

Digital Hospitality

Creating Connected Guest Experiences

Through Digital Displays, Kiosks, Interactive Screens and Content

Executive Summary

Hospitality is becoming increasingly digital.

Guests expect fast, seamless and engaging experiences, whether they're ordering food, browsing menus or interacting with your brand.

Digital displays, self-service kiosks and intelligent content platforms are helping hospitality organisations improve efficiency, enhance guest experiences and simplify operations.



This guide explores how digital display technology is transforming hospitality environments and how the right managed services partner can help support every stage of the journey.

The Digital Hospitality Experience

Digital displays have become a key part of the guest journey. Modern hospitality environments use technology to:

- ✓ Capture attention
- ✓ Deliver real-time information
- ✓ Increase engagement
- ✓ Streamline ordering
- ✓ Promote products and services

When deployed effectively, digital displays don't simply replace traditional signage. They create more dynamic and memorable experiences.





The Digital Hospitality Experience

Guest expectations have changed and today's customers expect:

- ✓ Faster service
- ✓ Digital convenience
- ✓ Clear communication
- ✓ Self-service options
- ✓ Consistent experiences across every location

At the same time, hospitality teams face:

- ✓ Staffing challenges
- ✓ Rising operating costs
- ✓ Increasing customer expectations
- ✓ Multi-site management complexity

Digital technology helps bridge the gap.

Digital Menu Boards

Digital menu boards provide hospitality organisations with greater flexibility and control.

Benefits include:

- ✓ Instant content updates
- ✓ Dynamic promotions
- ✓ Improved visual appeal
- ✓ Consistent branding
- ✓ Reduced print costs

Whether managing a single location or multiple venues, digital menu boards help businesses keep content accurate and relevant.



Self-Service Kiosks

Self-service kiosks are transforming the ordering experience.

Benefits include:

- ✓ Reduced queue times
- ✓ Faster ordering
- ✓ Improved operational efficiency
- ✓ Increased order accuracy
- ✓ Greater convenience for guests

By allowing customers to order quickly and independently, kiosks help staff focus on delivering exceptional service elsewhere.

Customer Spotlight: Efes

Trust delivered a modern self-service kiosk solution for Efes, helping improve efficiency, reduce waiting times and create a seamless customer experience



