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As the world becomes increasingly digital, businesses have faced huge challenges and have undergone an incredible amount of change over the past few years.

The recovery from the impact of COVID and spiralling energy and borrowing costs means businesses, particularly in the hospitality sector, need all the help they can get to streamline their operations and improve customer experience. In this article Steve Osborne explains how technology can help.

Why is digital technology so important right now?

In order to thrive, digital transformation is now key: using digital technologies to transform your business, improve customer value and more effectively compete in an ever-changing world.

With Christmas just around the corner, there are lots of opportunities for businesses in the hospitality sector to take advantage of digital signage and self-service kiosks. The hospitality sector is one of the most competitive in the world. Businesses need to offer guests a seamless experience across all touchpoints. At the same time, they have to manage a range of challenges including changing consumer expectations and rising costs.

Tell us a bit more about your digital signage and self-serve kiosks.

The Christmas holiday season is both a joyous time for many and a stressful one for others. For those who work in the hospitality industry, it can be particularly challenging to manage the influx of customers during the holidays.

Digital signs can be used to create an immersive experience that encourages customers to stay longer and spend more

money. They are becoming increasingly popular with businesses because they offer several benefits such as being cost-effective, easy to install and maintain and they also provide useful information to customers. Recent studies have shown that digital media located in public environments reached more people than places such as Facebook and the Internet, proving that digital signage can truly be an effective form of marketing.

Self-serve kiosks have been proven time and time again as an effective way for businesses to improve customer experience by reducing waiting times and improving efficiency, without sacrificing profits or staff hours. They allow staff to focus on providing higher-value services and products instead of waiting on customers one by one. This means that there will be fewer mistakes made in terms of orders or payment processes and more time spent on creating a positive experience for guests.

What are the main benefits of digital technology, especially during busy periods, to businesses in the hospitality sector?

Millions of people around the world plan trips during the Christmas holiday period. They stay in hotels, attend pop-up events, visit attractions and more. With this technology you can:

1. Enhance your customer experience
2. Improve productivity
3. Improve efficiency and reduce costs
4. Offer personalised services to guests
5. Enable staff to focus on other areas of their role

How Will Technology Spending Deliver Business Value In 2023?

With the rise of digital transformation, technology has become more than a way to make our lives easier. It's become a way to make our lives better.

The costs that are saved in mundane and unproductive tasks through digital transformation, can be utilised towards customer acquisition. This is because customers want to be able to engage with brands more personally than ever before. As

consumers become more accustomed to online shopping, their expectations increase for a seamless experience throughout every aspect of the customer journey.

The role that technology plays here, traditionally, has been to streamline processes and remove hassle from the life of the consumer. These will still play a key role in 2023, but the game has evolved: instead of merely automating processes, it is about creating an experience that is more immersive and interactive than ever before.

In order to achieve this goal, businesses need to invest in technology that delivers on these expectations—technology that allows them to speak directly with their customers in real-time; technology that allows them to create personalized experiences based on individual customer preferences; and technology that allows them to deliver these experiences across multiple channels.

What advice would you give to any business not yet invested in this technology?

Melford is proud to offer cutting-edge technology to some of the most recognisable brands and companies around the world. This is a great opportunity for businesses to use digital technology to improve their performance and deliver real business value, in order to keep up with the competition.

If you haven't already invested, now is the time!

Explore our hospitality solutions

Click below to find out how Melford's diverse range of digital signage and self-service kiosks can improve customer experience, reduce your costs and more



Digital Signage



Self-Service Kiosks