



RAISE THE BAR
with EPOS built
for hospitality



Work smarter with EPoS designed to meet the needs of hospitality.

Whether you're operating a boutique cocktail bar, a nationwide chain of fast food restaurants or a high street coffee shop, ICRTouch's flexible ecosystem of EPoS software has been designed specifically to handle the fast paces of the hospitality industry.

Providing a cohesive, seamlessly integrated system that's reliable and feature rich, ICRTouch is a world-leader in the development of EPoS software, with a suite of innovative, intelligent solutions.

Diversify your sales streams, implement more efficient operations, maximise profits and reach your hospitality business' full potential with ICRTouch's versatile systems.

More than just electronic point of sale, the ICRTouch software encourages faster payments, nurtures loyalty, exceeds customer expectations and helps you manage your business effectively with intelligent reporting.

Find the right solution for your hospitality business

- | | |
|-------------|--------------|
| Pubs & Bars | Member Clubs |
| Restaurants | Nightclubs |
| Takeaways | Hotels |

What is a fully integrated EPoS system?

Standing for Electronic Point of Sale, it's essentially an enhanced till system that combines hardware and software designed to help you run your hospitality business effectively. Being an integrated system means that each piece of software talks to the other, keeping things streamlined and efficient.

Individually tailored to the way you work, our EPoS software is designed to be easy to use, reliable and fast, making it possible for you to deliver excellent customer service.

Streamline your day to day operations by using a range of ICRTouch solutions and create a smooth working environment that not only increases customer satisfaction but staff performance as well.



Contents

| | |
|-----------------------------|----|
| Flexible touch screen EPoS | 4 |
| Back-office management | 6 |
| Order-to-table solution | 8 |
| Tollemache Arms case study | 10 |
| Digital hand-held ordering | 12 |
| Interactive kiosk ordering | 14 |
| Kitchen display screens | 16 |
| Engaging digital signage | 18 |
| Royal Yacht Club case study | 20 |
| Online table reservations | 22 |
| Loyalty schemes | 24 |
| Stock management system | 25 |
| Integrations | 26 |

Find your local Authorised ICRTouch Partner.

Our network of Authorised Partners extends across the whole of the UK and Ireland. When you're ready to improve efficiency across your business and provide your hospitality customers with the best possible experience both in-venue and online, you can be assured that there's an Authorised Partner near you.

To find your local Partner, visit icrtouch.com

Gain unrivalled flexibility and functionality with efficient EPOS.

The core EPOS solution, TouchPoint is designed with ease of use in mind, focussing on ensuring both staff and customers have the best possible hospitality experience.

Thanks to the intuitive design, your staff will pick up the basic till functions quicker than ever, meaning you're saving time on lengthy training sessions.

As well as being simple to use, TouchPoint's built-in features include so many options for customisation, from allergen alerts and fully programmable upselling prompts to instruction wizards for cocktail recipes, staff clocking in and out and so much more. So you can rely on TouchPoint to ask the right questions at the right time, helping to reduce mistakes and ultimately, improving customer satisfaction levels.

We all know that things don't always go to plan in the hospitality industry, but with TouchPoint's

failsafe features, we've got you covered. Even in unforeseen circumstances like your WiFi failing, you'll still be able to make sales, float clerks, pay off tables, split bills, print orders to the kitchen, scan tickets and so much more; essentially, all the functionality you need to keep operating will remain working.

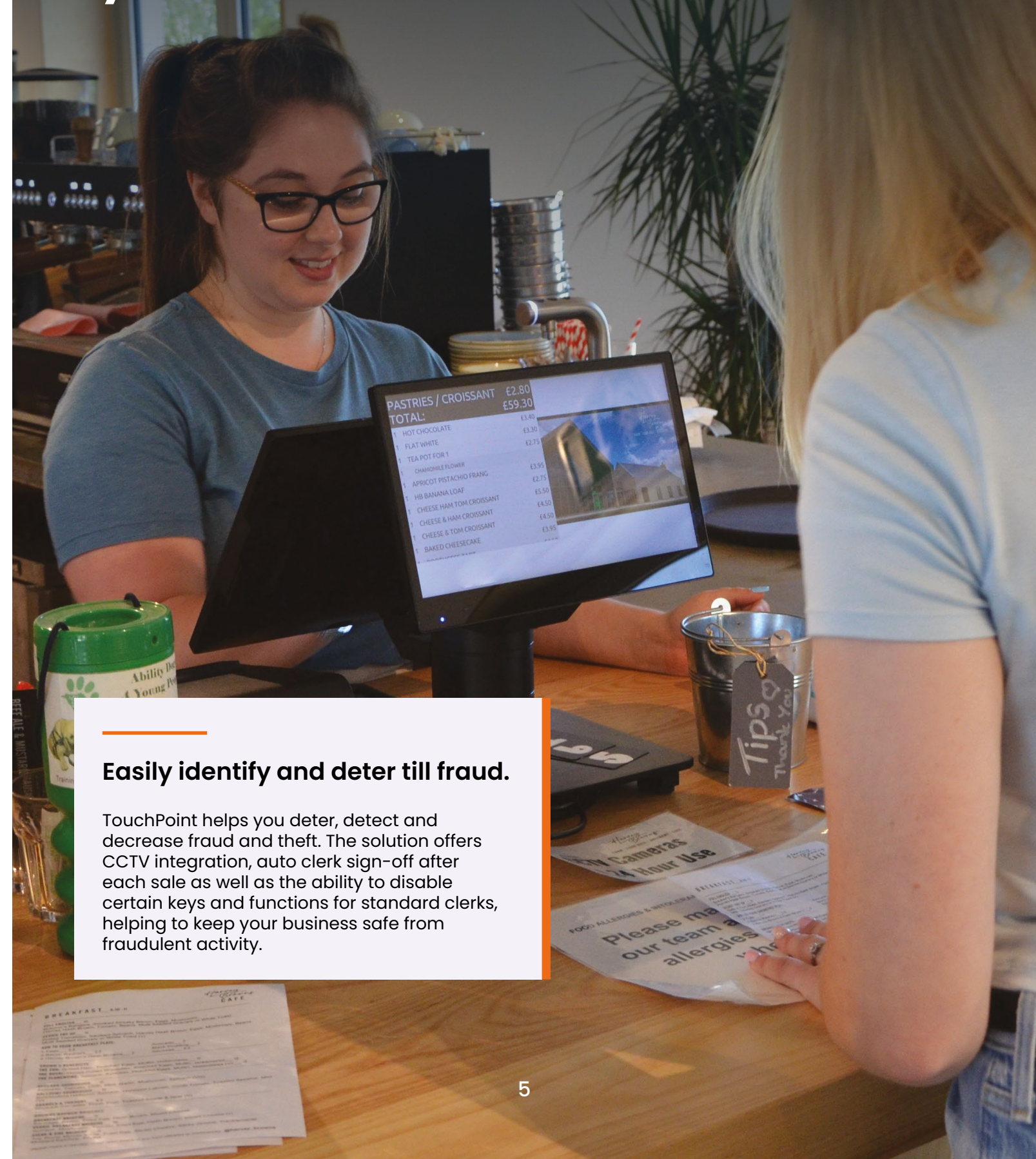
Effective, customisable loyalty, as standard.

