



Complex Processes. Simple Experiences.

Rethinking Process Execution with
Kiosk Studio in Zoho CRM



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The temporary tunnel of work

The ultimate purpose of business software is to rescue people from drudgery so they can actually think. But as work becomes more complicated, the tools themselves start overwhelming users.

The infinite treadmill of modern work

Across the globe, you can see people doing the same thing:

- Click, switch tabs, type, copy, and paste to piece together the context.
- Remember the process and decide what to do next.
- Click, switch tabs, type, copy, and paste to get that work done.
- Repeat.

Some parts of work can be fun, but a lot of our time is spent on the endless, daily treadmill described above. To no one's surprise, people get overwhelmed by the sheer amount of work around work and start taking shortcuts. As a result, we see inconsistencies everywhere, from data quality to handoffs to reviews to followups. This takes a bite out of your company's money, slows down work, annoys customers, and is resistant to training.

We need something that acts as a bridge between powerful business software and the overwhelmed user who needs to get work done.

A radically different approach to working with business software

In Zoho CRM, Kiosk Studio is that attention-focuser.

A kiosk is like a small application for one process, and it opens where the work happens.

It lets you build a flow that pops up over the CRM. Once it's up, it handles the drudgery of getting data (even from systems outside the CRM!), remembering the steps of the process, making changes (in CRM and elsewhere), and notifying people. You get back your time and attention, while your company gets better consistency and speed in execution of work.

There are no hidden gotchas with Kiosk Studio

Kiosk Studio comes with a no-code builder and an AI chatbot. Whenever an out-of-the-box solution doesn't fit a specific need, Kiosk Studio is what most customers reach for. It's an area we're investing in heavily, and improvements ship regularly. It's available in Zoho CRM's Standard edition and above, so businesses of all sizes can use them. It can be placed anywhere in the CRM (including in a blueprint transition) and accessed exactly when you need it.

Some processes may be outside its scope for one reason or another, but for most of your work, you can simply build one and start reaping the benefits. You can get a headstart by asking Zia (Zoho's AI assistant) to create one today!

If you're ready to build a kiosk right now, this book's job is done. You can open Zoho CRM and give it a try. Scan this QR code to visit our online Kiosk Studio guide.



But if you aren't ready yet, let's explore how you can turn your everyday processes into experiences your team actually enjoys using. Let's dive in!

Inconsistent execution of work

Everybody knows the story of the frog and the gradually boiling water. The lesson is that bad things sometimes happen so slowly that you can fail to notice them. Executing processes inconsistently is an old and persistent problem, and that's exactly why it's like that boiling water for your business. It almost seems inevitable that processes get executed poorly—and we'll look at why.

The water gets warmer

Every year brings more systems—and with them, more places where work lives. Okta's Businesses at Work 2025 report puts the average company at 101 applications, and when Harvard Business Review researchers tracked workers at three large firms in 2022, they found them switching between apps and websites roughly 1,200 times per day!

On top of this, workers also have to absorb more changes to their work than ever before. Since many businesses are pushing decision-making down the hierarchy, an average worker has to make more decisions as well. Workers get overwhelmed and the consistency of the process execution suffers as a result.

AI agents accelerate that; machines can now do what your rigid, rule-based tools never could. Where someone used to spend 20 minutes reading to attain a recommendation, today that recommendation arrives within minutes or seconds. But each recommendation is still a decision a person has to own, and it lands on someone who's already handling a lot.

Let's look at a fictional fulfillment analyst and see what she handles in one morning.

A fulfillment analyst opens the queue at nine. Forty orders are flagged this morning. The first is short by six units, with nothing from the warehouse to say why. She opens Zoho Inventory to see what actually shipped, opens Zoho Desk to check whether the customer has written in, and reads the handling notes on the account in CRM. Nothing from the customer yet. She emails the warehouse, records what she did, and moves on.

The second order shipped three days ago and still shows as pending. Inventory says it was delivered. There's no ticket. She releases it. The third is a week late. Inventory confirms the delay, so she has her answer (or so she thinks). She doesn't open the ticket, and the ticket says the customer escalated on Friday.

By 11 AM, she has done this 30 times.

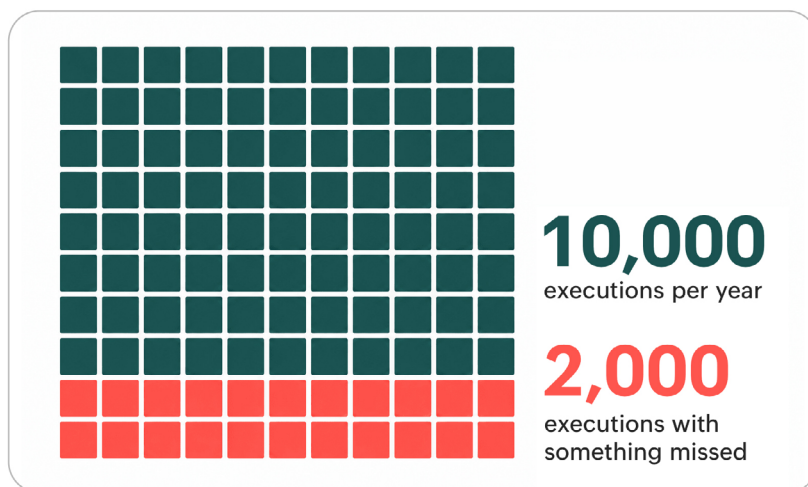
The same process, run to two separate standards

The first order got the whole process—Inventory, Desk, the handling notes. But look at the third order again: The fulfillment analyst had the delay confirmed and the quantities in front of her, and made the call any reasonable person would make with that information. She was switching between tabs, clicking, copying, and pasting details and missed a step of the process.

It's one process being run to two different standards by somebody who fully intended to run it the same way twice.

Sizing the problem

A single analyst handles 40 cases per day. If we assume a five-day workweek and look at the executions over a year, we're looking at roughly 10,000 executions of the process annually.



A single analyst's year of executing one process.

If we assume that she executes the process perfectly on eight runs out of ten, we get 2,000 executions per year where something was left out. In a team of five, that will be 10,000 imperfect executions a year. If you have multiple teams and multiple processes, this number balloons pretty quickly.

If the process is directly connected to generating revenue, these inconsistencies cost more. For example, if you have a sales process with inconsistent execution, you're leaving money on the table. Part of the pipeline might have converted if nothing changed except the execution. If any business is given the chance to make those imperfect executions perfect, they'd gladly take it.

