CONQUER THE STAFF SHORTAGE CRISIS

Easily manage outdoor areas with efficient EPoS

ICRTOUCH

ICRTOUCH

EPoS to keep up with the pace of pubs and bars.

Designed specifically to meet the needs of hard working environments, the all-in-one ICRTouch hospitality system will help you work smarter, not harder.

Providing more functionality than simply accepting orders, the solution brings together all operations of your business, from kitchen display systems and customer-facing order status screens to app-based ordering, customer loyalty and order-at-table solutions.

Making the right decision about your EPoS can not only revolutionise the way your business operates, particularly in the busy summer months, but also save you a huge amount of time and money.

Supported by	**Used by approximately**
over 200	**50% of the**
Authorised Partners	UK's independent pubs
More than	**Backed by**
1,000	**30+ years'**
service engineers nationwide	innovation and development

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

Contents

A total solution developed by hospitality specialists

Integrated EPoS means each piece of software works seamlessly alongside others, keeping things streamlined.

It means you're able to have a single provider to manage the entire system, rather than relying on multiple third parties which is undoubtedly costing you more.

ICRTouch software is already used by some of the UK's top brands

★ Heineken®

17 99 GREENE KING

17 77 HALL & WOODHOUSE

★ star PUBS & BARS

SINCE 1698 SHEPHERD NEAME BRITAIN'S OLDEST BREWER

ICRTOUCH

Simplify your outdoor seating this summer with a bespoke app and order-to-table solution.

ByTable has been supporting the industry for years; providing an effective solution to meet customer demand for placing orders from the table.

When your pub garden and outdoor areas are fully booked with groups enjoying the sunshine, ByTable will save your staff time, letting them focus on providing incredible customer service.

Customers can access your menu via a QR code, website, or your very own app from any device, giving them flexibility to order in their own time.

The intuitive solution helps reduce reliance on staff resources, letting you ride out the staff shortage crisis knowing your customers are still able to view your menu, place their orders, book tables and manage their loyalty accounts, all from one app.

Add TouchReservation to take online table bookings, even when you're closed

Eradicate the admin of table bookings and free up your staff by automating allocations and confirmations. Fully integrated with ByTable, customers can reserve tables via your app or website, offering the ultimate in choice and flexibility.

There's no need to pick up the phone - customers can make bookings from any web-enabled device, freeing up your staff and providing a top class experience, even before your customer walks through the door.

over **40%**

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

Never overwhelm chef
Regulate the delivery of orders to the kitchen per minute, whilst keeping customers informed with order status updates.
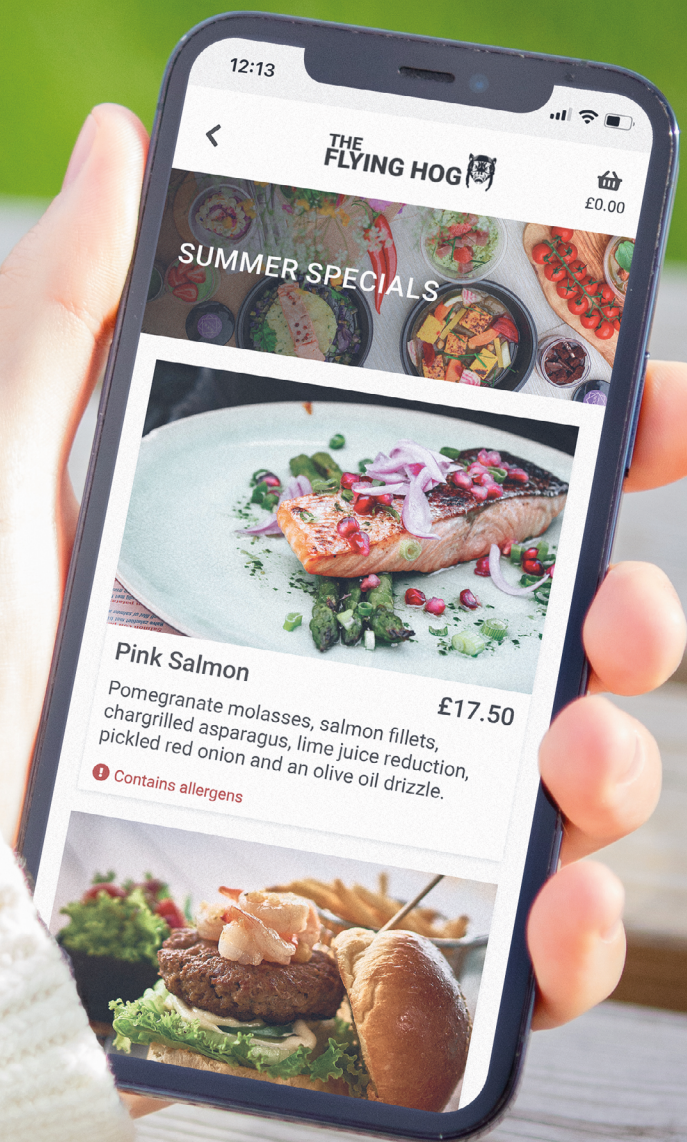
Communicate directly
Deliver push notifications straight into the hands of your customers, whether it's about a special deal or upcoming beer festival.

