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You've been Sales Manager at Melford Technologies for 2 years now. How would you describe the company and what makes it unique?

Melford Technologies has been an innovator and leader since its founding over 50 years ago. We've operated with a mission to digitally transform operational efficiency and support the evolution of technology. Our innovative technological solutions and digital advancements are designed to enhance customer experience and endure harsh environments, across a variety of market sectors which include: Marine, Transport, Military, Retail and DOOH.

Digital maturity matters now more than ever, for businesses and their customers. Which area of the business have you noticed an increase in demand?

The market for interactive, otherwise known as [self-service kiosks](#), is fast-growing. It's expected to grow at a Compound Annual Growth Rate (CAGR) of around nearly 8% from 2021 to 2030, with the retail sector predicted to record the highest growth rate of over 8.0% in the coming years.

Why do you think interactive kiosks are driving the market?

These machines provide the opportunity to improve customer experience, reduce costs, as well as provide an enhanced channel for retailers, in particular, to improve their serviceability. They are designed with intuitive interfaces that enable users to interact with them through touchscreens or voice commands, making it easier for them to complete tasks on their own without having to talk to anyone else. As a result, combined with innovations in touchscreen display technology, they are seeing ever-increasing popularity across retail and hospitality sectors, as well as leisure, healthcare, banking, travel, and public services.

What challenges do you foresee in this market and how will you overcome them?

The [self-service kiosk](#) industry has matured, and we are increasingly focusing on specific fast-growing niches rather than a one-size-fits-all approach. We have diversified and focused on a continuous process of improvement, service delivery, and customer focus. As individuals and as a team, we are committed to achieving real innovation, and providing unparalleled service and delivery on our products, solutions, and projects. Our ambition is to enrich and improve our offering constantly and to become the partner of choice.

What is the single most important piece of advice you would offer to potential clients?

Don't underestimate the power of digital technology and the benefits it brings to your business. The growing demand for digital content and services in public spaces, as well as the rising adoption of Human Machine Interface (HMI) technology in retail and hospitality sectors is driving the growth of this market across the globe. Therefore, [interactive kiosks](#) should be the strategic emphasis of companies operating in these markets to achieve a substantial position now and in the years to come.

Melford is here to help make your business more successful, dynamic and innovative.

Our innovation team and consultants are both thought leaders and specialists in digital display technologies, able to design, develop and manufacture across the whole spectrum of customer applications. Contact us to find out more and to discuss your requirements.

The global interactive kiosk market is set to rise



But what exactly is an interactive kiosk? And what are the benefits?

Find out here!