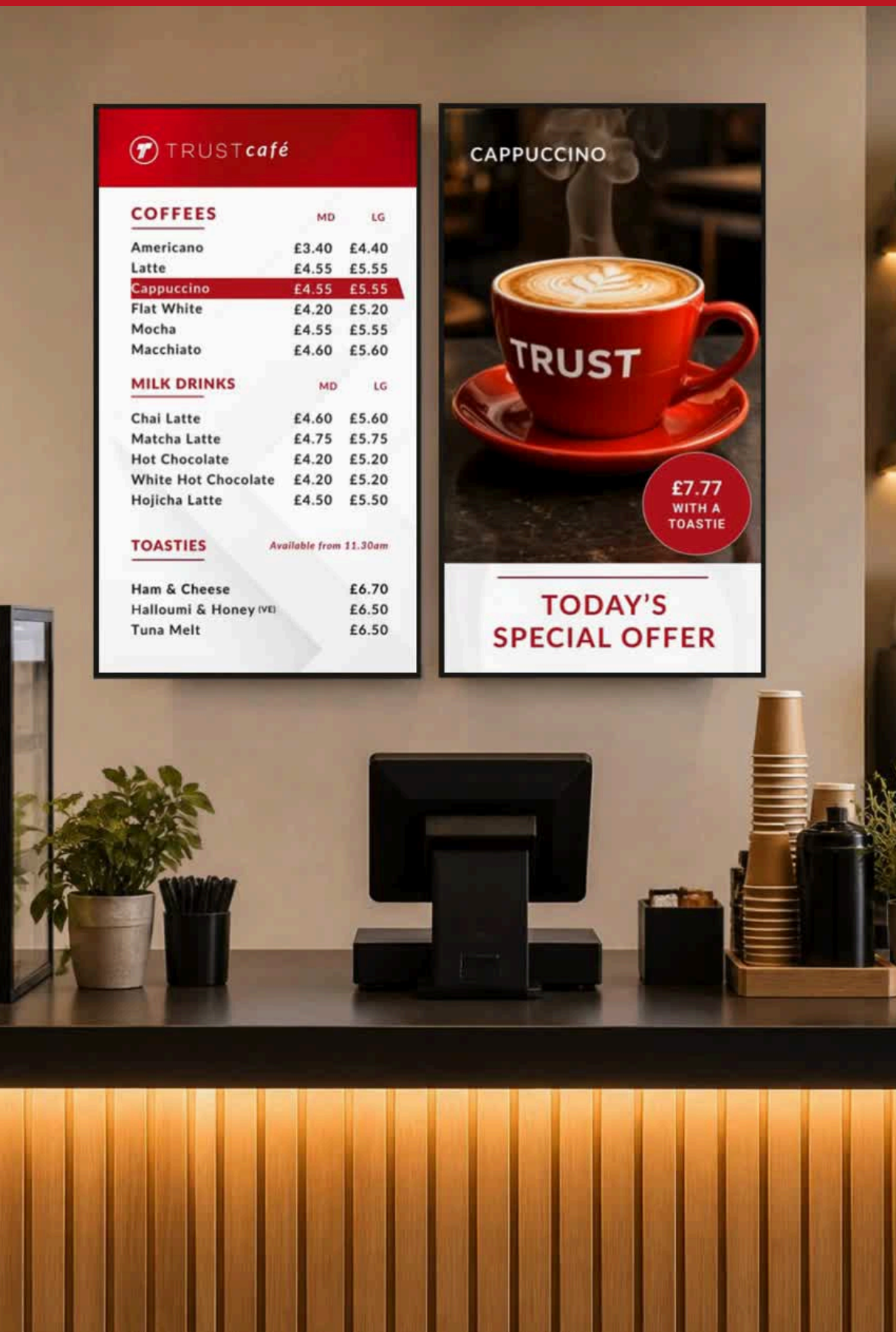
Digital Displays beyond Menu Boards

Digital displays can do much more than showcase products.

Hospitality organisations are increasingly using signage to:

- ✓ Promote offers
- ✓ Highlight events
- ✓ Drive upsell opportunities
- ✓ Communicate important information
- ✓ Create engaging environments

Every screen becomes an opportunity to connect with guests.



