

# All-in-one EPoS for farm shops

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Intuitive, intelligent software  
for enhanced efficiency.



# Feature-rich and flexible, bespoke EPoS solutions.

Covering both retail and hospitality operations, the ICRTouch ecosystem combines intelligent software to increase efficiency across your entire Farm Shop business.

The all-in-one solution is centred around flagship EPoS software, TouchPoint. Offering a fully bespoke interface with countless features and flexibility to support your business and staff, growing with you as consumer expectations evolve.

From handling pre-orders for the butchery counter, online orders for deli items and scale integration, to customer loyalty schemes, digital signage, event ticketing and complete hospitality management, the ICRTouch solutions integrate seamlessly to provide the best possible user and customer experience.



# Scale integration.

Effortlessly integrate your TouchPoint till with scales that operate on either a weight or product embedded barcode system.

TouchPoint can even add an item to the transaction total instantly once it's been weighed, rather than printing a barcode that has to be scanned separately. This intelligent integration is perfect for deli counters, butcheries and grocers.

Add the eco-scales option to further enhance functionality. Designed specifically for zero waste stores and those businesses striving to operate more sustainably, it makes it easy to sell weighted products when customers bring their own containers.





## Speed up service.

Reduce queues and improve customer experience by processing orders quicker, improving efficiency across your business.



## 0% commission.

Online and in-app ordering solutions are commission free, meaning you keep 100% of the profit in your pocket.



## Increase revenue.

Diversify your revenue streams by allowing customers to place orders from a variety of channels.



## Scalable.

Let the ICRTouch ecosystem grow with you, scaling to meet the exact needs of your business, no matter what the size.



## Fraud management.

Deter and detect fraud and theft with a range of security functions that are built into the software as standard.



## Digital signage.

Use engaging digital signage as an opportunity to up-sell and cross-sell products, experiences, services and more.



## Staff management.

Easily keep monitor and run reports on staff time management with built-in, reliable clock-in/out functions.



## Promotions.

Increase revenue by effortlessly running and scheduling promotions. Up-sell certain items and minimise wastage.



## Ease of use.

Solutions designed with ease of use in mind help your staff efficiently manage processes quicker than ever.



## Shelf edge labels.

Easily update your shop with price changes by creating shelf edge labels and barcodes directly from a TouchPoint till.



## Intelligent reporting.

Analyse historical and real-time reports with TouchOffice Web to gain a better understanding of your best selling products.



## Loyalty schemes.

Set your own loyalty schemes and reward your most loyal customers with discounts and promotions.

# Gain access to intelligent business management.

TouchOffice Web provides you with real-time data and detailed reporting, giving you instant access to clear business performance analysis, anytime, anywhere.

Picking up sales and stock information from every aspect of your business, across multiple channels, TouchOffice Web allows you to make instant changes to your pricing, promotions and products across your entire estate, or schedule them for the future with remote programming.

With this robust back-office software you can keep track of stock, sales, live reporting, staff performance, individual transactions and more, all-in-one convenient online system. To further improve efficiency and save both time and money, integrate your TouchOffice Web with one of our HMRC-recognised account partners such as Sage, Quickbooks and Xero.

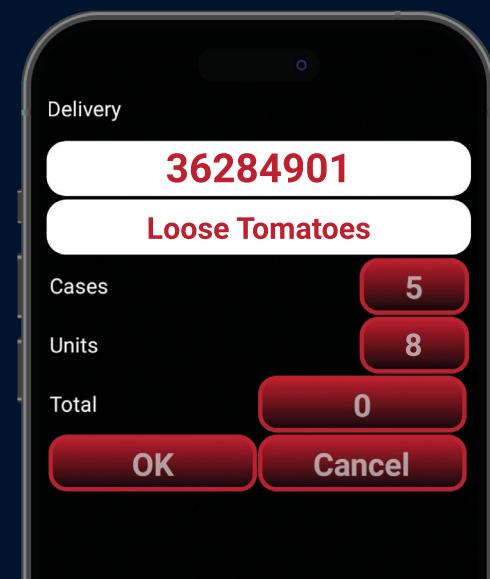


# A reliable stock control solution.

TouchStock provides an intuitive, digital hand-held stock control solution.

