



IMPERIAL TOBACCO  
LIMITED AND ADVANCED  
KIOSKS PROVIDE A  
CUSTOM SOLUTION  
FOR HR

# CASE STUDY

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Printed in the United States of America

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## OUR MISSION

*To help people and businesses bring their services to those who need them through the art of engineering, quality craftsmanship, and the innovative nature of self-service technology.*



### A word from Advanced Kiosks President **Howard Horn II**

It has been over 15 years since we began our journey in the self-service industry, and even now there are still plenty of things that can surprise us as this field continues to grow. That being said, it would be easy to understand how someone new can have a hard time making sense of it all. Between the varying terminology, hardware, software, and differing degrees of support, anybody who is just hunting for a solution can become rather disoriented in the mix of it all.

So, in response to the ever increasingly dynamic environment of customer interactive devices and service, myself and the Advanced Kiosks team have decided to put our decade and a half of experience to good use beyond our typical operations to help readers such as yourself, to better understand what is going on out there. To help break down and consolidate the information you need to know to find out if self-service is right for you and your organization, how it works, what its value is, and what it takes to keep it running the way it should.

It is in hopes that through materials such as this document that we can educate (and on occasion maybe entertain) potential self-service buyers on the correct terminology and services in which to better find what they need.

Thank you for your interest, and please feel free to enjoy our available resources as you'd like. We look forward to helping you and your business succeed, and hearing back from our customers!

Best Wishes,

**H.H.**



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# IMPERIAL TOBACCO LIMITED AND ADVANCED KIOSKS PROVIDE A CUSTOM SOLUTION FOR HR

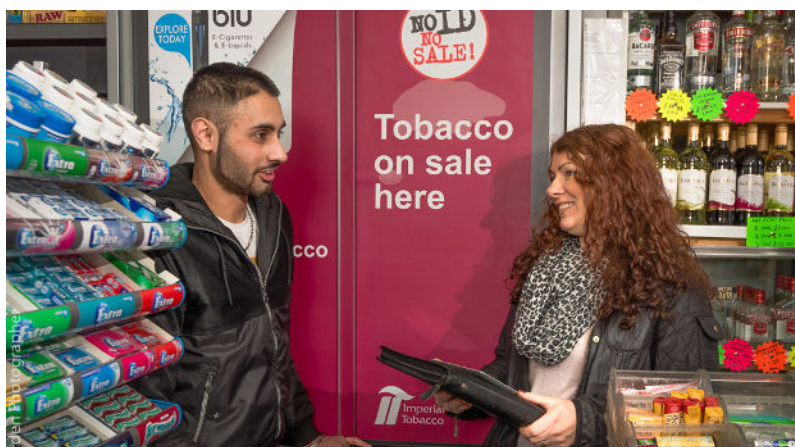
Written by Kelsie M. Collins

## EXECUTIVE SUMMARY

Imperial Tobacco Limited had a distinguished HR department and manufacturing team with no means of communication between the two. They acquired the ESS tools, but needed the hardware to put it all together. That's where Advanced Kiosks came in to create the perfect solution.

## ABOUT IMPERIAL TOBACCO LIMITED

Imperial Tobacco Limited is a multinational tobacco manufacturing and distribution company located in Bristol, UK. They currently have 44



manufacturing sites, 33,000 employees, and products available in over 160 markets. Established in 1901, Imperial Tobacco Limited has been producing and supplying high quality tobacco for over a century to retailers in the United Kingdom. They distribute brands such as Lambert & Butler, JPS, Davidoff, Richmond, Golden Virginia, Rizla, and Classic.

## THE CHALLENGES: CONNECTING MANUFACTURING EMPLOYEES TO HUMAN RESOURCES

Cian Power and the rest of the executive team recognized a disconnect between the manufacturing employees and human resources. Previously, they did not have a way for employees to complete forms, print MSDS sheets, or check payroll and scheduling. Power explained that,

*"The key aim was to be able to allow our factory workers to access our HR platform directly, without having to speak to a HR person or a raise a call to our HR service provider."*

This scenario is not un-common. Human resource departments can often be established in entirely different locations. This makes communication hard to manage as the employee is not able to walk into the office and ask a

### Did you know?

"A total of \$2M in savings was made by kiosk deployment. 50% in printing and distribution costs, 20% in paystub functions, and 30% in data entry"

-CedarCrestone Research & Analytics

question.