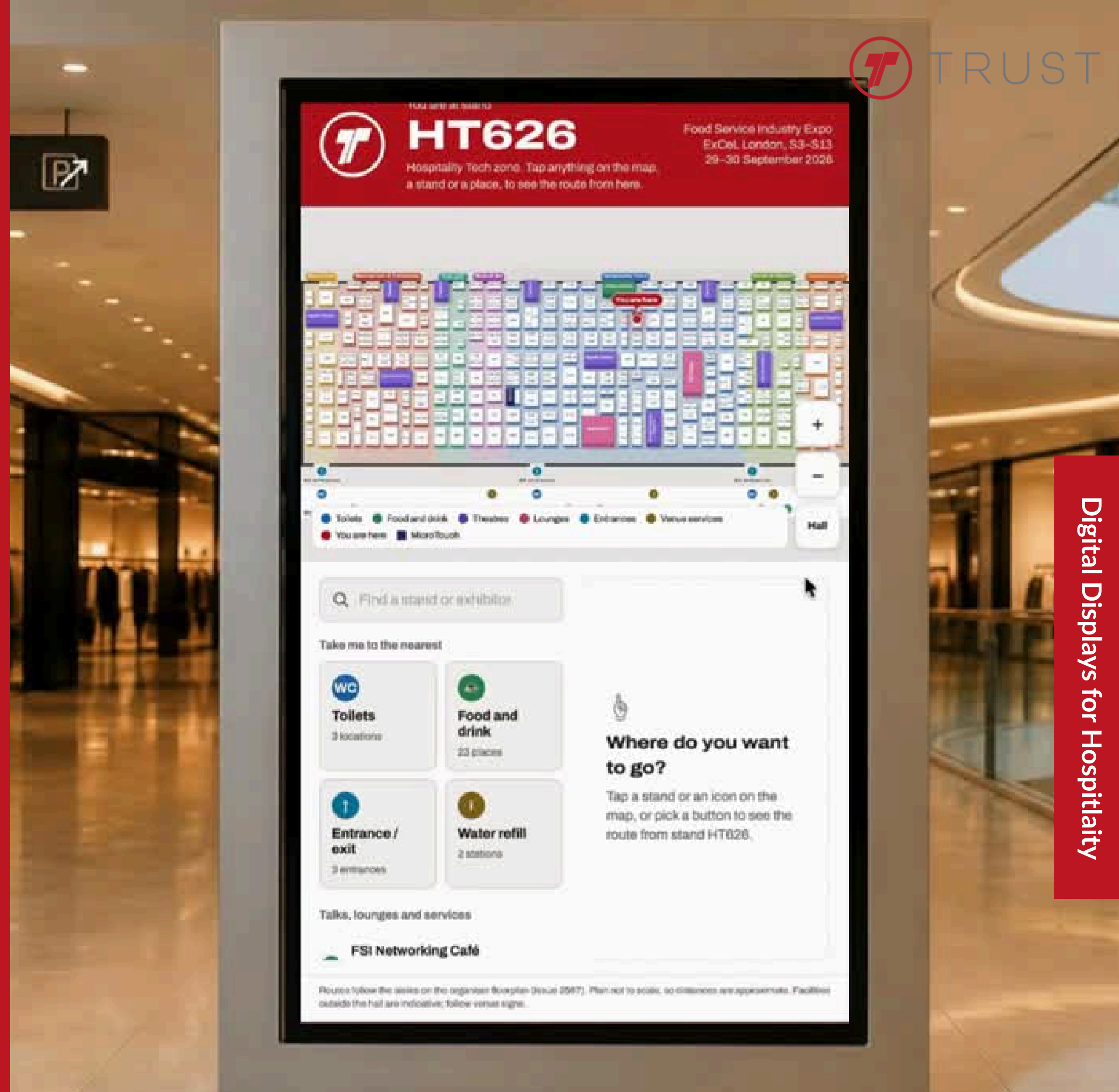
Interactive Experiences

Modern display technology enables greater interaction and engagement.

Examples include:

- ✓ Touchscreen displays
- ✓ Interactive directories
- ✓ Wayfinding solutions
- ✓ Lift & Learn experiences
- ✓ Product discovery applications

Interactive technology helps turn passive viewing into active engagement.



Managing Content at Scale

Creating content is only part of the challenge.

Managing displays across multiple venues requires:

- ✓ Centralised control
- ✓ Content scheduling
- ✓ Monitoring
- ✓ Reporting
- ✓ Remote management

Whether managing a single location or multiple venues, digital menu boards help businesses keep content accurate and relevant.



Managing Digital Displays

Technology should support your business, not create additional workload.

Trust provides managed services that help keep digital environments running smoothly.

Services include:

- ✓ Monitoring
- ✓ Service Desk Support
- ✓ Incident Management
- ✓ Field Engineering
- ✓ Ongoing Maintenance
- ✓ Technology Refresh Planning

Helping hospitality teams focus on guests rather than technology issues.



Why Trust?



20 years experience

80 in-house experts

Provider of whole lifecycle solutions

Consult, design, deploy and manage.



IT Europa Channel Awards - Winner:

Managed Services Solution of the year

Grant Thornton: Gloucestershire **Leading Company**

The Spectator Economic Innovator of the Year

2024 - **Finalist:** South West & South Wales

Region.

Holland & Barrett

**Chelmsford Star -
the Co-operative**

at the heart of our community

Since 1867



FATFACE

For 20 years, Trust has helped
**organisations design, deploy and support
business-critical technology.**

20,868

Devices Monitored
& Managed

2,439

Customer sites
supported

Providing a single trusted partner for your technology estate.

About Trust

One Partner. Every Digital Display Solution.

Trust helps hospitality organisations create engaging, connected and reliable technology experiences. From digital menu boards and self-service kiosks through to deployment, support and ongoing management, we help businesses maximise the value of every screen.

To Support Your Digital Journey,
we also provide:

- ✓ Networking & Connectivity
- ✓ Cloud Solutions
- ✓ Cyber Security
- ✓ WiFi & Guest Connectivity

Because exceptional guest experiences rely on more than displays alone.

Ready to Transform Your Digital Hospitality Experience?

Whether you're exploring:

- ✓ Digital Menu Boards
- ✓ Self-Service Kiosks
- ✓ Interactive Displays
- ✓ Digital Signage
- ✓ Managed Services

Trust can help.

One Partner. Every Digital Display Solution.

Book a Digital Hospitality Assessment

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[Book here](#)