With in-built features, set the standard for managing loyalty and discounts, with no extra cost. Easily view customer spending habits and increase repeat purchases by running promos and tailored point schemes alongside vouchers and gift cards.

Combine TouchPoint with further customer loyalty enhancements (p25), including the ability to enable loyalty redemption at multiple outlets, perfect for chains.



"The TouchPoint installation process was **quick** and **easy** and the whole system is **intuitive to use**."



Easily identify and deter till fraud.

TouchPoint helps you deter, detect and decrease fraud and theft. The solution offers CCTV integration, auto clerk sign-off after each sale as well as the ability to disable certain keys and functions for standard clerks, helping to keep your business safe from fraudulent activity.

Make intelligent decisions with the help of real-time data and back-office reporting.

Gain instant insight into your hospitality business' performance and reporting with TouchOffice Web.

The powerful cloud-based tool gives you complete control; anytime, anywhere, helping you make the right decisions for your business every day.

Forecast pricing, manage your stock levels, view staff clock ins, search transactions, analyse historical data and more. TouchOffice Web gives you the ability to deep dive into your business remotely and make changes instantly.

Whether orders are being taken from a TouchPoint till (p4), PocketTouch hand-held order taking device (p12), SelfService kiosk (p14), or even ByTable app or webshop (p8), they'll all be organised clearly and easily accessible in one place. Identify trends and be in a position to react instantly with easy access to real-time sales.

Keep track of your entire estate by configuring each individual site into departments and make changes easily to either single outlets or across the whole business. Ensuring your stock levels are always correct is made easy. Place and schedule orders with your chosen suppliers and quickly keep track of all your ins and outs.

200 in-built reports

Run reports on **every aspect of your business**, from profits, products and performance, to staff, stock, sales and **everything in between**.

Gift vouchers.

Create bespoke promotions and vouchers within TouchOffice Web to entice customers and offer exclusives to increase sales revenue.



"We can easily pull off a report of the top 100 items and clearly see which products are performing best."

Diversify revenue streams with online ordering from a personal device.

Placing orders has never been easier. With a robust order-to-table solution, ByTable allows customers to browse your menu, customise selections, and place orders at their fingertips.

The solution tackles staff shortage issues by empowering customers to order items independently. The intuitive self-ordering system accelerates service, allowing your business to complete more orders and increase revenue. Customers can download your application, or simply scan table specific QR codes to begin the ordering process, completely streamlining day to day hospitality operations.

Unlike other ordering solutions, ByTable charges 0% commission on every order, providing your business with 100% of the profit on every transaction. The application offers flexible payment methods including Apple Pay and Google Pay to streamline the purchasing journey and improve customer experience.

The bespoke app can be fully customised to help you create brand recognition and brand loyalty. Add your logo, accent colour, and app icon in minutes, to make your brand instantly recognisable for customers.

over 40%

Data shows customers are likely to spend more when **placing their own orders**, rather than at a **traditional till**.

ByTable lets customers save their login and payment details making it effortless to run comprehensive loyalty schemes. Entice repeat custom by offering exclusive discounts and creating elaborate points schemes to skyrocket your revenue.

ByTable will always provide customers with the most up to date information. Increase customer satisfaction by syncing stock levels to automatically display 'low stock' or 'out of stock' messages, ensuring customers only place orders for what's currently available. As well as stock information, customers can access all nutritional and allergen information per menu item, so they can consider their choices before ordering, avoiding the chance of any disappointment.

