

# Jessops Photo Express

**“Busy store staff  
are freed to serve  
counter customers  
whilst those  
wanting to use the  
kiosk can do so at  
their leisure.”**

## background

As the UK's largest photographic retailer, Jessops have maintained in-store digital photo kiosks for a number of years. However, whilst the photo-processing facility worked independently of staff intervention, payments were made at the tills, with the user needing to collect a ticket from the kiosk confirming the amount to pay.

## the challenge

To incorporate a *cash free* card payment facility that would save shoppers' valuable queuing time, and free busy store staff from extra transactions.

## the CreditCall solution

Working with specialist kiosk manufacturer Integrex, a built-in credit card system was incorporated using CreditCall's unique CardEase® software for card authorisation and billing.

When a customer has made their selection from the on-screen menu, the kiosk sends a payment request to CreditCall over an IP connection (the kiosk has a standard broadband ADSL line). CreditCall then carries out an on-line authorisation with the bank and sends the kiosk confirmation. The kiosk then prints a receipt and proceeds to deliver the customer's photographic prints. The whole payment process takes less than 5 seconds.

***“The kiosks will for the first time give the mass market the means to get the very most from their digital camera.”***

Fiona Howard, Head of Developing and Processing, Jessops



**After an initial test market involving just 3 kiosks, the project has now been rolled out nationally incorporating CreditCall's revolutionary EMV transaction Kernel to allow the acceptance of chip enabled credit cards.**

***“We received first class support from the technical team at CreditCall and the on-site commissioning went without a hitch.”***

Jonathan Portus, Project Manager, Integrex



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