So the execution is inconsistent if workers get overwhelmed—but what exactly is overwhelming them?

Attention and the hidden cost of clicks

Look at what the analyst actually did:

- Find the inputs, which live in several places.
- Determine which step this particular case needs, which depends on answers given a moment ago.
- Make the outcome land everywhere it has to land.

Let's call this kind of work-around-the-work "legwork".

Nobody gets paid to switch tabs; your people are paid for the seconds in the middle, where somebody who knows the business looks at an assembled picture and says release it, chase it, or escalate.

You'll find the same legwork wherever a person handles a case: a loan officer checking an application against three modules before approving it; a support agent confirming a warranty on the manufacturer's site before raising a claim; or a finance clerk opening a record to see what was invoiced, then closing it.

Legwork takes attention away from your decisions

Attention is limited and shared. Legwork and judgment draw on the same supply, so whatever attention the analyst spent finding a ticket is attention they couldn't spend on deciding what to do about it.

How much legwork a process needs is fixed—determined by the process and the systems where

the process has to be executed.

How much attention the person has while executing a process is variable; it can be set by the morning they're having, the length of their queue, yesterday's escalations, the meeting at 10 AM, and so on.

When the attention available doesn't meet the demand, we can expect an increase in data errors, missed handoffs, and so on.



Fixed demand, meeting a variable supply.

You can't enforce attention

One response is to provide training. Let's say we send the fulfillment analyst to a course and she comes back better at the process. When she sits down to work, the process still asks her to work with the same three systems. Training elevates what a person can handle on a good day, but we're looking at what the person can do even on a bad one.

Mandating things is another common response; required fields are a classic example. But mandating actions or entries is adding more work on top of a person who's struggling to execute the existing one well.

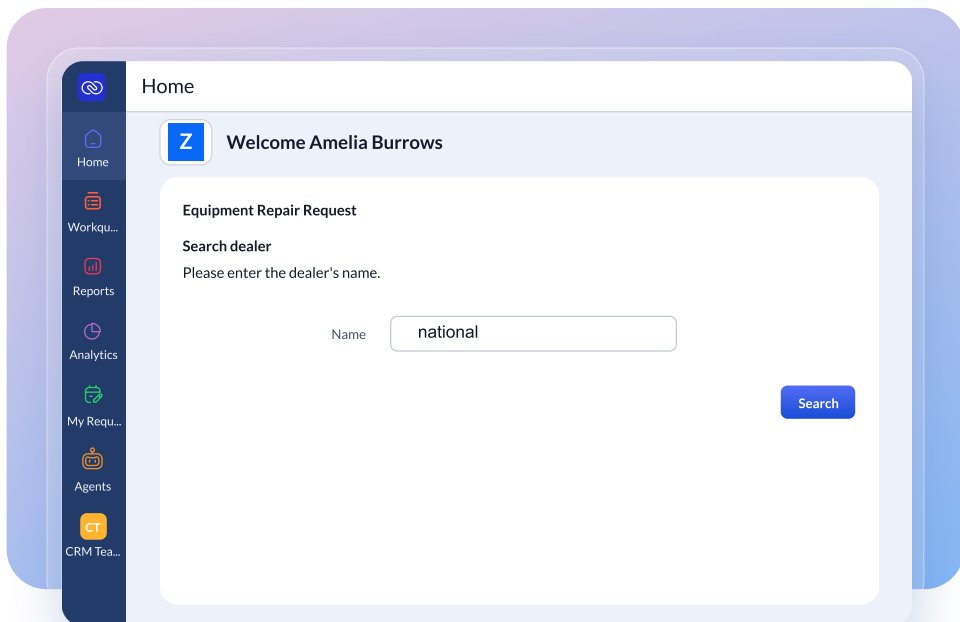
Both responses aim at the person, but they don't work. That leaves one move:

Make the process ask for less.

How Kiosk Studio protects attention

In plain terms, Kiosk Studio is a process builder that enables you to build flows with no code. But a kiosk isn't just a widget or a pop-up; it's a temporary, deterministic tunnel designed to help you execute your process perfectly. It appears when you need it, guides you through the process, and then disappears. Let's look at an example to make this concrete.

A dealer calls Zylker about a broken loader. The kiosk is located right on the home page. The rep uses it while the dealer is still on the phone.



The rep types a few letters and searches.

Matching dealers



Please select the dealer and click Next.

☐	Dealer Name	Location	Phone Number	Dealer Type	Primary Contact Person	Dealer ID
☒	Titan Heavy Lifting International	Vancouver, Canada	(+1-) 555--107	Independent	Charles Lewis	D1062
☐	Premier Excavators International	Toronto, Canada	(+1-) 555--156	Authorized Dealer	Brian Jackson	D1058
☐	Pioneer Engineered Equipment International	Manchester, UK	(+1-) 555--131	Contractor	Brian White	D1057
☐	National Excavators Industries	Sydney, Australia	(+1-) 555--122	Contractor	Paul Rodriguez	D1041

Next

A screen pops up. They select the dealer from the list and proceed.

Equipment purchased



Pick the equipment experiencing issues, select the issue type, and click Next.

☐	Equipment model	Serial Number	Purchase Date	Financing Sta	
☒	Summit Machinery Trencher 903	SN-523015	Aug 9, 2024	Paid	
☐	Summit Machinery Drilling Rig 210	SN-850449	Jun 10, 2023	Financed	

100 Records Per Page ▼

• 1 to 2 < >

Issue type ⓘ

Electrical ▼

Next

The next screen lists that dealer's machines. They pick the one that broke.

Warranty Status



Equipment Purchase Name Elite Edition - Summit Machinery Trencher 903 (Peak For...

Serial Number SN-523015

Warranty Status Active

Warranty Expiry Date 19 July 2030

Equipment Model Summit Machinery Trencher 903

Dealer Titan Heavy Lifting International

* Please inform the customer that if warranty is expired, they'll have to cover the full cost (including service and spare parts). If this is accepted, a technician will be sent to the dealer's location to estimate the total cost. The estimate visit will cost a flat fee of \$100.

Proceed

The screen after that already shows the warranty status, fetched from the manufacturer's system.

Equipment Repair Request - dealer information



You will now be raising Equipment Repair Request for the customer. A technician will be automatically assigned as per the assignment rule. The assigned technician will follow up with the dealer post that.