Double up with delivery
ByTable can be used as a delivery and collection order service, too. Set your meals and delivery times then watch the orders roll in.

"Thanks to ByTable, we're now turning over 80% more with the same number of staff and we'll never go back to taking orders at the bar."

Reduce no-shows with deposits

Optimise your seating plan and secure reservations with deposits either per person or per table. Set your own rules for compulsory amounts and TouchReservation will securely store guests' payment details.

Raise the customer service bar with digital ordering for staff.

With staff shortages continuing, it's no surprise hospitality businesses are turning to technology to reduce reliance on staff resources.

PocketTouch digital order taking software is available on iOS, Windows and Android, helping you turnover tables quicker, increase order values and reduce mistakes.

Enable staff to take orders at the table digitally from a hand-held device, without the need for pen and paper.

Orders are delivered to the till and kitchen printers or kitchen display systems with the press of a button, streamlining processes and reducing errors.
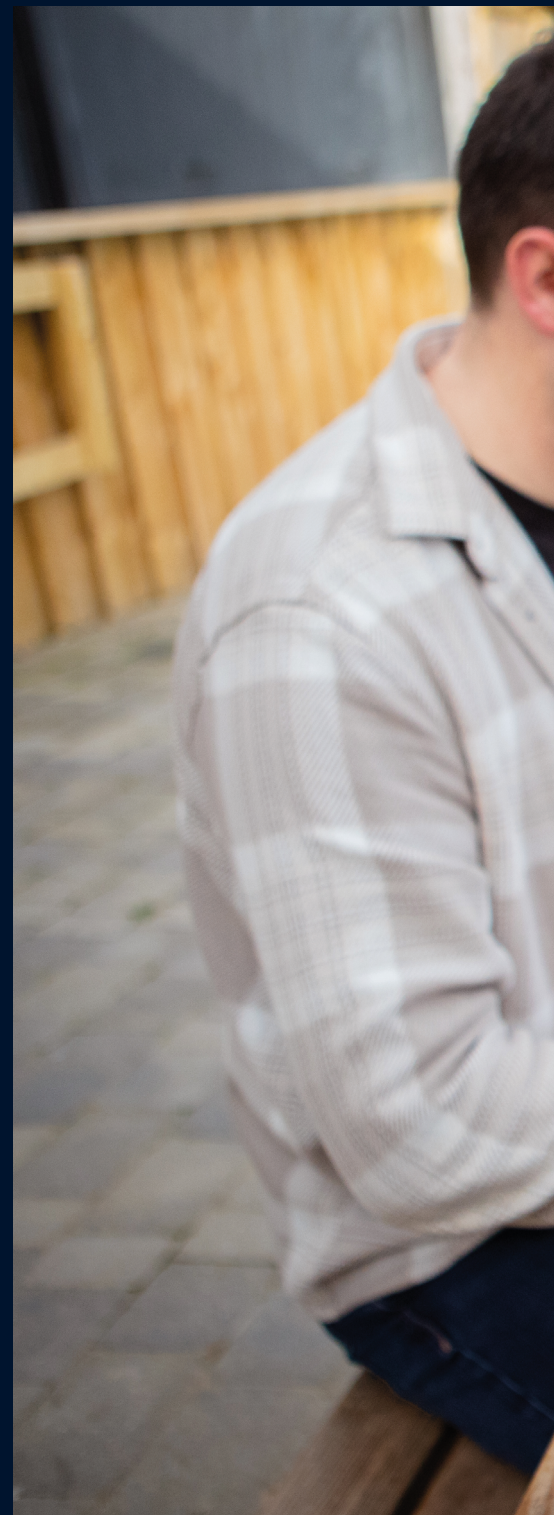
Integrated with PAX, take orders and payments at the table from a single device. Ideal for managing outdoor areas this summer, it means staff don't need to return to the till at all - every action can be performed remotely.

Empower your employees

With PocketTouch, your team has menu, allergen, stock and promotional information in the palm of their hands, ensuring they're ready to answer customer questions and upsell without checking back at the till.

save 1/3

Unnecessary staff time at the table can be **reduced by over 30%**, resulting in **better customer service.**

Faster service

Seamless integration with the wider all-in-one solution enables more covers per table with every meal service.

Clear floor plans

Easy to navigate, front of house teams have visibility on every table's status, can assign names, and access multi-level plans.

Happier customers

Increase customer satisfaction by giving your staff more time to focus on providing excellent customer service.

The Bowgie Inn operates exclusively with customer self-ordering.

The Bowgie Inn is a busy pub, with views and a beer garden overlooking Crantock Beach and the river Gannel.

The pub receives in excess of 75,000 covers a year, serves an extensive food and drinks menu and has seen a complete digital transformation over the past few years.

The brief - a reliable, safe solution to meet increased customer demand

With TouchPoint and TouchOfficeWeb in place at the pub, our local Authorised Partner was tasked with providing a solution which was safe for both customers and staff alike when reopening following the Covid-19 lockdown.