The seamless integration of ICRTouch solutions means sales are recorded across all channels and all relevant staff are notified instantly once an order has been placed, significantly accelerating service and keeping customers satisfied.

Integrates with a digital Ticketing solution.

Ticketing is a comprehensive digital solution that streamlines the process of ticket creation and management. Seamless integration between Ticketing and ByTable will skyrocket your event ticket sales by allowing customers to effortlessly view and purchase tickets through various channels.

Effective EPOS helps The Tollemache Arms win BII Licensee of the Year 2023.

Joe and Flo from the Tollemache Arms, have officially been awarded 'Licensee of the Year 2023' by the British Institute of Innkeeping.

The restaurant has taken measures to improve customer experience by recognising the need to upgrade their technological infrastructure. The owners worked closely with our Authorised Partner to implement upgrades both inside the pub and within their outdoor seating areas.

The brief - improve operational efficiency and overcome previous challenges

The restaurant was facing challenges such as confused communication and slow service. The Tollemache Arms wanted to improve both the staff and customer experience with their EPOS solutions. The restaurant wanted to introduce the following improvements:

- Streamlined ordering and payment processes.
- Seamless order management and communication between kitchen and front of house teams.
- Enhanced operational efficiency through the integration of advanced technology.

- Extended WiFi coverage throughout the premises to provide a reliable internet access for guests and the use of PocketTouch in the garden.

The solution - an efficient integrated system

The restaurant had the following solutions installed:

- 3 x TouchPoint indoor terminals
- 2 x TouchPoint outdoor terminals
- PocketTouch mobile order taking systems
- WiFi range extensions
- TouchTakeaway
- TouchOffice Web+

The installation of three indoor terminals allowed staff to improve efficiency and provide quicker customer service. The generation of real-time reports via TouchOffice Web+ also allowed for better inventory and sales management. The outdoor seating area was equipped with two TouchPoint terminals to help cater for the busy outdoor seating area.

PocketTouch allows the restaurant to take orders directly from the table whilst providing staff with

the most up to date menu and promotional information. The implementation of ByTable also gives customers the ability to place orders from their table, without the need of staff. The introduction of both solutions has significantly accelerated the ordering process.

The result - streamlined operations and improved efficiency

The implementation of ICRTouch solutions yielded hugely positive outcomes for The Tollemache Arms, ultimately, helping them take home the BII Licensee of the Year Award.

The automation of the whole integrated system has reduced errors and significantly increased accuracy, minimising customer complaints and therefore improving staff morale. Real-time reports generated by the system have helped the management team to make intelligent, data-driven decisions, optimising inventory levels, and identifying best sellers.

The upgrades resulted in improved customer experience, increased operational efficiency, and greater customer reach.



**TOLLEMACHE
ARMS**
at Harrington

Empower your employees with hand-held digital order taking.

Take the till with you. Raise the bar on customer experience and accelerate table turnover with an intuitive order taking solution.

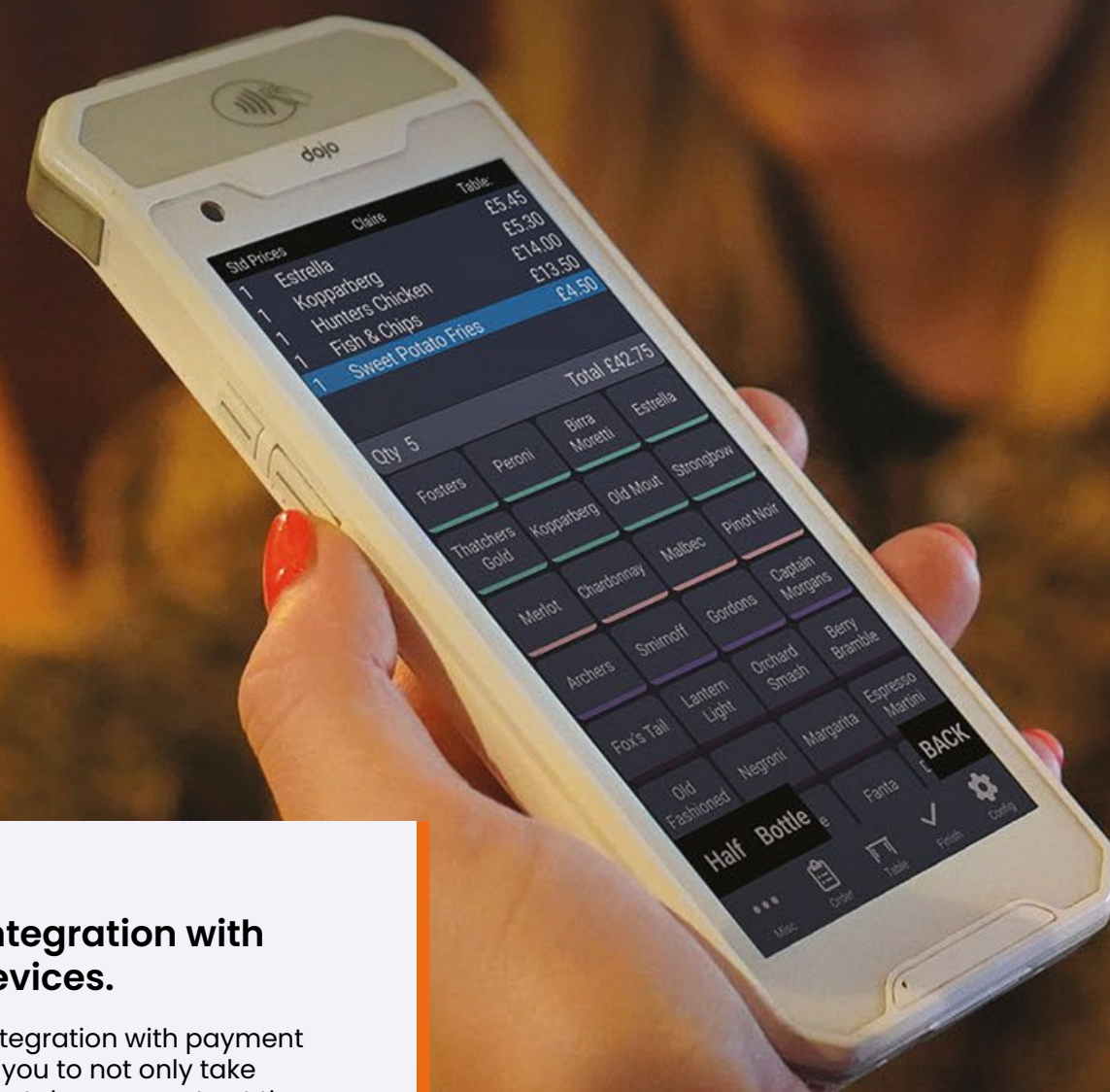
Designed specifically for the hospitality and catering industries, PocketTouch is the hand-held EPOS software that gives you a paperless solution to taking food and drink orders. The software was designed by industry experts to improve efficient communication between front of house and kitchen teams in order to streamline operations and improve customer experience.