To do this successfully, please collect/ verify the following details from the customer:

Dealer	Titan Heavy Lifting International
Contact person	Charles Lewis
Contact person's phone	555-0100
Email for notifications	titan@example.com

Next

Since the warranty is active, it collects contact details so that the technician can reach out to the person at the site.

Equipment Repair Request - Equipment information



Equipment model	Summit Machinery Trencher 903
Serial number	SN-523015
Purchase date	Aug 9, 2024
Warranty	Active
Mileage	10000
Location of equipment	23, Cross Street, Greater Forge area

Next

The kiosk collects additional information about the machine.

Equipment Repair Request - Repair information

Repair type

Electrical

Description

Tuner wire has burned and the arm is not functioning.

Error code (optional)

1099

Preferred service time

Aug 20, 2026

05:00 PM

Urgency

Breakdown

Next

Next, we add details about the specific issue, when the repair is needed, and so on.

Equipment Repair Request - Terms and Conditions

*Warranty Coverage: If the issue is covered under warranty, only manufacturer-approved repairs will be performed. Additional services may be chargeable.

*Spare Parts Availability: Repairs requiring spare parts may be delayed if parts are out of stock. The dealer will be notified of estimated delivery timelines.

*Technician Availability: Service scheduling is subject to technician availability. Urgent cases will be prioritized based on severity.

*Liability: The distributor is not liable for indirect losses or operational downtime resulting from repair delays or part unavailability.

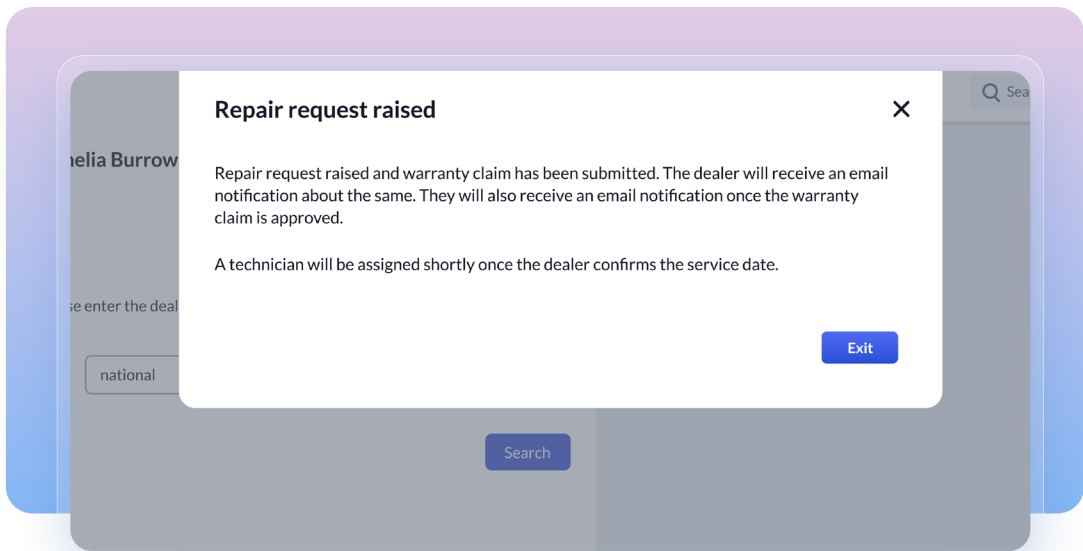
*Cancellation & Rescheduling: Dealers must notify us at least 24 hours in advance for cancellations or rescheduling to avoid penalties.

By proceeding, you confirm your agreement to these terms.

Agreed ☐

Submit

The terms and conditions are communicated over the call.



The request has been raised and notifications have been sent automatically—all without the rep leaving the home page.

The dealer has been on the line for two minutes and now has a case number and a name. The rep has been able to pay complete attention to what the dealer says, because the process's legwork was offloaded to the kiosk.

Before the kiosk, the same call meant six tabs, navigating all over the screen, checking the warranty after manually entering the serial number, creating two records from scratch, and sending emails—all while the dealer is waiting on the line.

A kiosk is the process itself, not a description of it

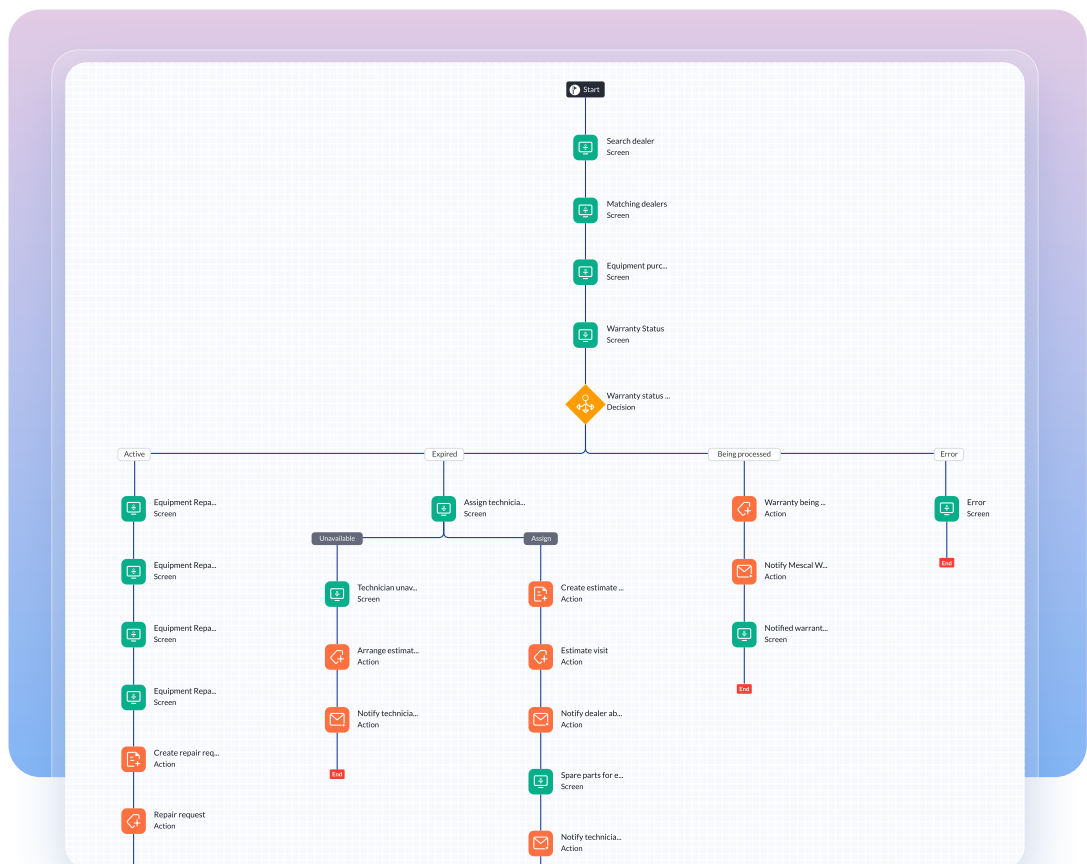
Go back over what the rep did. She typed a few letters and clicked a button. Then she selected what was needed and answered some questions.

