



SERVE SMARTER WITH KIOSK TECHNOLOGY

Increase order totals by over 50%



ICRTOUCH SOFTWARE IS ALREADY USED BY SOME OF THE UK'S FAVOURITE FISH AND CHIP SHOPS

Cut queues with intuitive kiosk ordering

SelfService

Not only will implementing SelfService significantly reduce queues, but you could also be seeing an **uplift in order totals of as much as 58%!**

In the fast-paced world of QSRs, SelfService kiosks are now the norm, and for good reason. As well as **increasing overall transaction values**, the implementation of interactive kiosks can significantly increase the sales of high-profit driving product lines such as sides, sauces and drinks.

As the digital revolution continues to shape the way consumers interact with your business, and to keep up with growing customer demand, explore the options for implementing SelfService within your **fish and chip shop**.

“SelfService has sped up the whole process. We’ve also noticed a big increase in general footfall since using the kiosks.”



Find your local Authorised ICRTouch Partner.

Our network of Authorised Partners extends across the **whole of the UK**. When you're ready to improve the efficiency across your business with intelligent **EPoS solutions**, you can be assured that there's an Authorised Partner near you.

To find your local Partner, visit icrtouch.com

ORDER HERE SELF SERVICE KIOSK CARD ONLY

Hardware that works for you

The traditional floorstanding kiosks that you see in fast food restaurants across the world are not the only option. With hardware solutions being developed continuously, there are choices that will work within your business, without taking up too much space.

Choose wall-mounted kiosks, double or triple-sided kiosks, smaller hardware for counter tops and even kiosks you can place outdoors.

**Talk to your local Authorised ICRTouch Partner
about the options that could work best for you.**

Intuitive functionality

A whole suite of features to improve customer experience.



Speed up service

Reduce queues and improve customer experience by processing orders quicker and improving efficiency.



Advertise

Utilise the screen saver to promote new products, best-sellers, time-sensitive offers or upcoming events.



Real-time decisions

With easy access to real-time sales data, you can quickly identify trends and be in a position to react instantly.



Associated items

Take advantage of up-selling pop-ups at checkout to sell high profit line items such as sauces and sides.



Scalable

ICRTouch solutions allow you to easily expand and manage multiple sites with ease, no matter the size of your operation.



Automate menu changes

Automate the change of menu options and prices, perfect for a lunchtime to evening switch.



Accessibility

For users in wheelchairs, the accessibility function will lower the active screen area, allowing them to access all functions.



Payment secured

Customers complete their payment upfront via the kiosk, leaving you secure and safe from false orders.



Meal deals

Fully customise mix and match deals on your kiosk, encouraging up-selling and ultimately increasing order totals.



Increase revenue

With multiple order taking options, you'll be increasing revenue in no time thanks to efficient service.



Case study: Muriels Traditional Fish and Chips

Traditional fish & chips shop increases efficiency and order values

One of our Authorised Partners, worked with Muriels Fish & Chips to set up a reliable solution utilising ICRTouch products.

The brief – EPoS to keep up with demand

The busy fish & chips shop required a comprehensive electronic point of sale (EPoS) solution that was able to handle the high footfall during busy periods. Ensuring the efficient processing of orders from customer to kitchen was vital to keep customer wait times as short as possible.



The solution – multi-channel, integrated order taking

A fully integrated solution was installed for Muriels that included multiple order taking options and software such as TouchKitchen digital order displays to ensure speedy processing of orders through the takeaway quick service restaurant (QSR). In total, Muriels operates with the following:

- 1 x **TouchPoint** till
- 1 x **PocketTouch** hand-held order taking device
- 1 x **TouchOffice Web** back-office management account
- 4 x **TouchKitchen** order display screens
- 1 x **TouchTakeaway** online ordering app
- 1 x **SelfService** interactive order kiosk

The TouchPoint till is set up with a cash drawer, customer-facing display and integrated card reader, whilst PocketTouch hand-held device is used by the Muriels team to take phone orders during busy periods. The whole system is integrated with Just Eat to ensure all online orders are received and processed efficiently.



The result – higher order values and efficient processes

Since opening and utilising ICRTouch software, Muriel's has seen Incredible flexibility for all point of sale functions thanks to a fully integrated ecosystem. TouchPoint, PocketTouch, TouchTakeaway, TouchKitchen and TouchOffice Web all communicate seamlessly, taking all the pressure off the front of house and kitchen teams.

The SelfService kiosk was installed in 2022 which has resulted in a significant uplift in the total number of orders being processed, as well as an increase in order values and upselling of items. Muriels has seen a change in the staff resource too – meaning staff have more time to focus on jobs other than order taking, speeding up service as a whole.

As well as operating the in-house TouchPoint tills, PocketTouch digital order taking devices and SelfService kiosks, the team also utilise TouchTakeaway online ordering app features to promote offers and notifications regularly. To ensure the owner keeps track of business performance, Muriels uses TouchOffice Web, giving unrivalled access to live reporting.

As a result of implementing the TouchKitchen order management kitchen video solution, mistakes are significantly reduced and chefs have the ability to peg orders, set preparation timers, rearrange and recall orders, improving efficiency and ensuring accuracy.

Add kiosks to your business, providing multiple ordering options for customers, all managed in one EPOS solution

Giving your customers flexibility on how they place their orders will help you manage that Friday evening rush **more efficiently than ever**. As well as over the counter ordering via a TouchPoint till, the ICRTouch solution lets your customers order via your **TouchTakeaway** QR code accessible website or downloadable app, from lightweight devices like **PocketTouch** or **TouchPoint lite**, as well as the **SelfService** kiosks.

All orders are instantly synced through the till and on to the **TouchOffice Web** back-office management software, giving you real-time access to sales **data and insights**. Further enhance the efficiency of your operation by implementing **TouchKitchen**, the kitchen display system and **CollectionPoint** order progress screens too.

Say hello to all-in-one EPOS.



Lightweight on hardware, heavyweight on features.

Find out more at icrtouch.com/touchpointlite



Start increasing order totals and cutting down queues today

Implement a fully integrated EPOS solution to help you work smarter, not harder, improving customer experience and freeing up your staff.

Find your local Authorised ICRTouch Partner now at icrtouch.com/where-to-buy

