



# TURN EVERY VISIT INTO VALUE

EPOS designed to enhance theatre and venue operations



ICR TOUCH SOFTWARE IS ALREADY USED BY SOME OF THE UK'S FAVOURITE THEATRES & VENUES

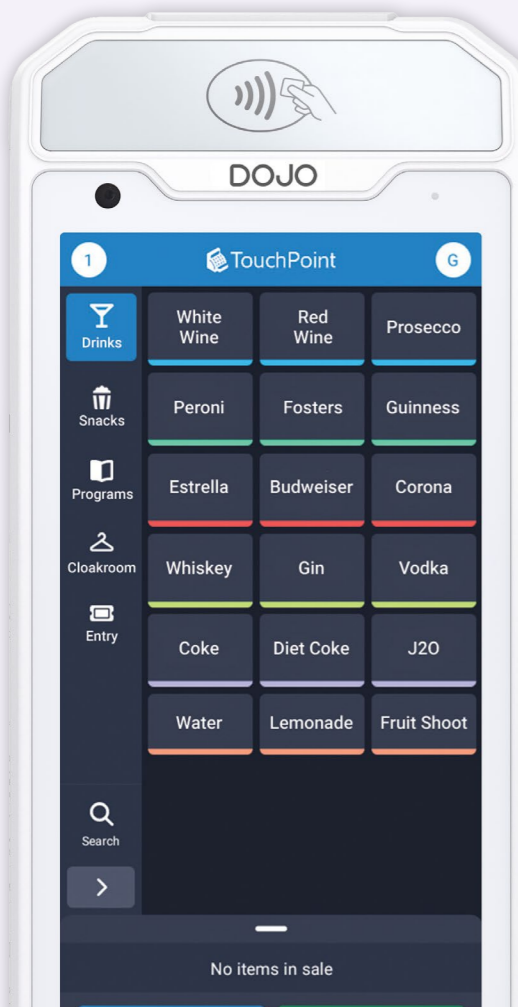
# Put the spotlight on efficiency



Settle the nerves with an intuitive ecosystem that helps you work smarter not harder. Perfect for theatres and venues, the ICRTouch ecosystem streamlines your day-to-day operations by maximising efficiency.

Streamline customer experience from the moment tickets are scanned, all the way until the show starts. Designed with efficiency in mind, ICRTouch solutions reduce queues and speed up your front-of-house, hospitality, and retail operations with ease.

From selling programs and taking card payments with hand-held devices in the auditorium and seamless front-of-house ticket scanning, to quickly handling interval orders, you'll find all the necessary tools from one reliable EPOS provider.



## TouchPoint<sup>lite</sup>

As well as being accessible on iOS and Android devices, TouchPoint lite integrates seamlessly with a number of payment terminals, giving an efficient all-in-one solution.

Combined with 4G connectivity, it's the perfect handheld tool for any set up. So whether it's your go to for taking orders and payments, managing cloakrooms, or you simply need an extra pair of hands on your busiest nights, TouchPoint lite has you covered.

Find out more by scanning here



# Set the stage for success with flexible solutions

Mix and match several elements of the ICRTouch business application platform and implement a combination of solutions that meets your exact requirements.

Whether it's digital order taking, customer accounts & loyalty features, online reservations, self service kiosks, digital ticketing and more, you'll find a combination of solutions that's just right for you.