Before installing kiosks, Imperial Tobacco Limited was new to the idea of automating HR tasks.

*"We introduced the kiosks into our factories, to allow self service to our HR platform. We did not have any alternative in place prior to that."*

A common problem that falls upon manufacturing is that they have an employee self-service (ESS) portal, but some employees don't have a computer. Installing a kiosk makes it so the employee can access this needed information on the clock, and regardless of if the employee has a computer at home.

After doing some research, Imperial Tobacco Limited had decided to implement kiosks as an ESS solution. After that, they had to choose a kiosk manufacturer and decided on working with Advanced Kiosks. They chose us because,

*"From our review of what was available, it was the most suitable to our requirements – the ability to use our own specification of PC meant we could standardize build, and the inclusion of a scanner was an important requirement for our use case."*

Imperial Tobacco Limited decided to choose kiosks for their solution ultimately because kiosks are flexible enough to accommodate them.

**What is the single greatest reason you would recommend our kiosks?**

"The flexibility in configuration, and the support received would be the two main differentiators we see with your kiosks" Cian Power.



## THE SOLUTION

Imperial Tobacco Limited had a unique case in the way that they were already under contract for their ESS solution, printers, and computers. They were able to combine their components with the kiosk to provide a durable option combining their hardware with a kiosk enclosure, kiosk management software, phone, and scanner. Cian's favorite features of the kiosks were,

*"The ability to wrap them in our own graphics, the rugged housing and the ability to use our own PC have been our favorite things."*

When Imperial Tobacco Limited first implemented the kiosks, Power said,

*"There were some teething problems (mostly around user adoption and password issues) but this has been getting better."*

### The Advanced Kiosks Advantage

[Read about kiosk adoption here](#)

At first, it can be difficult to train so many people at once how to use new technology at work. If someone does not have a computer at home, it is likely that they do not have a lot of technical knowledge. Luckily, Imperial Tobacco Limited was meticulous in their efforts to ensure that every employee was trained to understand the purpose of the kiosk and how to use its user-friendly interface.

They also had a strong support system to guide them through the process.

*"The support we have received as a new customer has been a positive experience",* said Power..

Exceptional support services are an integral part of kiosk implementation. Support staff should be a part of the purchase, ensuring that the kiosk owner has the ability to receive assistance for help with technical difficulties and employee training (the few times it is needed).

## THE RESULTS

Power was asked if he had any specific metrics regarding the success of the kiosk project, and this was his response.

*"We do not have precise metrics, but we have gone from a base of zero self-service to giving employees the option*





*to self-serve their own basic HR questions and information changes."*

Imperial Tobacco Limited did not have a solution at all prior to implementing self-service technology, which made it difficult to collect data on its success. However, Imperial Tobacco Limited continues to use kiosks for HR on a consistent basis, which leads to the logical conclusion that their kiosks have been a success.

*"They have helped us implement a self-service HR solution where we could not identify another alternative that was effective."*

As employee self-service kiosks gain popularity, more research is being done to evaluate the positive impact that self-service technology can have on human resource operations. In SHRM's study, Transforming HR through Technology,

*"Employee self-service (ESS) is an approach in which employees access and maintain their personal HR data...A well-designed ESS allows employees to make informed choices and to become self-reliant for many HR services. For employees, this means increased convenience; for organizations, this means significant cost savings."*

