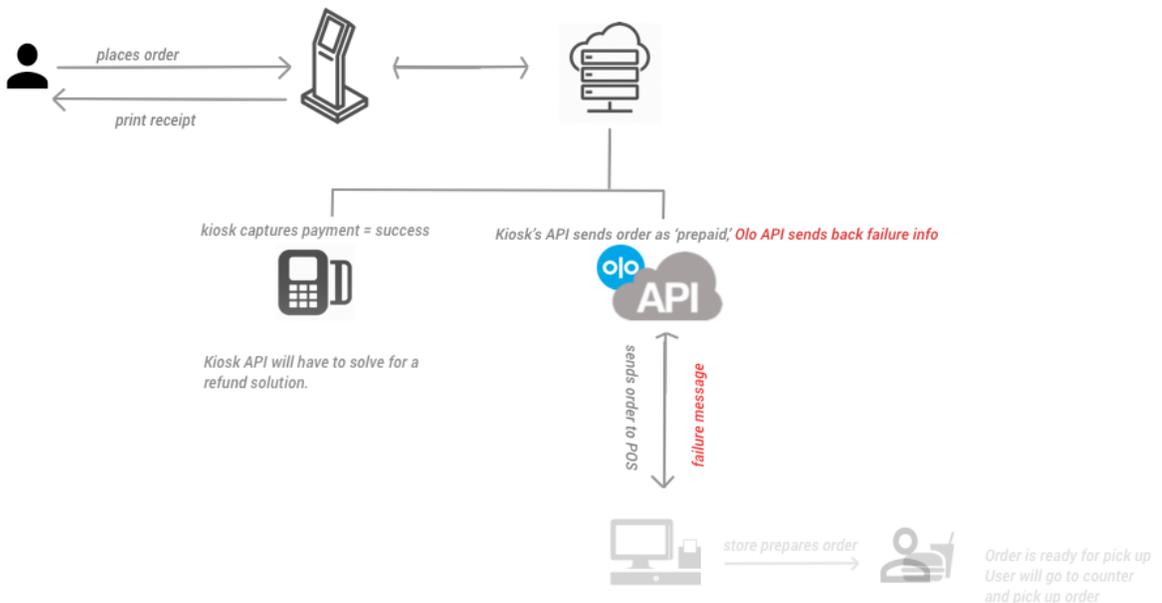
Happy Path

A customer places an order at a kiosk/in-store tablet



Olo Cannot Connect to POS

Olo receives prepaid order but fails to connect with the store's POS. Kiosk POS is responsible for handling refunds and adjustments, if needed.



Payment Capture Process Failed

A customer attempts to place an order at a kiosk/in-store experience and payment capture fails