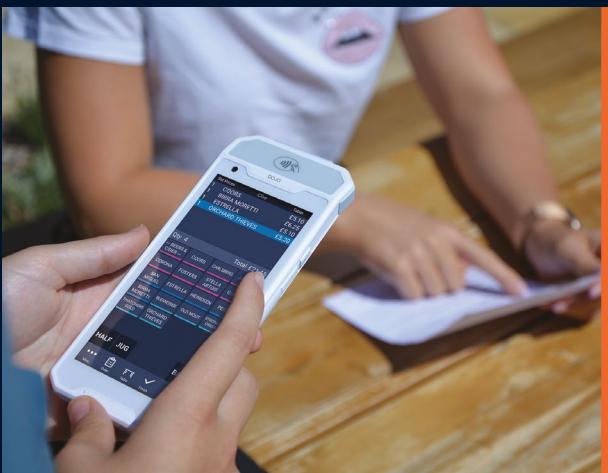
Integrating with a TouchOffice Web+ account, TouchStock lets you effortlessly handle stock on the ground, counting stock, checking prices, scanning barcodes, checking in deliveries and generating labels; all from a hand-held device.

Helping to ensure consistent availability of your products, automatic stock purchases based on low stock items can be configured. Fully automating these operations can not only free up your staff but also greatly reduce mistakes.



# Case study.

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*Harvey Browns*

FARM | FOOD HALL | BUTCHERY | CAFÉ

## Harvey Browns.

During the building process of their contemporary building, the Harvey Browns management team contacted one of our Authorised Silver Partners, to create a bespoke EPoS package that would meet the needs of the new business.

Their previous EPoS was predominantly a retail solution and, as a result, needed replacing with EPoS that included full hospitality functionality. It was vital therefore, that the new ICRTouch solution provided an all-in-one option that could handle the demands of both retail and hospitality outlets on-site with joint access to data and reporting.

The installation includes:

- TouchPoint
- TouchOffice Web+
- PocketTouch
- TouchStock

A full suite of wide-screen terminals running TouchPoint was installed. Within the farm shop food hall, these are integrated with barcode scanners and deli scales which operate on a weight-embedded barcode system. Across both the retail and hospitality outlets on-site, the TouchPoint tills are also integrated with card terminals to ensure swift processing of customer payments.

Thanks to the installation of an all-in-one ICRTouch software solution, alongside the on-going support from the Authorised ICRTouch Partner, Harvey Browns has had an incredibly successful first year in business and continues to go from strength to strength.

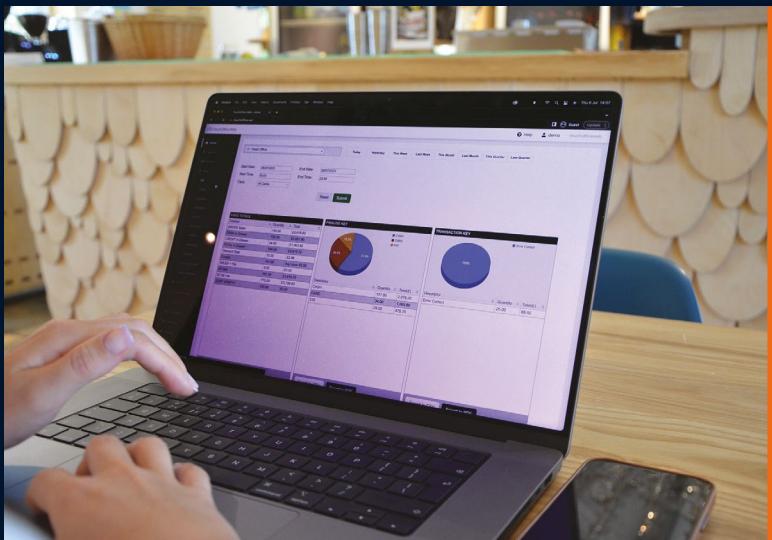


## Streamline your operations with one simple, fully integrated ecosystem from ICRTouch.

Take advantage of a whole ecosystem of solutions in order to streamline your operations. Save time and money by automating your services to meet constantly evolving industry and customer demands.

All ICRTouch EPoS solutions have been designed with ease of use for both the hospitality and retail industries in mind, meaning the ecosystem is easily able to improve the efficiency of operations within your farm shop business.

The seamless integration between software provides an ecosystem of automated solutions that help you boost revenue, save time and improve customer experience.



 **TouchPoint**

 **TouchKitchen**

 **PocketTouch**

 **SelfService**

 **TouchOffice Web**

 **ByTable**

 **TouchLoyalty**

 **TouchStock**