Orders taken from PocketTouch are sent straight to the kitchen at the click of a button. Sending orders directly to relevant teams, speeds up the order preparation process and results in quicker table turnover. This feature reduces trips to and from the till, which is particularly ideal for pub gardens and venues with large outdoor seating areas.

Implementing a digital solution helps your business take a step towards more sustainable operations, by eliminating the need for pen and paper order taking. With PocketTouch, staff have all necessary allergy and promotional information at their fingertips, greatly reducing mistakes as well as waste. Additionally, the streamlined process empowers them to take advantage of countless upselling opportunities.

The order taking software seamlessly integrates with other systems and several devices. The solution can simply be downloaded onto iOS, Windows, Android, PAX or Dojo, giving your business significant flexibility to choose the device that works for you.

“PocketTouch is **very user friendly and has allowed us to **spend more time with customers** instead of going back and forth to the fixed terminals.”**



Seamless integration with payment devices.

PocketTouch's integration with payment terminals allows you to not only take orders, but also to take payments at the same time from just one device.

Increase order values by 40% with interactive kiosk ordering.

Increase order numbers and basket values with an effortless interactive ordering solution.

Data shows that SelfService kiosks significantly increase the sales of high profit driving products such as sides, sauces and drinks. By giving customers more time to purchase, they're more likely to add extras and personalise their choices.

The user-friendly experience and streamlined customer journey makes placing orders easier than ever. Customers can place orders and complete payments independently, so your staff have more time to focus on speeding up service.

SelfService's flexible system gives you complete control of your menu engineering, allowing you to configure bespoke deals, create mix and match promotions, or place your most profitable items at the top of categories to encourage increased order totals.

Having the ability to personalise screensavers also provides you with an additional advertising space to strategically upsell items. Planned promotional material can be displayed whilst a kiosk is not being used, giving you the chance to advertise upcoming events, meal deals, limited edition products and more.

Boost ticket sales and sell out events faster than ever.

SelfService seamlessly integrates with the ICRTouch Ticketing solution, allowing customers to purchase tickets for all your upcoming events from your kiosks, too.



“Easy for our customers to use, serving via SelfService has definitely sped up the whole process. We’ve noticed an increase in footfall since using the solution.”

Revolutionise the way orders are processed with intuitive kitchen management screens.

Streamline operations within the kitchen. Organise and display customer orders on a screen for easy order management, with no need for paper and print outs.

TouchKitchen is the intuitive digital solution, providing kitchen teams with a clear and legible order display system. The system receives and presents orders from all integrated channels, giving kitchen teams a clear overview of all customer orders.

By linking TouchKitchen with CollectionPoint (p18) you can effortlessly display ongoing order progress and easily notify customers with automated 'ready for collection' notifications. The seamless integration of these solutions speeds up service by reducing the time it takes for customers to receive their orders, resulting in improved customer experience.

The digital displays reduce mistakes by eliminating the confusion between front of house and kitchen teams, thanks to the user friendly interface. Kitchen teams have complete control, with the ability to view, sort, condense and peg orders to ensure every meal leaves the kitchen on time. The solution also allows your kitchen team to categorise orders by colour, so they can clearly distinguish between starters, mains, sides and desserts.

TouchKitchen can show up to 12 unique screens across unlimited displays, showing each prep station only the relevant order items. Since orders are shown on digital displays, the need for pen and paper ordering is completely eliminated, allowing your business to operate more sustainably.

Choose your interface.

In sticky, hot kitchen environments, where a touchscreen isn't suitable, an easily accessible bump bar can vastly improve efficiency and productivity, allowing chefs to control their devices much easier.



"You can see the smile on the chefs face because he has everything he needs. He has a lot of control and the system has made service not just quicker but much easier too."

Keep customers informed by displaying orders and estimated wait times.