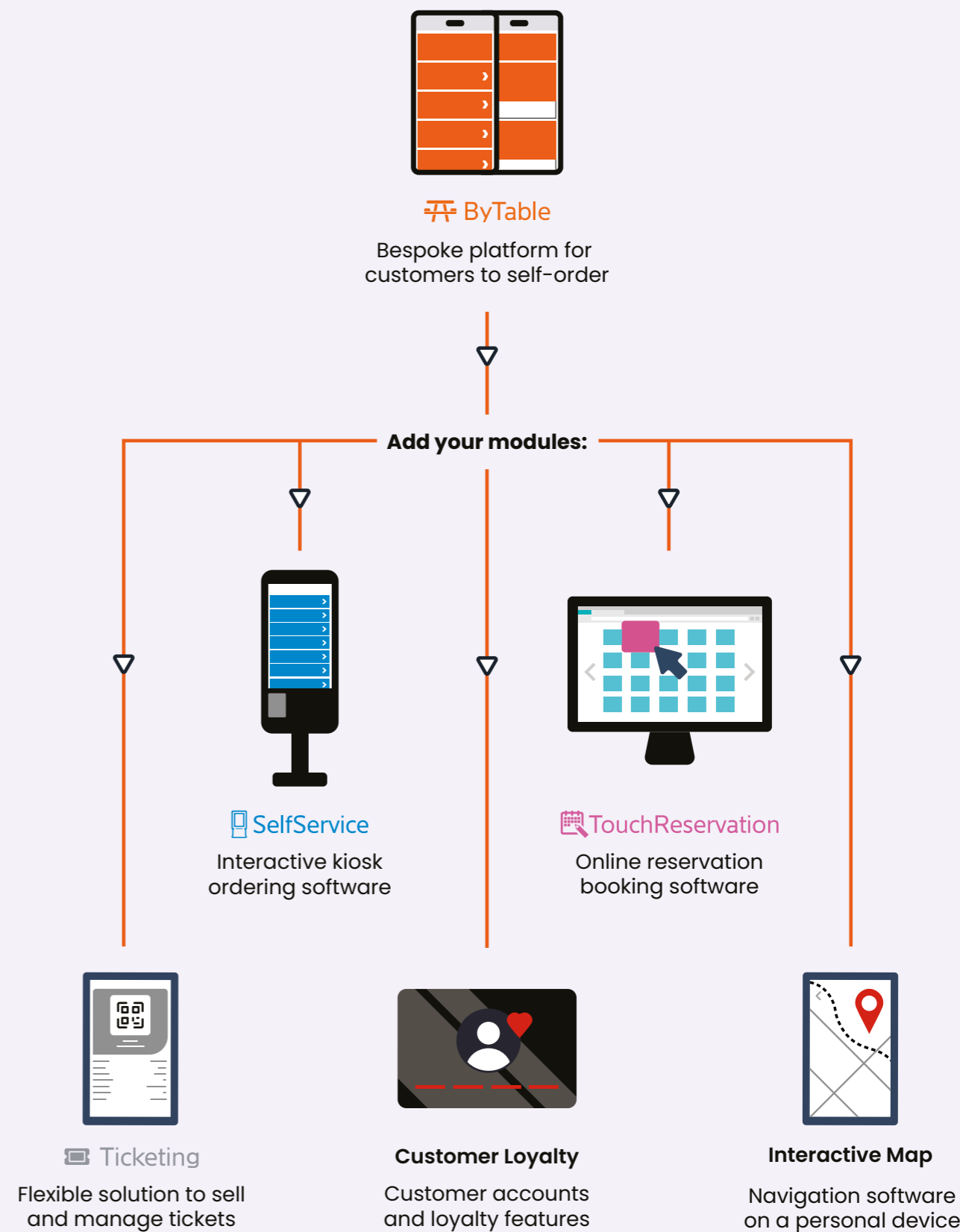
By offering a seamless booking process, speeding up transactions, reducing queues and catering to a variety of ordering preferences; the business application platform completely streamlines the customer journey, making it the perfect solution to complement show night service.



**Interactive map**

Designed for theatres and venues, the intuitive interactive map allows customers to view a bespoke illustrated bird's-eye map within an app on their mobile device.

