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New Restaurant Kiosks Let You Send Gifts Of Favorite Chicago Foods Across America

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On April 1, Insight 360 Degrees, a Chicago-based website and business software provider, will begin launching its inaugural installation of public use, touch screen kiosks in some of Chicago's most famous restaurants. Customers will be able to order and have shipped the restaurants' nostalgic, signature mail order foods to lucky recipients anywhere in the United States. Portillo's and Gino's East in-store customers now will be able to conveniently solve gift needs simply by walking up to one of the user-friendly kiosks and selecting the food items to be sent.

Dave Milazzo, Vice President, Marketing and Sales for Insight 360 Degrees, says the foundation for the initiative is based on what he calls the "obvious." Milazzo notes, "Standalone public-use kiosks are becoming more and more prevalent throughout the United States, with high-profile companies using different applications in several different industries to provide what is a relatively new customer service tool." Milazzo says, "Insight 360 Degrees is technologically advanced in bringing public use kiosks and perishable mail order together in an extremely user-friendly touch screen ordering format - with emphasis on user-friendly."

Insight 360 Degrees spent over 12 months developing their touch screen mail order kiosk system and creating and perfecting the kiosks' user-friendly

features. Milazzo says one of the main goals was to allow kiosk customers, with little or no computer experience, to feel totally comfortable while shopping. "The colorful graphics, large buttons and incredibly smooth-flowing ordering process allows a customer to complete a transaction in an average of only 4 minutes. So, along with experiencing the ultimate in ease of use, Milazzo says kiosk shoppers "end up having a lot of fun, too."

One of the key features is the kiosks' USA address directory which locates any listed US address, using just a last name and city, then

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imports the chosen recipient's name, full address and phone number directly into the "Ship To" information field. A special calendar function allows users to choose any exact delivery date, and have gifts delivered tomorrow or on any future date of their choice. Imagine how convenient it will be for customers to send a last-minute care package to their college student, or a gift to their relative, friend or client to celebrate a birthday, anniversary or other special

occasion. They even can include a personalized message by using the touch screen keyboard, featuring oversized keys to make typing, or the popular hunt-and-peck method, as easy as possible!

The Insight 360 Degrees kiosks also feature a unique "Review" page that allows editing of any portion of an order and instantly brings the user back to the "Place Order" page. Orders are completed by the secure swiping of a major credit card, with no charge to the customer until the gift is actually shipped. All gift package prices include FedEx delivery charges. A printed receipt detailing the complete transaction, including order confirmation number, is dispensed at the time of the sale. It also includes a toll-free customer service number to contact, in case the sender needs to make any changes to the order.

Kiosks in Portillo's restaurants will feature their signature Chicago-Style Hot Dog (Makes 10 - \$44.95) and Italian Beef Sandwich (Makes 8 - \$58.95) Deluxe Packs. Both packs include all the necessary Chicago-Style condiments needed to duplicate what is enjoyed at their Chicagoland locations. All food items arrive frozen or in a chilled state, complete with easy preparation instructions. Gino's East downtown flagship restaurant will have two kiosks placed side-by-side, in anticipation of the demand the kiosks will create, due to the current popularity of shipping their famous deep-dish pizzas around the country.

Insight 360 Degrees creates custom kiosk programs and provides high end kiosk equipment for any company seeking to install public use kiosks for their dedicated application. Milazzo says, "We have taken the huge up-front expense out of the equation for companies of all sizes."

Insight 360 Degrees kiosk programs are designed to tie directly into the

existing mail order system of each restaurant or manufacturer, regardless of the complexity of their backend processing system. The restaurant or other supplier handles all customer service issues involved in any transaction.

Look for the new Insight 360 Degrees touch screen mail order

kiosks at Portillo's located at 211 E. Townline Road, Vernon Hills; 15900 S. Harlem Avenue, Tinley Park; 1992 W. Jefferson, Naperville; 611 E. Golf Road, Schaumburg; and 155 S. Route 83, Elmhurst. And beginning in mid-April, the kiosks will also be located at Gino's East, 633 N. Wells, Chicago.

For more information, contact Dave Milazzo at 773-786-2507.

Insight 360 Degrees