For fast-paced takeaway environments and venues handling quick turnaround of orders, a digital CollectionPoint screen can significantly streamline processes.

Once orders are taken, divert queues away from the till to avoid overcrowding. Finished orders move to the orders complete section, notifying the customer right away and ultimately speeding up service.

If a customer misses their call it's no problem, as the CollectionPoint remote control allows staff to recall missed orders at the touch of a button. Due to swift communications between systems, the notification will appear on the CollectionPoint screen instantly, avoiding the chance of slowing down service.

Attract customers with engaging digital signage.

Automate menu changes and take advantage of upselling opportunities with an intuitive digital menu solution.

TouchMenu helps your business save time and money by automating menu changes. From breakfast, lunch and dinner, menu changes can be scheduled effortlessly via TouchPoint (p4) or TouchOffice Web (p6) to ensure customers are kept up to date with the latest menu items, prices, promotional information and stock availability.

The solution can run multiple screens throughout your venue all managed by just one terminal, keeping the process easy and simple to update.

TouchMenu's flexibility allows you to choose either static branded imagery, or animated video content to showcase your menus. You can also use TouchMenu as a space for advertising. This maximises the potential for promotions and even the possibility of additional advertiser revenue.

TouchMenu offers responsive displays which seamlessly adjust to fit all sized screens across various devices, keeping all digital content visually appealing and accessible for customers.



Yacht Club embraces ICRTouch EPoS to meet high standards.

The Royal Southern Yacht Club boasts an exceptional clubhouse and facilities, alongside a track record of organising world-class events.

The club has committed staff who cater to members' and guests' needs with great care, and to uphold their standard, the team instructed our Authorised Silver Partner to enhance their electronic point of sale (EPoS) system.

The brief – update an outdated system

The existing, outdated system wasn't meeting their requirements so the club sought a new EPoS system that was not only easy to use and reliable but also secure and would help them continue to provide an incredible service.

The yacht club wanted to overcome a number of challenges faced using their existing system, including long queues, inefficient inventory management, and difficulty in tracking sales and revenue. The staff were finding it difficult to manage peak hours, and the club had to hire extra staff during peak season to keep up with demand. The implementation of a new EPoS system needed to successfully help the Club overcome these challenges.

The solution – tailored solutions to improve experience

Upon careful evaluation of the Club's needs, the Partner proposed an ICRTouch all-in-one system that would alleviate their concerns and offer an improved customer experience. They recommended the TouchOffice Web cloud-based solution to enable the Club to manage their operations remotely, encompassing inventory management, sales tracking, and revenue management. The aim was to provide a comprehensive solution to streamline the Club's operations and enhance their patrons' experience.

The new EPoS system provided the following features:

- TouchOffice Web cloud-based back-office management to allow access to data, anywhere, at any time. The Club's management team could monitor inventory levels, sales trends, and revenue in real-time, to help them make informed decisions about their operations.
- The new TouchPoint systems have user-friendly touch screen interfaces, making it easy for staff to use. The touch screen interface enables quick and easy navigation, which reduces the time spent on training staff. TouchPoint also has its own inventory management to allow the Club to manage their stock levels effectively and automatically update inventory levels in real-time, to prevent stock outs and overstocking.
- Sales tracking features allow the tracking of sales trends and revenue in real-time, viewing sales data by product, category, or time period. Bespoke member cards were implemented to allow members to make cashless transactions.
- A bespoke ByTable app was also installed to enable order-to-table functionality. This helps to ease the pressure off staff during seasonal periods. ByTable also allows guests to scan their tables' QR code, order, and pay for their drinks, meaning the team can reduce staffing levels in the grounds around the yacht club.

The result – a far superior system

After implementing the new EPoS system, the Club saw significant improvements in their operations. The new system reduced time spent on checkout and inventory management, which helped staff manage peak hours more efficiently. The Club can also now track their sales and revenue in real-time, helping them make informed decisions about their pricing strategies moving forward.

The new EPoS system also helped the Royal Southern Yacht Club reduce their staff costs, as they no longer needed to hire extra staff during

peak season. The Club's customers were also happy with the new system, as they no longer had to wait in long queues to make their purchases.

The implementation of a new cloud-based EPoS system has helped streamline operations, reduce costs, and improve customer experience.



“The new system is far superior in every way. It has enabled me to spend less time on both dealing with system outages, and also made dealing with member transactional queries much quicker to resolve.”



ROYAL SOUTHERN
YACHT CLUB

Take bookings around the clock with TouchReservation.

Offer guests flexibility with an online table booking solution; perfect for restaurants, pubs, cafes, hotels and other hospitality businesses.

Customise your seating plan, increase bookings and improve efficiency; all while TouchReservation takes the strain.

