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## **minuteKEY Self-Service Key Duplication Kiosks Now Greet Repeat Customers by Name**

**VIP Loyalty Program Integrates Robotics, Web and Mobile Interfaces to Create a Personalized Retail Customer Experience**

BOULDER, CO--(Marketwired - May 5, 2015) - minuteKEY today announced a major update that transforms key duplication into a personalized experience that is integrated across mobile, web and kiosk interfaces. The new minuteKEY® VIP Loyalty Program is designed for customers who duplicate multiple keys, and rewards them from the first key they copy. A VIP web portal enables customers to view their purchase history and manage their accounts on the devices of their choice, wherever they are. The website is integrated with minuteKEY's network of 3,000 self-service kiosks for duplicating keys.

"We're excited about bringing another first to the key duplication industry through minuteKEY's new VIP program," said Randy Fagundo, CEO of minuteKEY. "Our technology advancements at the kiosk and beyond are creating a more seamless and personalized experience for our repeat customers, while also addressing the needs of our retail partners who strive to deliver a digitally integrated, personalized service at every touch point throughout their store."

**minuteKEY VIP Program Offers New Features across Multiple Platforms**

minuteKEY VIP customers begin earning discounts and other rewards with every key they cut starting with level "Green" to "Blue" to "Brilliant" lifetime status, the program's top tier, at 50 keys duplicated.

Exclusively for VIP customers, minuteKEY added several new features to the touchscreen display of its kiosks. VIP customers can duplicate multiple different keys and up to 70 keys in a single transaction, instead of one at a time. With each order they can enter a job identifier for later tracking via the minuteKEY VIP web portal.

The website uses responsive design, so customers can access their accounts on any internet-enabled device, including laptops, tablets and smartphones. Thanks to the VIP website's direct integration with minuteKEY kiosks, customers can log into the web portal any time and view an up-to-the-minute history of their orders and receipts, name key duplication jobs, and view available coupons and rewards.

**minuteKEY Technology Creates a Personalized Retail Experience**

When VIP customers sign into any minuteKEY kiosk, the touchscreen greets them by name and displays their progress from "Green" through "Brilliant" status. Each time VIP customers use a minuteKEY kiosk to duplicate a key, their status level is updated in real time on the kiosk and on the website.

In today's retail environment, brick-and-mortar retailers are continuing to add personalized services in efforts to compete with ecommerce giants. Personalizing experiences along the customer journey strengthens loyalty and profitability.

Customers can sign up to become a [minuteKEY VIP online](#) or directly at the kiosk simply by entering their email address and creating a password.

**About minuteKEY**

minuteKEY makes the world's first patented self-service, key duplication kiosk. As innovators in an age-old industry, minuteKEY founders invested several years developing the technology to create a highly accurate, secure and easy-to-use key-cutting device. Today's kiosk, found in thousands of high-traffic retail locations in the United States and Canada including Walmart,

Lowe's and Menards, combines innovations in robotics, electronics and software engineering. Founded in 2008 and based in Boulder, Colo., minuteKEY is ranked 11<sup>th</sup> on Inc. magazine's list of the 5,000 fastest-growing private companies in the U.S. for 2014.