Everything else was the kiosk: finding the dealer, getting the machines the dealer had purchased, calling the manufacturer system for the warranty, working out that the warranty was valid, collecting contact information and other details, creating two records, and sending multiple emails.

This illustrates the whole idea: Offload legwork to the kiosk so the human can execute fast and with complete attention to the task at hand.

A kiosk is like a small application for one process, and it opens where the work happens.

As we saw here, the context is already waiting for you at each step. The steps come in the order the process intends. The path changes when an answer changes what should happen next.



The repair request flow as seen in Kiosk Studio, reading across systems, splitting, and making changes automatically.

Small doesn't mean limited. A kiosk can loop over a hundred records, call multiple systems for context using data queries, hand work to a function which expresses complex logic as well as touches other systems, and put an agent in the middle to reach even more systems and perform cognitive work. Small means one process, start to finish.

Nothing else in your CRM governs that unit of work

Your CRM already has several tools, each of which was built to solve a different kind of problem.

Feature	Purpose
Blueprint	Governs the long-term journey of a single record, locking in the business rules for how and when it moves from one state to the next.
Wizard	Simplifies data entry for a single record by breaking a long form into steps.
Workflow	Automates background actions (like sending emails or assigning tasks) when specific conditions are met.
Function	Executes custom logic or connects to outside systems behind the scenes, with no user interface.
Kiosk	Guides a user through a single flow to execute a complex, multi-step process, even when the process crosses multiple modules and outside systems.

A process begins when somebody takes on a case and ends when the required work is fully executed. Work of this kind belongs to Kiosk Studio.

Blueprint and Kiosk Studio work in tandem beautifully. A blueprint can hold the record's state over days or weeks and have a kiosk embedded in one of its transitions. When a user clicks the transition to advance to the next stage, a kiosk launches and guides the user through the multi-step process needed to advance.

Scan this QR code to see a demo of a kiosk launched from a blueprint transition.



Scan this QR code for documentation on how to build a kiosk. You can also access it using this URL in your browser:

<https://zurl.co/9FOYZ>

Patterns to help you spot unnecessary legwork

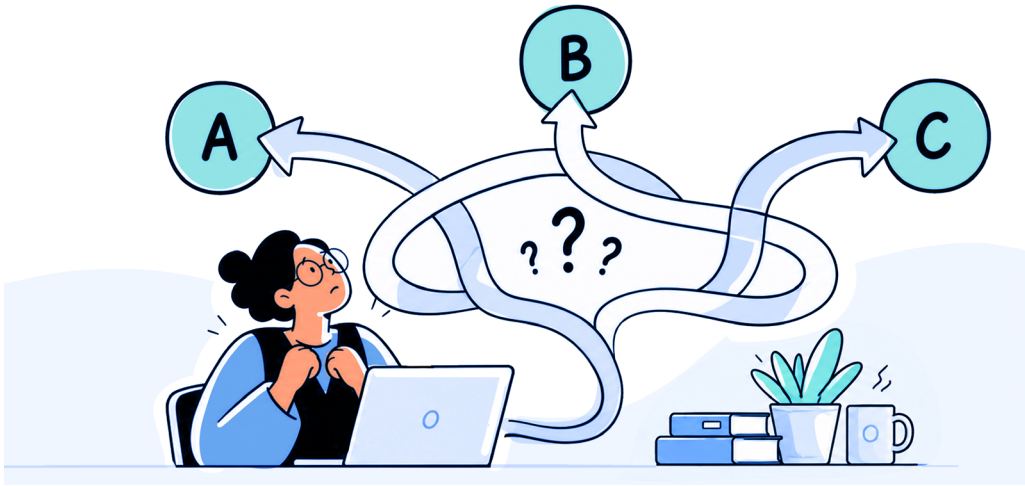
Building kiosks is easy once you find the processes that need them. Since legwork is almost universal, you might have some ideas swirling in your mind already. Let's look at some clues that can help you find more processes you can encode as kiosks.

Somebody keeps going to get something



- A rep prepping a renewal from the CRM record, checking a billing system for actual spend, and the support desk for open tickets before dialing
- A support agent checking a vendor portal before raising a claim
- A credit analyst looking at information from the CRM and other systems before scoring an application
- A recruiter opening the candidate record and the assessment tool for scores in different browser tabs

Somebody has to know what comes next



When users have to memorize complex sequences just to know what comes next, the process breaks—which you can spot when people constantly pause, repeatedly double-check data, or queue at a colleague’s desk for answers.

Look for scenarios where the path forward depends on a previous answer:

- Whether a discount needs one approval or two, depending on size and term
- Which onboarding steps apply to the enterprise plan and not the standard one
- When a return needs an inspection first and when it can be refunded on the spot
- Which of eleven document types a particular applicant actually has to provide

Somebody has to make the updates and send the emails



When reps save their status updates, log entries, and handoff notes for the end of the day, details fade and steps get skipped. As a result, your reports stop reflecting reality. Look for decisions that require manual updates in multiple places:

- A won deal that has to reach the finance handoff, the onboarding queue, and the forecast note
- An escalation that has to reach the account owner, the customer success lead, and the ticket
- A price exception somebody has to remember to record for the audit
- A change of address that lives in three systems but only gets updated in one

Offloading the complexity

If any of these describe a process you recognize, you've found your first candidate. Go ahead and build your kiosk for this process after consulting the documentation.

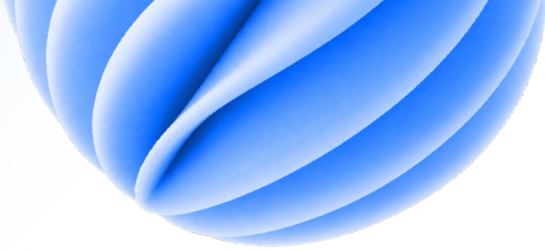
An interesting thing to note here is that offloading a process to a kiosk lets you cover more complex processes than was previously possible. The number of steps, options at each step,

post-task updates, and actions were limited by the fact that people have to remember them. By moving it to a kiosk, you can increase the number of any of these factors and still ensure perfect execution.