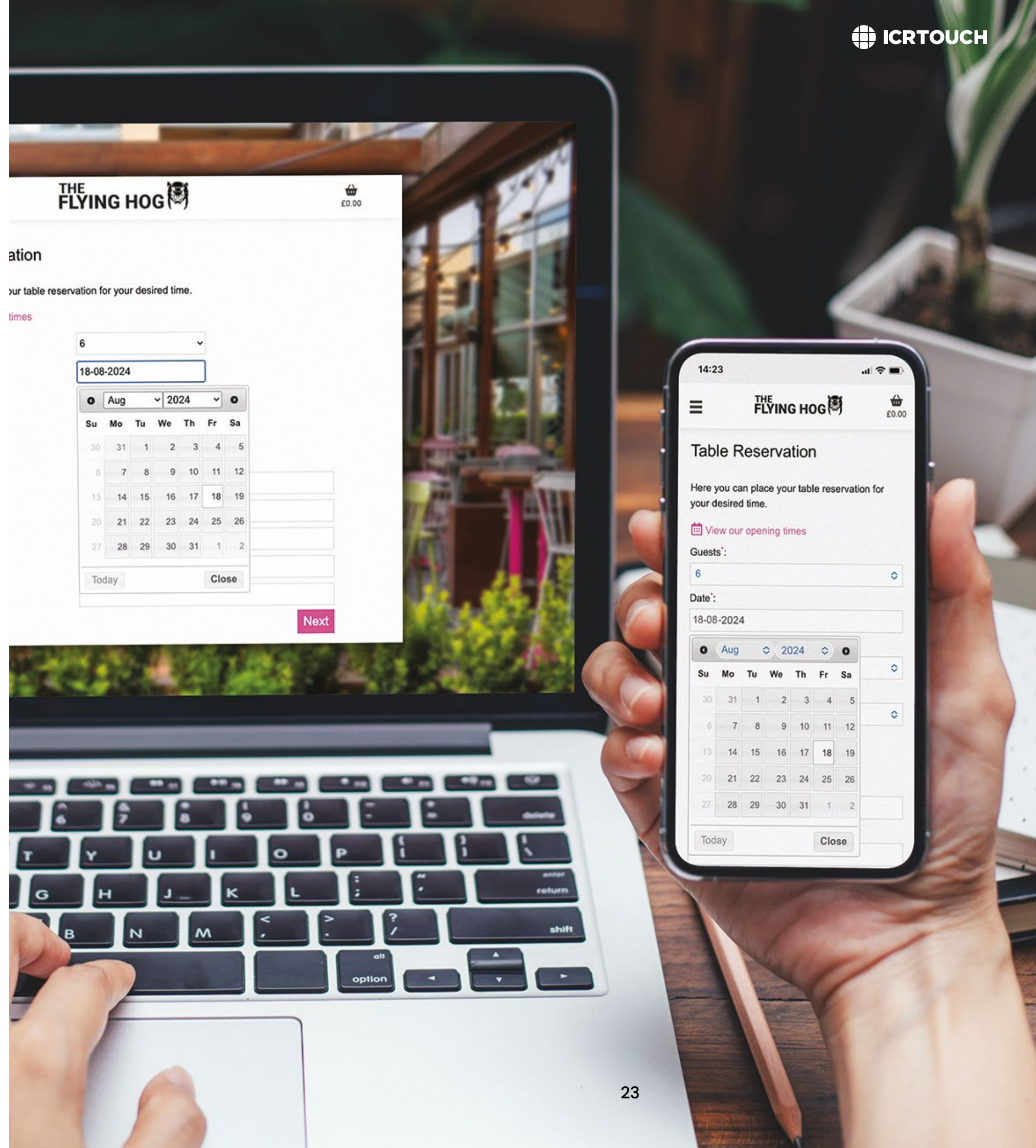
TouchReservation offers intelligent table allocation, fully optimising your venue's space to minimise the possibility of turning customers away. The solution automatically places bookings in the most suitable location, based on the number of guests attending, ensuring customer comfort and revenue maximisation.

The solution fully integrates with your TouchPoint till (p4) and ByTable (p8) app, allowing customers to make reservations through various channels. Reservations are synced in real time thanks to the seamless integration of the solutions, preventing any double bookings. By automating your reservation system you can free up your staff from administrative duties, and allow them to focus on other important duties to improve customer experience.

TouchReservation's versatility allows customers to enter special requests, providing an opportunity to meet customer needs and achieve customer satisfaction from the moment they enter your venue.

Avoid no-shows.

Set your own compulsory deposits for reservations. This way your business can minimise the amount of last minute cancellations and avoid imposing a cancellation charge on your customers.



Streamline stock management with hand-held stock control software.

Count stock, scan barcodes, check deliveries and generate labels. The combination of TouchOffice Web+ and TouchStock gives you a bird's eye view of inventory across all your branches.