## Business application platform ecosystem



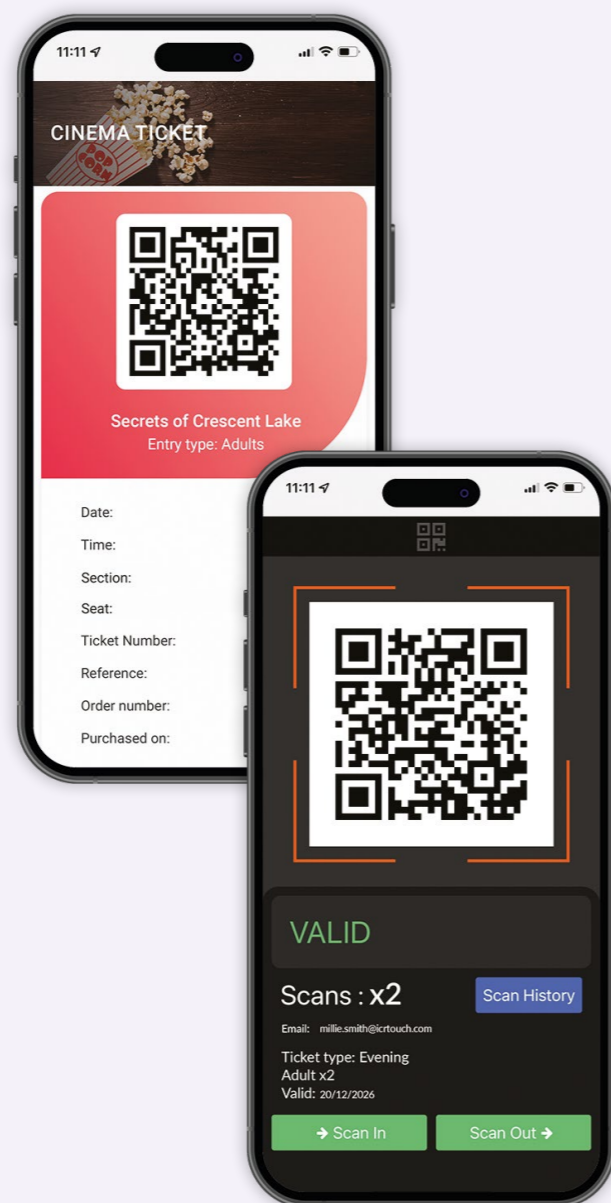
# Gain unrivalled flexibility with robust ticketing

Implement a comprehensive solution to effectively manage every occasion. Seamlessly handle ticket structures, event tickets, upgrades, validation options for specific date ranges, timed sessions and everything in between.

Ticketing is managed via the back-office management system TouchOffice Web+, which allows you to view sales data and make changes in real-time.

Thanks to seamless integration, customers can purchase tickets across your TouchPoint till and via the business application platform elements, effectively diversifying your revenue streams.

To further help improve the efficiency of your operations, an Entry Ticket Scanner app is also available. Downloaded from the Google Play or Apple App store, it gives you the ability to scan and validate tickets from anywhere on your site, perfect for venues where it's not practical to have a static terminal.



## Create bespoke seating plans

### The solution provides the ability to set up and tailor your own seat plan creator

The seat plan creator allows you to configure variable seat types, adjust the seat numbering system and place additional landmarks such as emergency exits, hospitality outlets, merchandise stores and stage identification to improve guest experience.

The intuitive feature gives customers the flexibility to consider their seat selection and choose locations that match their preferences for the best possible experience.