Scan this QR code for documentation on how to build a kiosk. You can also access it using this URL in your browser:

<https://zurl.co/9FOYZ>



CHAPTER 06

Place your kiosk to meet your users where they are

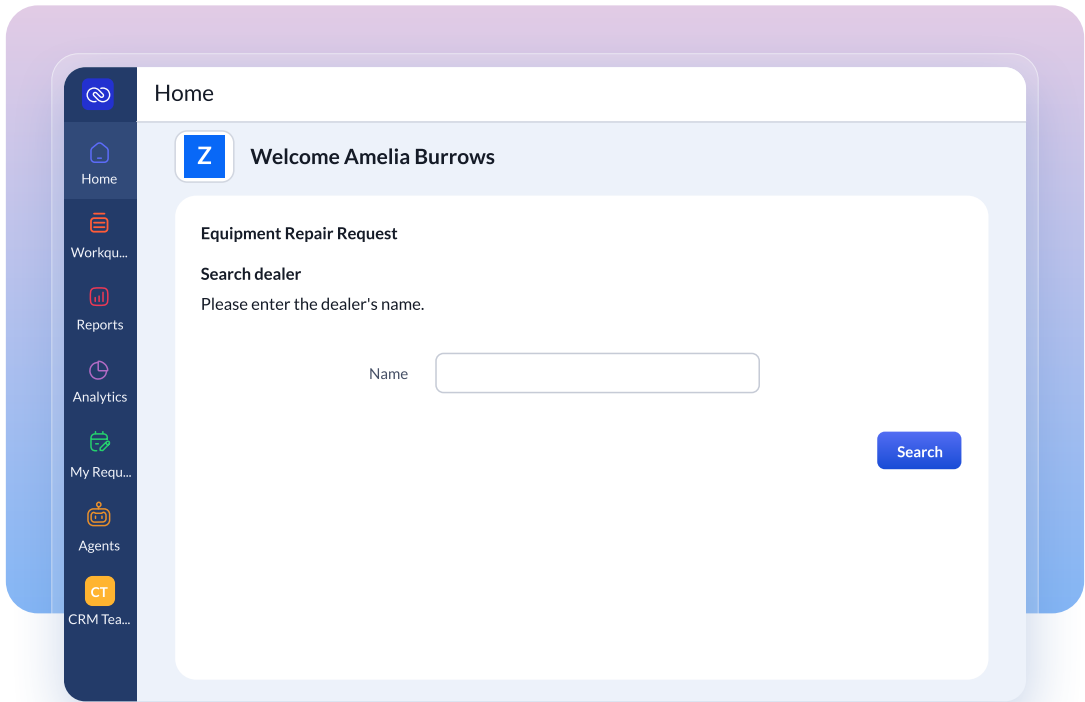
Many tools are useful but never used because of inconvenient access. Let's look at how to put our kiosks in the exact right place (a button, a home screen, a transition) so users actually want to engage with them.

Decide where a kiosk should appear

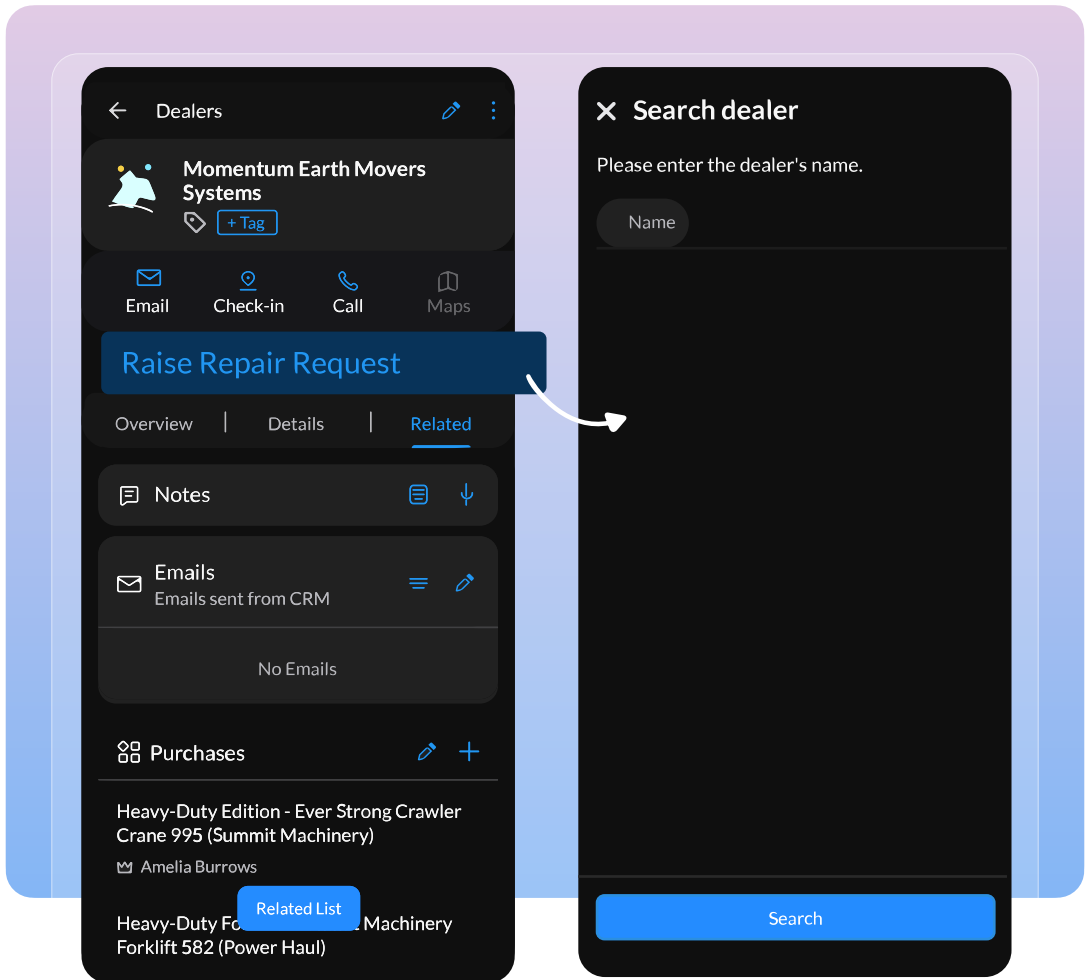
Remembering that a tool exists is itself a demand on attention. It draws on the same pool of attention as everything else, and sometimes fails. This is where a kiosk differs from anything else you can build.