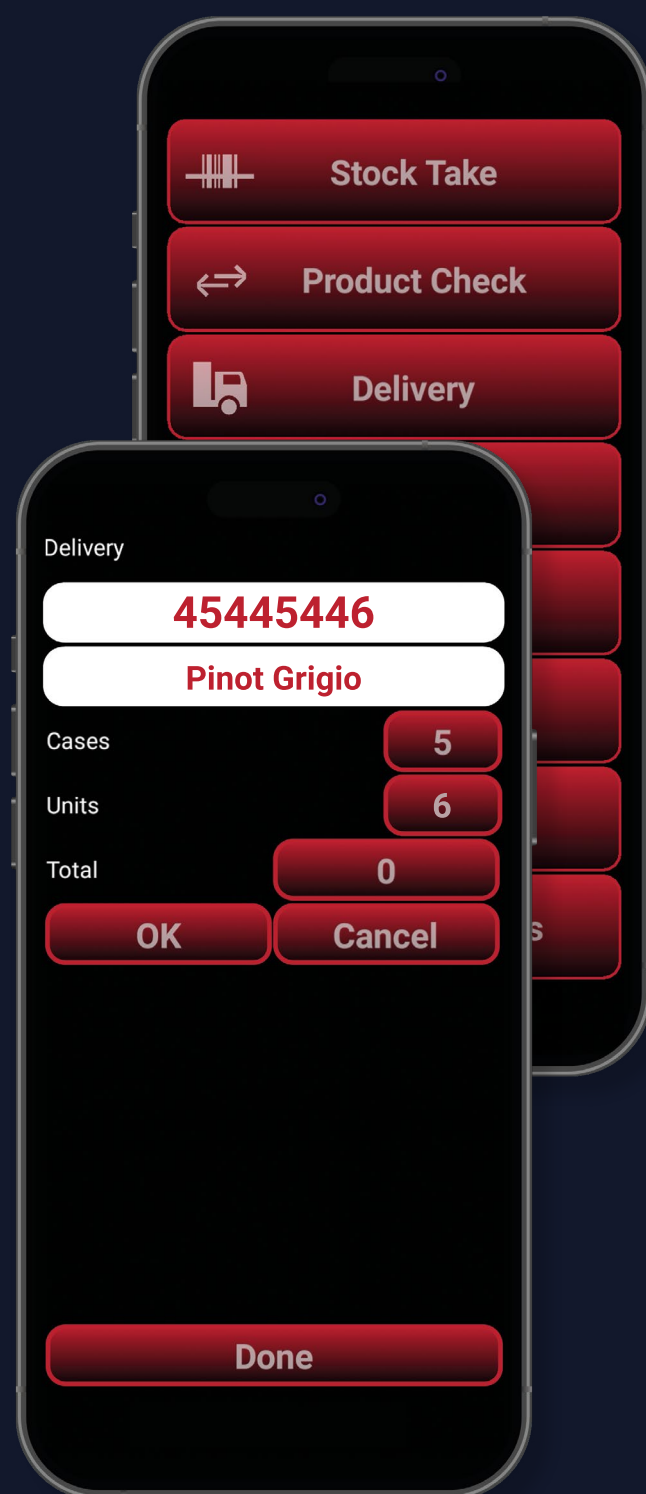
TouchStock reduces mistakes and accelerates your stock take, freeing up staff for other tasks whilst ensuring you never run out of your best selling items. Intuitive and convenient, you can simply download TouchStock onto your smartphone or tablet and begin a stock count.

The solution allows you to transfer stock from one branch to another, set up automatic stock purchases from your suppliers and schedule deliveries for 'low stock' items. As long as you have an internet connection, TouchStock will update figures instantly.

TouchStock's remote use feature allows you to access and adjust stock information from anywhere, so you can produce accurate stock counts from the comfort of your home, or from another store.

Effortless price checks.

TouchStock will check that the price on the shelf is also the price you're charging at the till, creating more consistency and avoiding customer confusion.



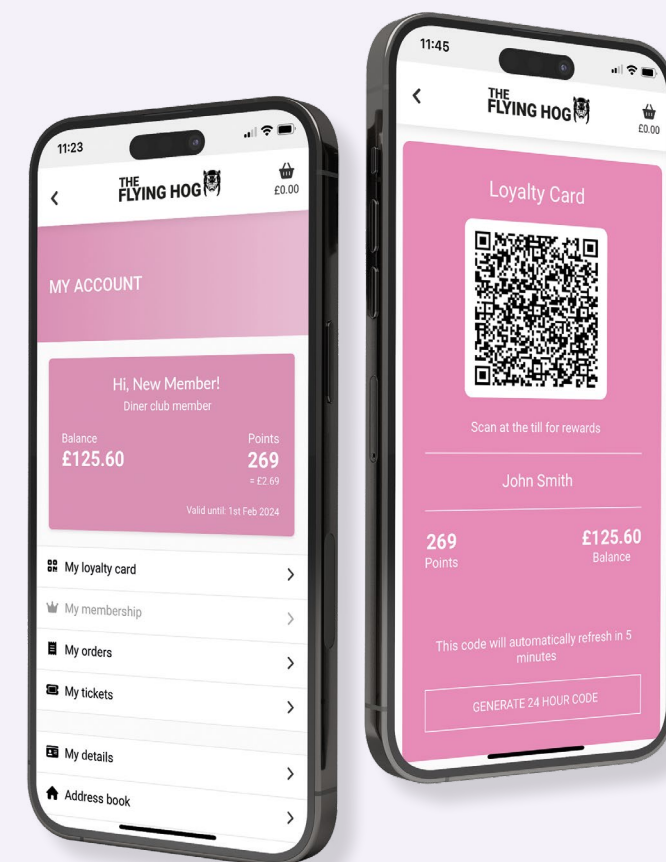
The importance of effective loyalty schemes.

Entice repeat custom and reward your most loyal customers with a range of built in loyalty features that help you maximise revenue.

ICRTouch solutions offer a range of built in loyalty features, making it effortless to create loyalty schemes for your customers. Create bespoke discounts and comprehensive points schemes, gift funds to customer balances and roll out customer specific promotions to create brand advocacy.

The ByTable (p8) and TouchTakeaway (p8) ordering solutions are especially effective in fostering customer loyalty as they can save their login details, making it effortless to reward customers. Additionally, loyalty programs create countless upselling and cross-selling opportunities as well fostering ongoing engagement between your business and its customers.

The implementation of loyalty schemes should be considered by hospitality business operators as they contribute to increased customer satisfaction, retention and revenue, all whilst providing a competitive advantage. They play a pivotal role in building strong relationships with customers, fostering brand loyalty, and ultimately driving long-term business success.