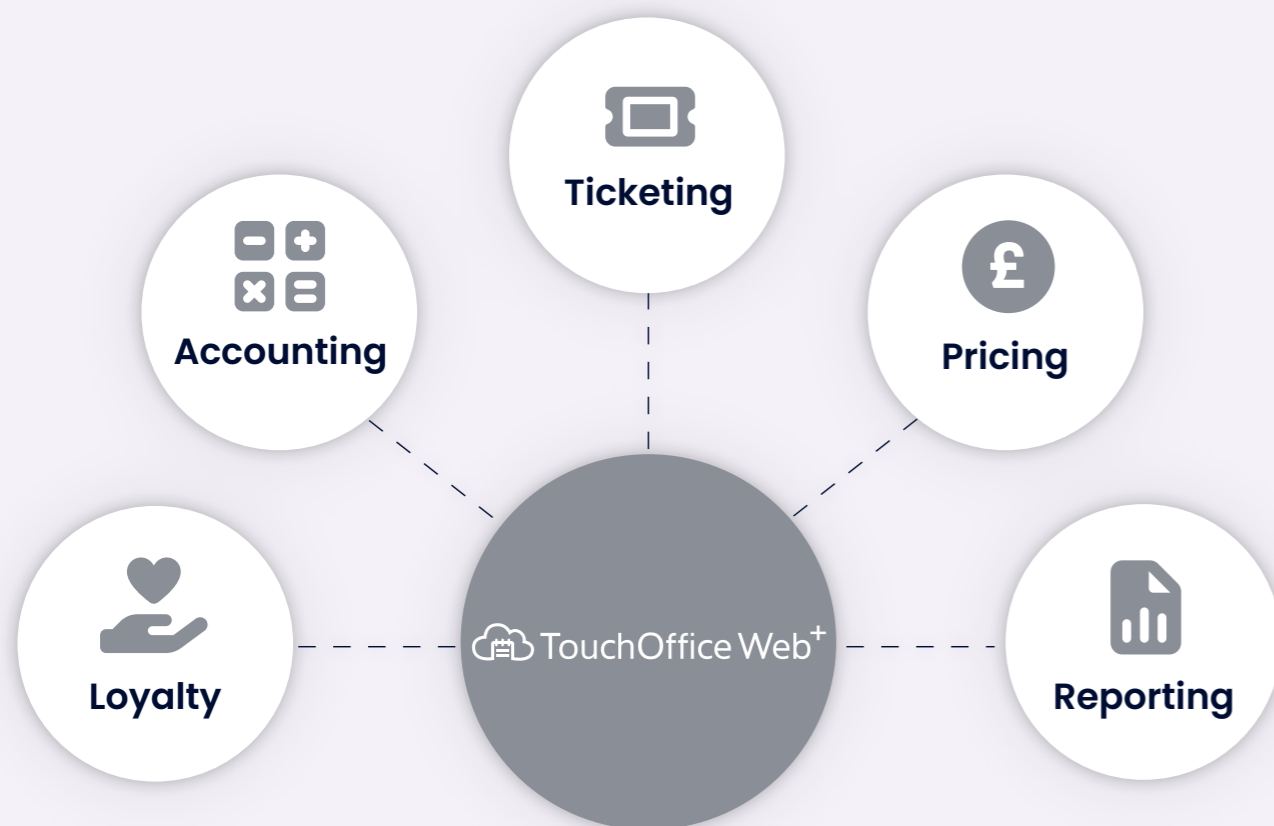
# Comprehensive back-office management

**Gain significant insight into your operations with 200+ built-in reports, and be in a position to make decisions that support your business.**

TouchOffice Web+ provides you with a transparent dashboard to gain a complete bird's eye view of your operations and instantly make changes anytime, anywhere.

More than just back-office reporting, the cloud-based management system gives you control over your entire estate, from staff, stock, menus, pricing, show night tickets and everything in between.

Designed with efficiency in mind, TouchOffice Web+ also integrates with a range of accounting software, allowing you to send your sales information directly to HMRC, making tax easy by reducing administration hours and minimising mistakes.



**Vouchers**

Reward your customers and entice repeat custom with comprehensive voucher functionality.



**Remote programming**

Make instant or scheduled changes to your pricing, promotions and products across your entire estate.