What a kiosk does and where it appears are two separate decisions.

The same flow, unchanged, can sit on a record page, on a list view, or on a home page, and be triggered by a change in a single field, in a blueprint transition, on your setup page, in your mobile app, and/or in a portal where the person running it is your customer rather than your employee.



A repair request kiosk embedded on the home page of the web app



The same kiosk launched from a button in the mobile app

Everywhere else in the CRM, the feature and its placement are bound together. For example, a blueprint stays in a record because it's driven by a record's state; the data migration tool sits on the Setup page; and the mass email option sits on the list view page. Kiosks aren't tied to any location, because they're designed to execute a process. The best place to start this can be anywhere in the CRM, based on your business needs.

The spectrum of insistence ranges from ignorable to unavoidable

Here are some of the positions where you can place a kiosk:

Where it sits	What the person has to do	Can they carry on without it?
A command or a keyboard shortcut	Know it exists, and call for it.	Yes
Setup page	Go looking for it.	Yes
A button on a record or a list view	Notice it when they're in those places.	Yes
A home page or a canvas home view	Notice it before picking a task.	Yes
Embedded on the record itself	Notice it. The first screen is already open.	Yes
Opened by a script when something happens	Nothing; an event triggers it.	Yes
Inside a blueprint transition	Nothing; clicking the transition launches it.	No

Place a kiosk where the work already happens. A loan review queue belongs on the home page, because that's where officers start their day. A button for invoiced items belongs beside

each invoice, because that's where someone is already looking.

Every kiosk asks two things of a person: Remember it exists, and open it. Good placement minimizes the effort required for both. The best placement erases them; the kiosk is simply there when it's needed.

Enforcement is earned

Make a kiosk compulsory only when it's already the
easiest way to do the job.

Before that point, you're adding a step to somebody who's stretched thin. The distinction is between a demand that replaces work and one that adds to it. A required field sits on top of everything a rep already does. A well-built kiosk takes over the searching and clicking she was doing anyway and leaves her only the decisions.

Start with a button. **Watch whether people use it when nobody is making them do so. If they do, you have your evidence, and you can move it into a blueprint transition without touching the flow at all.** If they don't, the kiosk isn't yet faster or more convenient than what it replaced, and making it mandatory would be detrimental.

Why Kiosk Studio is perfect for agents

Something has changed in business software in the last several months, and it's hard to ignore. AI agents have arrived inside systems of record. Not beside them—inside them.

This isn't a fad. Deterministic tools cannot reason; they cannot evaluate whether a vendor's email is a legitimate claim, or inspect an account record and decide whether they're likely to churn. Those are reasoning tasks, and until recently, the only reasoning available was a person's.

AI agents eliminate that constraint and unlock a new level of productivity. Of course they were going to be wired into processes. **But there's a catch.**

Balancing deterministic systems with probabilistic tools

The industry wants to drop AI directly into the software because it's brilliant at reading messy details and guessing what to do next. But if you wire probabilistic AI directly into your CRM and let it change records, you instantly break the compliance architecture you spent years building. The challenge is figuring out how to use that intelligence without sacrificing predictability.

How do you wire agents safely into your processes?

The remedy is to put AI agents inside Kiosk Studio to read data and recommend solutions.

Under this model, the agent can't touch your CRM directly; it can only present its findings to the human user. Because the kiosk handles the deterministic workflow and gathers the context, the user evaluates the agent's recommendation with their attention fully intact.

The workflow becomes clean and secure:

- The kiosk orchestrates.
- The AI agent reasons and generates.
- The human reviews.
- The kiosk executes.

Let's look at an example.

Scan this QR code to see a video of this demo.



A vendor emails the operations desk. Vessel 409 is four days late because of Cyclone Jasper. They're rerouting, and there's a \$4,500 emergency holding fee.

An hour later, the vendor calls. The fee is now \$3,000.

The shipment record is locked in transit until somebody logs what happened. The rep clicks the transition and the kiosk opens.

She selects the email in the first screen and adds what she was told on the phone. The Zia Agent reads both, looks up the cyclone against a weather service, and checks where vessel 409 actually is.

The next screen shows what it found: The storm is confirmed, the vessel's position confirmed, the two fee figures are side by side, and the agent proposes an update to the record. The rep reads it and approves.

The screenshot displays a 'Triage Dashboard' window with a close button (X) in the top right corner. The dashboard is divided into two main sections: 'Original Contract' and 'Zia Recommendation'.

Original Contract:

- MAX ALLOWED FEE:** \$5000
- ORIGINAL ROUTE:** Hong Kong, China

Zia Recommendation:

- EMERGENCY FEE:** 3000 (This field is highlighted with a green border)
- DELAY (DAYS):** 4
- REVISED CITY:** Chennai
- REVISED STATE:** India

An 'Update CRM' button is located at the bottom right of the dashboard.

A quick read followed by approval to make changes.

Had the agent failed to confirm the storm or the vessel, the rep would have reached a different screen. Nothing is written, the record stays unchanged, and somebody has to go and find out what's true.

Verify details



Some discrepancy was noted by the agent in the details shared. Please dispute the claim with the concerned vendor:

Shangri La (1010001)

Reason for disruption: Claimed cyclone-related vessel hold and reroute to Chennai caused a 4-day delay and a \$4,500 emergency fee request, but the weather and vessel details could not be verified.

Delay: 4 days

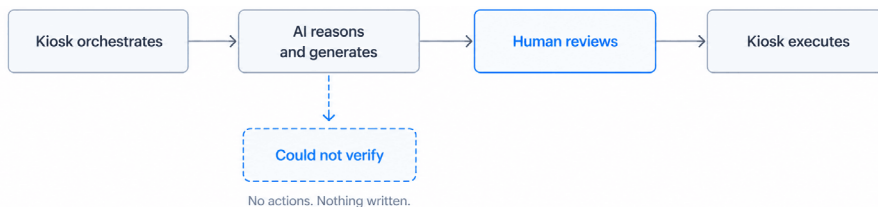
Emergency fee requested: \$4,500

New destination: Chennai

No actions; nothing written.

The agent runs inside the flow

Look at what the agent did. It read, looked things up, and returned what it found in a form the kiosk could use. **At no point did it write to the CRM.** A person reviewed the generated solution, and only then did anything reach the database.