Operate as efficiently as possible with intelligent integrations.

Integrating your ICRTouch EPOS to existing business functions allows you to work smarter. Carefully selected partners in collaboration with ICRTouch software provide a complete solution for your business.

Provide faster payments



Give your customers peace of mind with secure payments and improve their experience with multiple payment options. Able to be integrated with TouchPoint tills, TouchTakeaway and ByTable order apps, SelfService kiosks and the whole ecosystem, our payment providers will help you reduce errors and speed up reconciliation.

Streamline account operations



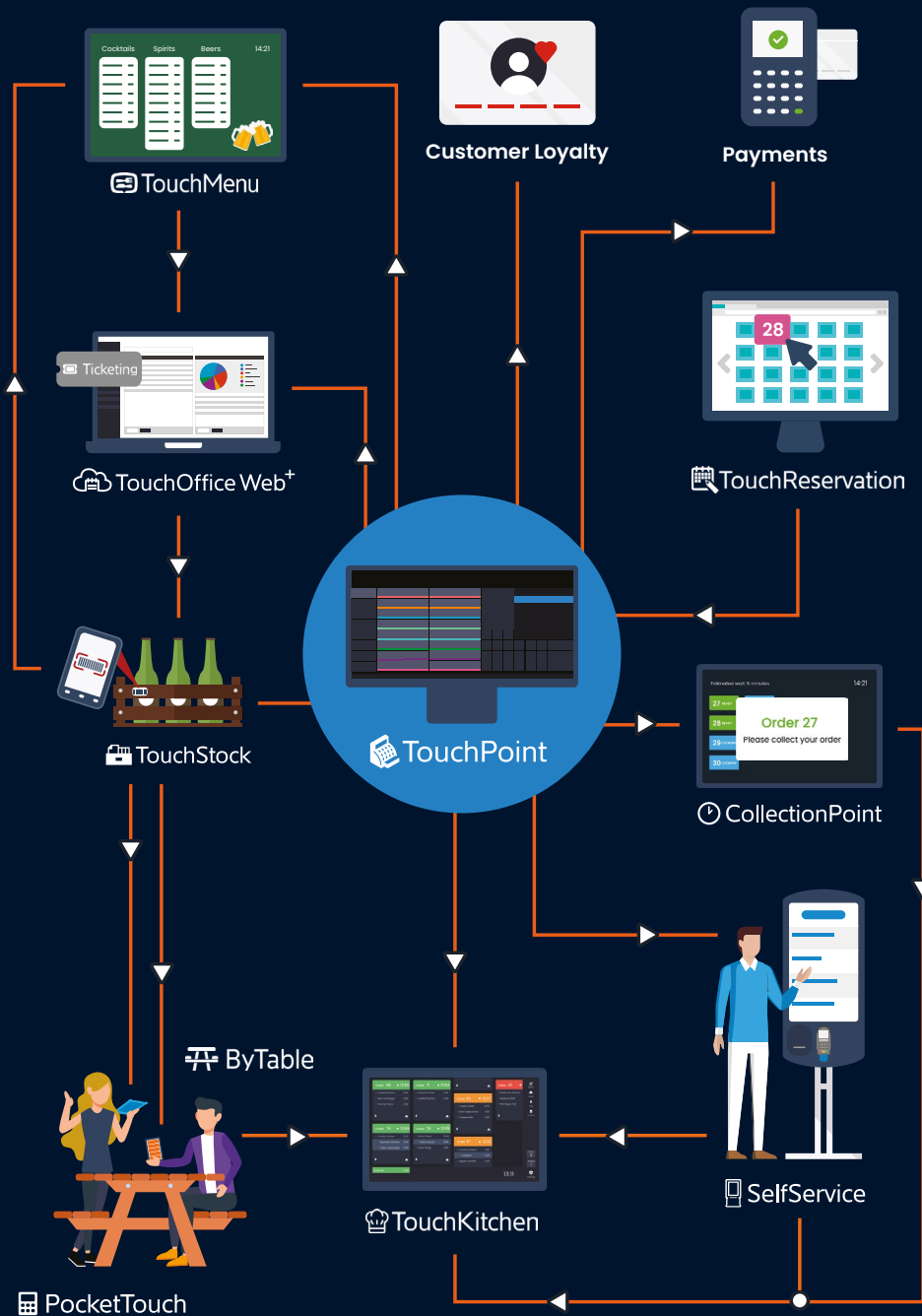
Avoid frustrating reporting and reconciliation by integrating the ICRTouch ecosystem to your HMRC-recognised accounts package. TouchOffice Web helps make digital tax easy, reducing administration hours and minimising mistakes.



Find your local Authorised ICRTouch Partner.

Our network of Authorised Partners extends across the whole of the UK and Ireland. When you're ready to improve efficiency across your business and provide your hospitality customers with the best possible experience both in-venue and online, you can be assured that there's an Authorised Partner near you.

To find your local Partner, visit icrtouch.com



Streamline your hospitality operations with an intelligent, fully integrated ecosystem.

All software solutions from ICRTouch have been designed and developed with ease of use in mind. Our mission is to save hospitality businesses like yours time and money, by helping increase your efficiency.

You could be benefiting from a whole system that integrates seamlessly from day one. Gain complete confidence and peace of mind with a low cost, tried and tested solution. Find your local Authorised ICRTouch Partner at icrtouch.com