



CASE STUDY

Edgbaston

Delivering seamless customer experience at Xcelerate's cutting-edge training facility

PRODUCT

Falcon Self-Service Kiosk

melford

The challenge

When Melford Technologies was approached by Levy UK + Ireland, in partnership with Xcelerate and Edgbaston, to support its project to develop a brand new, state-of-the-art, pioneering training centre at the famous cricket ground, we were thrilled. We jumped at the opportunity to be involved in building a charitable, community facility dedicated to broadening the horizons of local people within the hospitality industry – as well as creating a nationwide offering for market-leading training providers.

The question remained, how to build an industry-leading facility, within the time-frame allocated and ensure that it was fully operational before the cricket season began in earnest.

Although primarily a training facility, there was also a need for it to generate revenue – particularly on match days, when the centre would be opened up to give cricket-goers a chance to enjoy an enhanced experience and sample the culinary delights on offer. Appreciating the importance of a seamless customer experience, Levy UK + Ireland asked us to produce 12 cutting-edge self-service kiosks.

The solution

Working alongside our partners, we designed, built and installed the kiosks within the facility, in time for the centre to benefit from the high cricket season. Working to tight deadlines and within the budgets allocated by the charitable trust, we delivered the 12 stations to allow the successful launch of this project.

Our kiosks hit the ground running, delivering orders at speed and providing the catering team with the reliable service they needed to deliver top-quality food and drink to their customers.

**Want to learn more about our
Falcon Self-Service Kiosks?**

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