Changes are written only after a person reviews and approves

That's the difference between letting an agent act directly in your CRM and putting it in a kiosk—where it's only used for the things it's genuinely good at (reasoning and generation). This leaves

oversight and approval to humans.

To make this orchestration work in practice, the interface needs to support the human reviewer. Here's how to design those interactions:

Tips to use agents more effectively in kiosks

- **Before the agent runs: Let users add additional context.** Add a text input field on the screen before the agent runs. This allows the user to log details that are not present in the system—like a recent phone call, a physical site visit, or a verbal agreement—ensuring the agent factors in the complete picture before it starts working.

For example: An analyst is preparing an account assessment. Before triggering the AI, they log a quick note about a recent off-system interaction to ensure the agent has the latest context on the client's mood.

- **After the agent runs: Show the reasoning before the conclusion.** When presenting the agent's output to the human, ensure that the reasoning appears above the final verdict. If the conclusion sits at the very top, users will naturally anchor on it and may blindly agree. Presenting the reasoning first forces the user to evaluate it.

For example: When the assessment review loads, it first displays the raw findings—that the deal is active and stakeholders are responsive. Only after presenting this evidence does it reveal the recommended action: a "Standard Renewal."

- **At the decision point: Ask for a selection, not just a confirmation.** Providing just one "Approve" button is a formality that guarantees mindless clicking. Instead, force a deliberate choice by designing the screen with a row of distinct buttons or a comprehensive picklist. The AI can state its recommendation in the text, but requiring the user to physically select from an array of options prevents rubber-stamping and ensures they actually own the final action.

For example: As shown in the screenshot below, there is no single button to blindly approve the AI's recommendation. Instead, the user must open the "Your Choice" dropdown menu and consciously select "Standard Renewal"—or choose an alternative like "Executive QBR" or "Expansion Conversation"—before they're allowed to log the assessment.

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Assessment Review

X

Renewal motion in progress (high): There is an active deal, "Northstar Renewal FY26," in Renewal Prep with amount 120000 and closing date 2026-09-30.

Recent engagement and positive account narrative (medium): A call titled "Renewal alignment call" occurred on 2026-07-14, within the last 30 days, and the account description says renewal planning is underway with responsive stakeholders and no explicit risk language.

4) Recommended Action: Standard Renewal

5) Reasoning: The account meets the Green criteria with strong stakeholder coverage, a renewal-stage deal, and recent engagement. The strongest need is disciplined execution of the existing renewal motion rather than escalation or recovery, so Standard Renewal is the best-fit play.

6) Other options: Expansion Conversation, Executive QBR

Your Choice

Notify VP

Select

-None-
Standard Renewal
Executive QBR
Expansion Conversation
Escalate to VP
Win-back Outreach
Hold

Log Assessment

Analyz

s Account...

What the agent found, above what it proposed, with every action still open.

None of this makes a rushed person careful; it simply improves the chances of a good review without over-relying on the agent.

Proving that the kiosk helped

We have to look at your data to prove that reducing legwork actually increased the quality and consistency of your team's output.

Four things to score, all read off the record

Pick a use case where you're about to implement a kiosk—something that comes up regularly, requires human handling, and leaves a record behind. Pull a sample of completed cases and score each on four dimensions:

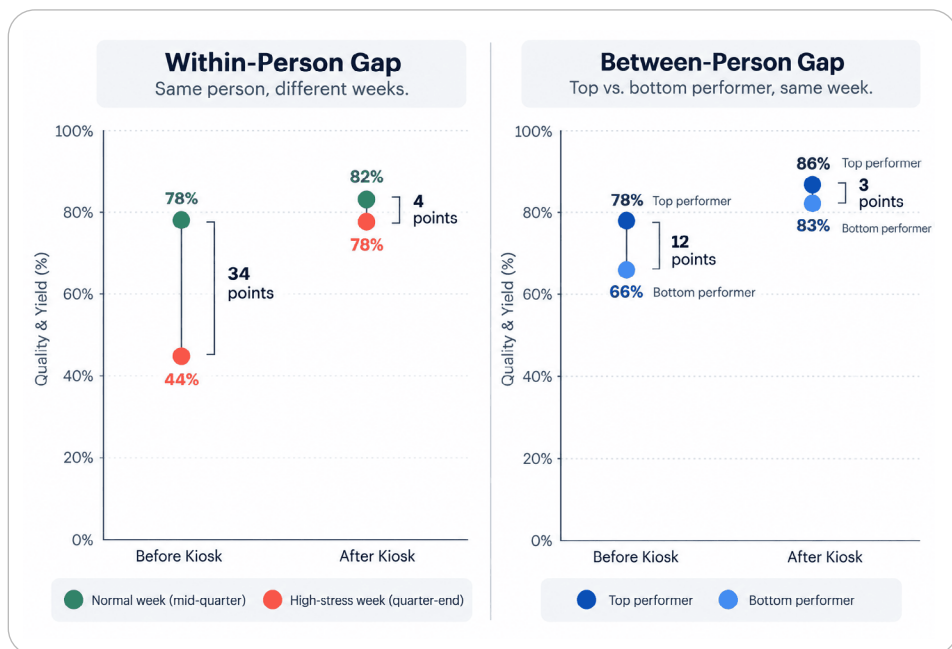
- **Quality:** Was every required input present before the decision? Was every required step actually reached? (Count the proportion of perfect cases.)
- **Speed:** How long did the execution take—from the case arriving to the decision being recorded?
- **Yield:** Did every downstream action actually happen? The field update, the note written, the task created? (Count the proportion of complete executions.)
- **Effort tax:** Walk the process yourself once and count the distinct screens or modules a person must visit to finish it.

Two comparisons, and you need both

Quality and yield are the two metrics that carry the comparison, as both are measurable proportions. Speed and effort tax provide the context.

To prove the kiosk works, measure these proportions for three or four people before implementation, and again after. But don't just look at averages; look at the gaps. Take your sample from a normal mid-quarter week, and a high-stress quarter-end week.

- **The within-person gap (The Pressure Test):** Compare one person's normal mid-quarter cases against their quarter-end cases. Their skill is identical; their territory is identical. If their quality and yield drop significantly at quarter-end, the process is breaking under pressure. If this gap shrinks after implementing the kiosk, your kiosk is doing its job.
- **The between-person gap (The Consistency Test):** Compare your highest and lowest scoring reps during the same week. If the difference between them is massive, the process is too complex. If this gap shrinks after implementing the kiosk, your kiosk is successfully driving team-wide consistency.