**Stock management**

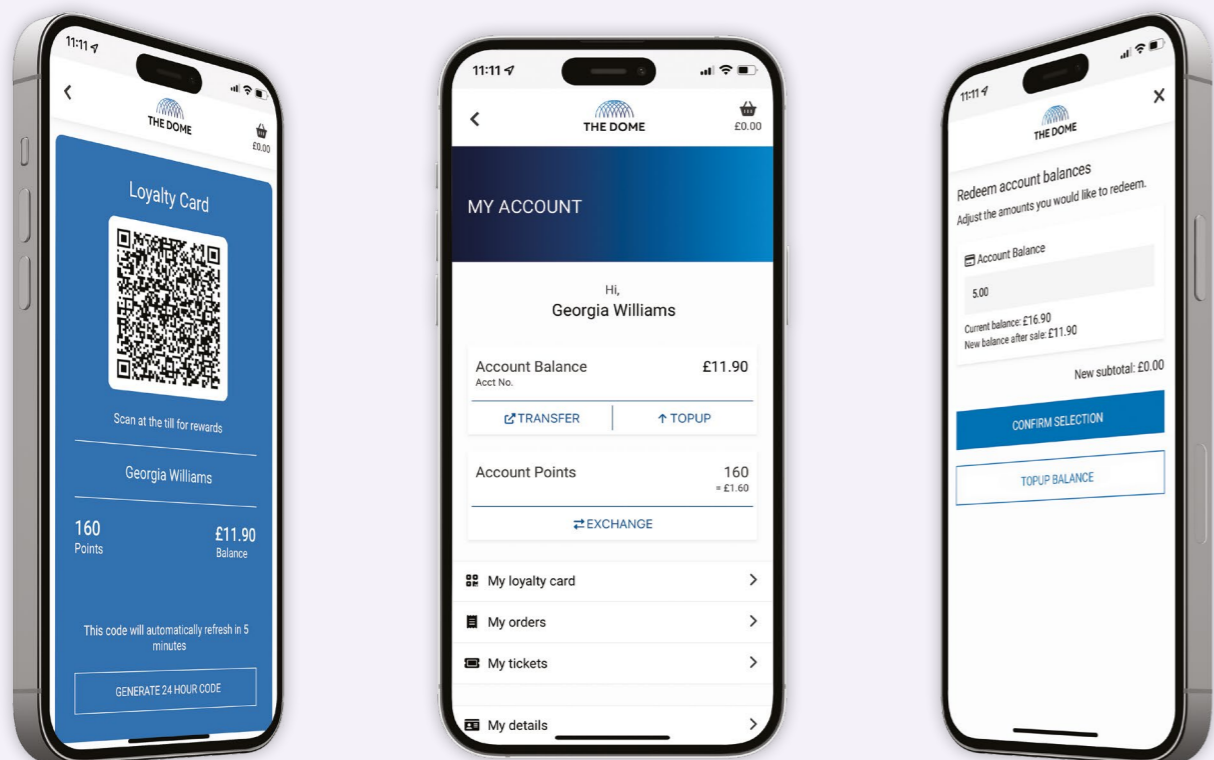
Keep a close eye on your hospitality and retail stock to make sure you never run out of your best sellers.

# Foster ongoing engagement



**Gain complete control over your loyalty programs, whether that's creating bespoke discounts and comprehensive points schemes, gifting funds to customer balances or rolling out customer specific promotions to create brand advocacy.**

The customer accounts feature within the ICRTouch business application platform makes it effortless for customers to collect points, claim rewards, view their order history and more, ultimately facilitating the management of your loyalty schemes. Thanks to unrivalled flexibility, points and customer balances can be used to gain discounts on consumable products, merchandise and even show tickets.



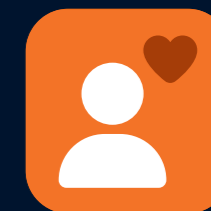
### 0% commission

ICRTouch solutions charge 0% commission so you can keep 100% of the profit in your pocket.



### Push notifications

Entice customers with bespoke push notifications about upcoming shows and latest discounts.



### Loyalty schemes

Entice repeat custom and reward your customers with comprehensive loyalty schemes.

# Entice customers and reduce queues with kiosks

Sell out events faster than ever and skyrocket ticket sales with SelfService. The solution's user-friendly interface allows customers to purchase tickets independently via the kiosks, and customise their preferences without the need for staff assistance.

Changes made to the seating plan, landmarks or the event as a whole, are updated in real-time, providing customers with the most up-to-date information available during the purchase journey.

Whilst kiosks are not in use, they serve as a great advertising space. Utilise the screensaver to promote new products, best-sellers, time-sensitive offers or upcoming events.

There are multiple hardware options available to suit your venue, from free-standing to wall-mounted and even table-top kiosks.

## Boost order totals by up to 40%

On average, customers placing an order via a SelfService kiosk will spend 40% more than those ordering at a traditional till.

The ability to associate upselling items allows you to effortlessly link menu items that complement each other, prompting customers with a pop-up display upon visiting the checkout.



# Streamline your theatre and venue operations with a seamlessly integrated ecosystem.

All software solutions from ICRTouch have been designed and developed with streamlined operations in mind. Improve efficiency and provide your customers with the best possible experience both in-venue and online, and benefit from increased revenue alongside improved customer experience.

You could be benefitting 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.

## Payment integrations

ICRTouch's ecosystem integrates with only the best card payment providers to ensure you get fast, quality and secure transactions every time.

