



CASE STUDY

Waterside Holiday Group Enhancing Guest Experience through Self-Service Kiosks

PRODUCT

Kingfisher self-service kiosk

melford App4

How Waterside Holiday Group leveraged self-service kiosks to improve operational efficiency, enhance guest experience, and drive business growth.

Waterside Holiday Group has been a prominent player in the hospitality industry for over six decades, offering unique experiences across four distinct parks. Renowned for their family-friendly values and exceptional service, Waterside takes pride in exceeding customer expectations.

Like many businesses in the hospitality sector, Waterside faced challenges in accessing and retaining labour, compounded by the seasonal nature of their resorts. To address this, they sought to enhance their technological infrastructure – particularly in their EPOS and customer ordering platform – aiming to empower customers to complete orders independently, reducing the need for staff interaction.

Waterside opted to transition their EPOS infrastructure to Zonal while also digitising their ordering processes. They needed a solution that seamlessly integrated with their EPOS that required minimal additional implementation or training. It was also important to have a comprehensive service solution encompassing software, hardware, installation, and ongoing maintenance for peace of mind.

Waterside partnered with App4 and Melford Technologies to implement two Kingfisher wall-mounted self-service kiosks for their takeaway food offering. The software was customised to align with Waterside's branding and fully integrated with the Zonal iOrder system. Melford provided not only the hardware but also handled installation, commissioning, and ongoing support, ensuring a seamless experience.

Since the installation of the self-service kiosks at the beginning of the 2024 season, Waterside has seen significant success. On busy days, the kiosks handle between 60–75% of all takeaway food orders, substantially reducing the labour required for serving customers. This allows resources to be reallocated to food preparation and table service, leading to reduced waiting times and an enhanced overall customer experience. Initial data suggests that the kiosks have also contributed to a 10–15% increase in average order values, with expectations of further growth as the season progresses.

"The self-service kiosk was a new concept for us at Waterside Holiday Group, so it was crucial we found the right partner to implement this. From initial inquiry to the installation of the kiosks, menu build, team training, and ongoing support since going live, both App4 and Melford have proven we made the right choice."

Neil Quantrill, Head of Retail, Waterside Holiday Group

Want to learn more about our [Kingfisher self-service kiosks](#)?

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