The same two measurements before and after a kiosk, with both gaps closing.
Figures are illustrative.

You can also use these gap measurements to audit your existing processes and prioritize what to build first:

What you find	What to do
Within-person gap is large	Build first. This is the clearest case there is.
Between-person spread is large	Build anyway, then measure again. If the gap does not close, the variance is better explained by capability or territory.
Neither gap is meaningful	Leave it alone. The process is running as designed. Focus your building efforts elsewhere and get back to this when you have bandwidth.

Why start with the within-person gap?

You start where one person differs most from themselves
because there's nothing to argue about.

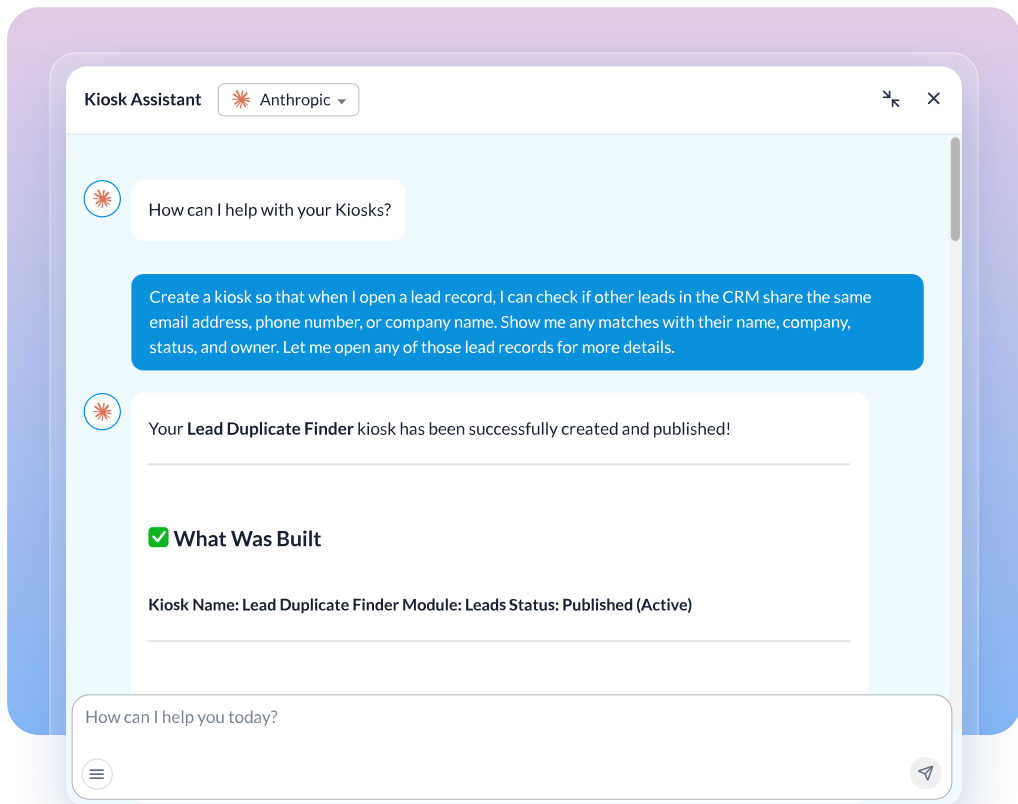
Skill is held constant. Territory is held constant. Whatever changed, changed strictly because of the process conditions (usually time pressure).

The between-person gap takes more thought. A gap between two different people is partly capability, partly territory—and neither of those is a kiosk problem. But some of that gap exists simply because your stronger performers are willing to do the tedious legwork of following a process, which is exactly what a kiosk fixes. You cannot tell those apart just by looking. Build the kiosk, run the measurement again, and see exactly how much of the gap closes.

Generating your first kiosk

You can have a draft of your first kiosk before you finish this page.

Describe a process in plain language and Zia will build a first version of it for you.



A kiosk described in a few sentences

Reviewing the generated kiosk is where you need to put in work. Walk the flow, check that the questions come in the order your process intends, add what is missing, and change what is wrong. Describe a change to a kiosk that already exists and Zia will make the change.

Start with one part of a process that annoys people

Two kinds of annoyances pop up everywhere:

The endless fetch quest. For example, a lead on a call wants to know whether you are already serving customers in their industry. The answer exists two modules away, and getting it means leaving the deal and coming back. One kiosk, embedded inside the deal record, ends that trip permanently.

The manual copy-paste, updates, and notifications. A team approves a partner application and then converts it by hand: they export the details, paste them into a new record, notify two other teams, and close the original. One kiosk does all of it from a single button.

Take a whole process end to end

Some processes are worth doing entirely, and they share a shape: several steps, more than one system, and a person who has to hold the order in their head.

- A cold call is one. The script, the account context, the questions that change depending on how the call goes, and the follow-up that has to happen afterwards are currently four separate things a rep assembles under time pressure. One kiosk carries all of them, and the follow-up fires from the path the call actually took.
- A repair request is another (and you have already seen it). Select the machine, check warranty against the manufacturer portal, create two records, email two people, and do all this with the customer still on the line.

Put an agent inside a flow you already have

You don't need to hand an entire process over to AI. Agents work best when inserted into specific, high-friction steps where data is messy, but the final call still requires human judgment.

Tasks	What the agent does	What the person does
Classify, then decide	Reads an account and other context, rates it, and surfaces the signals that drove the rating.	Accepts or overrides the rating using what they know that the system does not.
Verify	Checks unstructured input against outside sources	Acts on verified data. If verification fails, nothing is written.
Work a queue	Reads through context one at a time and recommends an action per record.	Chooses the final action for every record.

The underlying principle is the same: The agent reads and reasons, the person decides, and the kiosk executes the actions.

You don't need to pick one of these three routes and stay on it. Most teams end up with a couple of small retrieval kiosks, one full end-to-end process, and an agent inside whichever flow turns out to matter most.

With that, we've reached the end of this book, but your journey with Kiosk Studio has just begun. Scan the QR codes below to start building!

Where to go next

The Kiosk resources page:
<https://zurl.co/rlz5w>





Documentation:
<https://zurl.co/9FOYZ>

Kiosk Studio Sessions, one business scenario
per session, with the flow and its configuration:
<https://zurl.co/wzTsR>



The use case library,
for what other companies have built:
<https://zurl.co/EiiP7>

Support, if you would rather have
somebody walk through it with you:
support@zohocrm.com