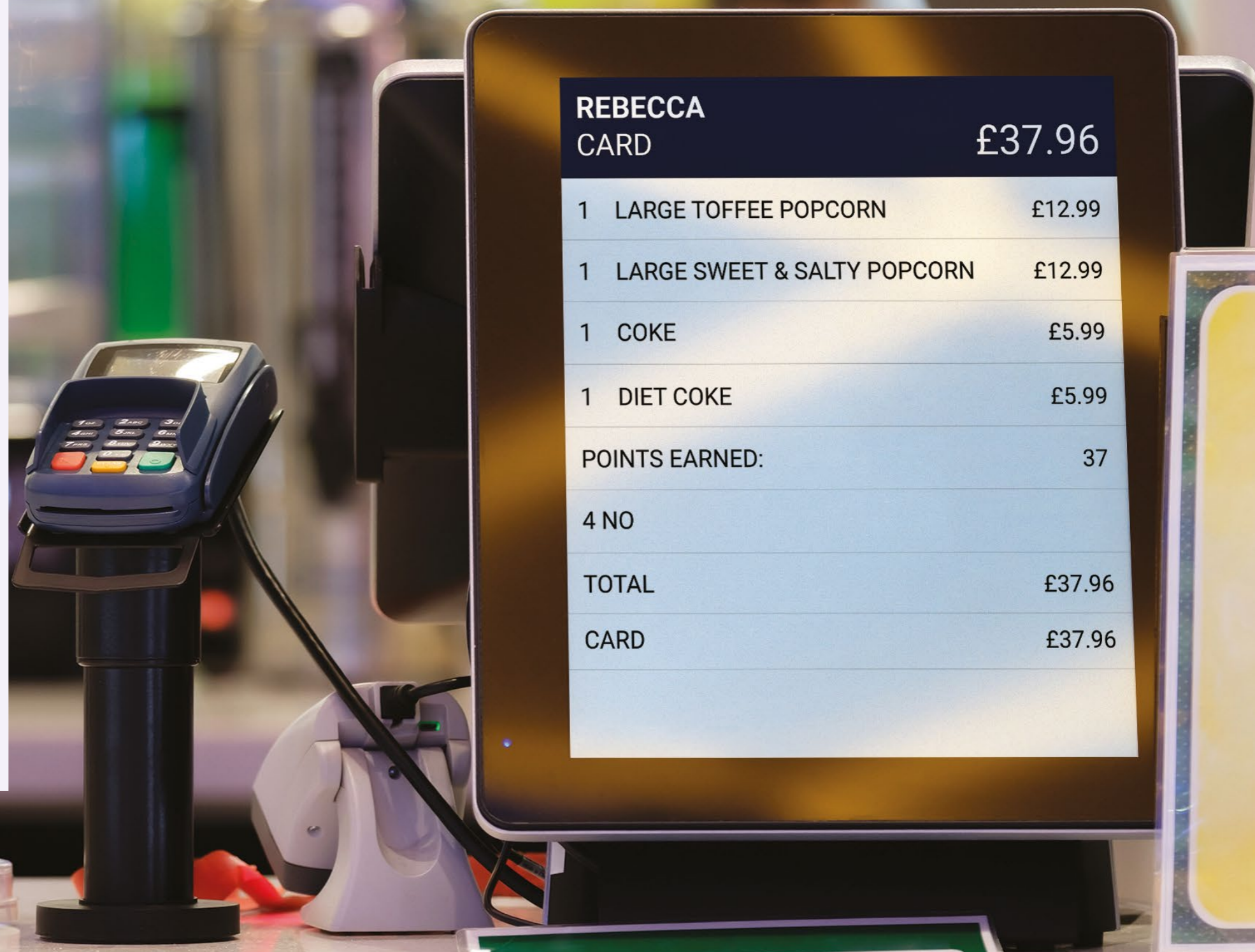
DOJO

stripe

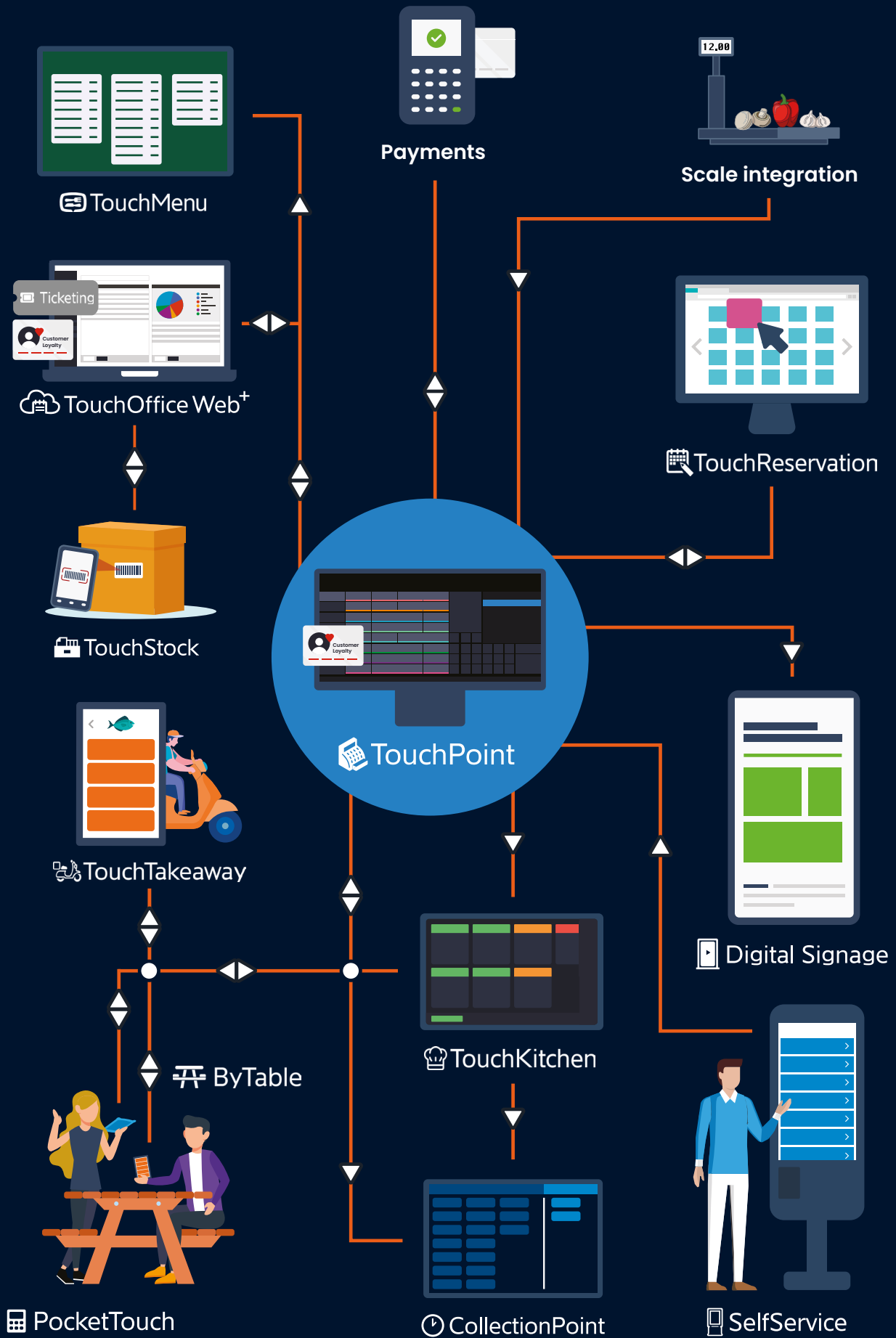
elavon

barclaycard

Find out more about payment integrations by scanning here



<b>REBECCA</b>		
<b>CARD</b>		<b>£37.96</b>
1	LARGE TOFFEE POPCORN	£12.99
1	LARGE SWEET & SALTY POPCORN	£12.99
1	COKE	£5.99
1	DIET COKE	£5.99
POINTS EARNED:		37
4 NO		
<b>TOTAL</b>		<b>£37.96</b>
<b>CARD</b>		<b>£37.96</b>



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