## ABOUT ADVANCED KIOSKS

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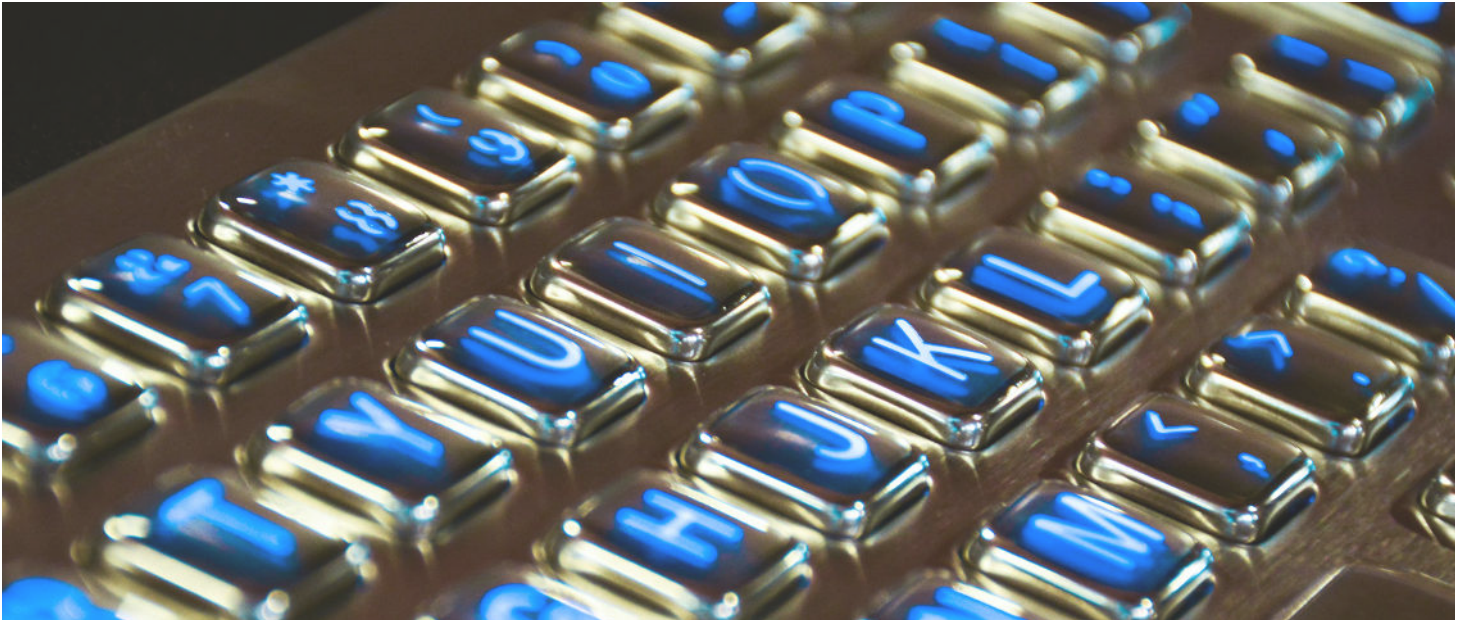
Advanced Kiosks is a premier supplier of state-of-the-art computer kiosks, providing interactive turnkey solutions designed, engineered, manufactured and supported right here in the United States. Advanced Kiosks has many off-the-shelf, self-service kiosk designs and can also create custom-built hardware with fully customizable software for the most personalized self-service kiosk experience possible. Advanced Kiosks commitment to quality and service is unparalleled and backed by an unmatched three year, end-to-end warranty.

## ACKNOWLEDGEMENTS

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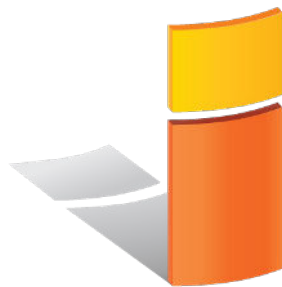
This case study was made possible by participation from Imperial Tobacco Limited, and Category Manager Cian Power. Their professional insight was paramount in the creation of this document. Without our participants, we would have nothing to report on behalf of self service technology. Once again, our sincerest thanks to Imperial Tobacco Limited.





Interactive kiosks are engaging, attractive solutions for nearly every aspect of modern life from promoting and wayfinding, to check-in and standard HR functions.

**Self-service kiosks are ideal for business & organizations looking to bring useful services and info that much closer to those who need it.**



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