The core aim was to ensure the pub was able to continue trading safely, whilst meeting Government guidelines. A secondary requirement emerged to ensure the pub was able to meet increased levels of demand whilst operating with reduced staff availability.

The Bowgie Inn team also wanted to ensure that all customers were able to place their own orders, without the need for staff intervention.

The solution - a fully integrated all-in-one solution that's easy to implement

In the periods between lockdowns in 2020, it was decided that in order to ensure protection of its staff and customers, The Bowgie would move exclusively to online ordering via a ByTable app.

This allowed the pub to safely receive customers' orders from their own devices. They've continued to accept orders via ByTable, freeing up staff to allow for a more efficient service, and fewer errors as orders are sent directly from the customer to the kitchen and bar.

The implementation of ByTable has since been complemented by SelfService kiosks to make the solution more accessible to customers without a smart device, or who need to use a physical payment method. Wall-mounted touch screen kiosks are now in place.

The pub also has rear till displays with adverts, which stand central on the large open bar. The install in full combines the following features and equipment:

- 4 x touch screen displays (since the pub no longer takes orders at tills, one runs TouchPoint, the others run TouchKitchen and other business tasks).
- 4 x touch screen kiosks running SelfService.
- TouchKitchen order management displays.
- ByTable bespoke app ordering.
- Integrated payments and card machines.
- TouchMenu digital display boards.

The result - better guest experience and faster processes

The Bowgie Inn team now benefits hugely from a fully integrated all-in-one solution, which speeds up service, improves efficiency, and provides the pub's customers with an improved experience.

The pub faced a few challenges after lockdowns, all of which have been overcome by the intelligent installation of ICRTouch software:

- Customer demand for contactless payment
- A new selection of customers, including those less tech-savvy needing intuitive solutions.
- Needing fast, cashless payments.

The ICRTouch solutions are really simple to use, allowing customers to browse a full menu and discover local products which they would not necessarily see when queuing at the bar.

"**Technology is the future** and we've enjoyed putting it at the forefront of our business."

– Sally Gray, The Bowgie Inn Director

"The benefits of the new software alongside the challenges faced with Covid safety meant we decided not to revert to bar service."

– Sally Gray, The Bowgie Inn Director

BOWGIE INN CRANTOCK NEWQUAY

Streamline operations with intelligent kitchen order display software.

Transform the way food and drink orders are processed with the help of TouchKitchen, the intuitive displays designed specifically for hospitality.
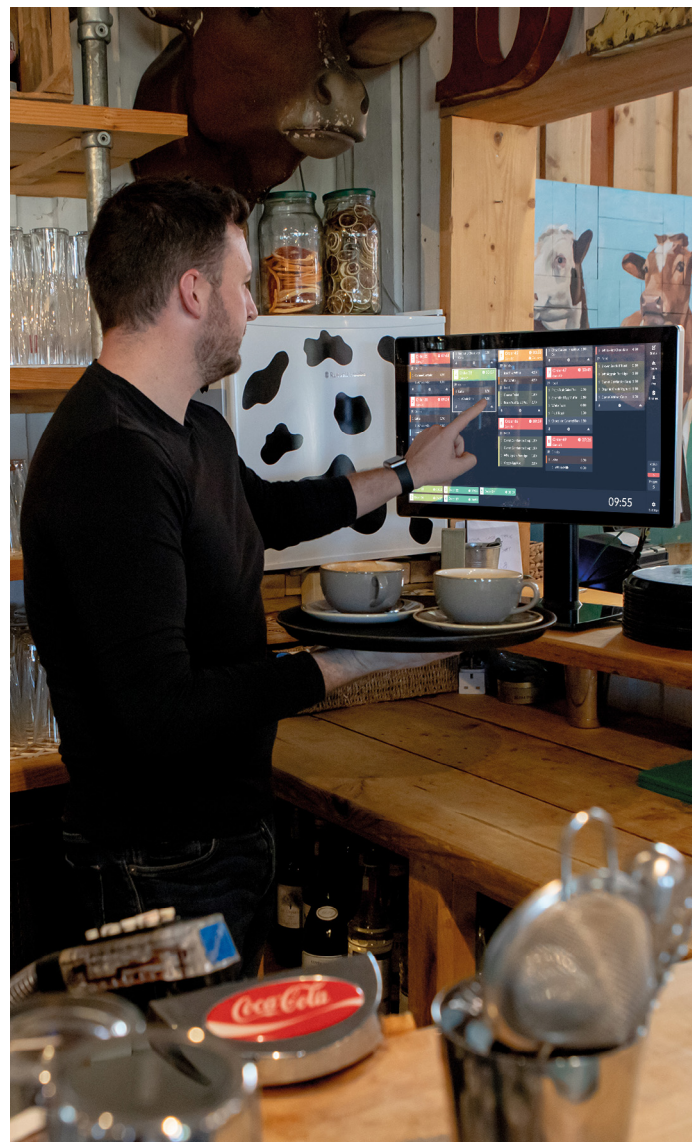
When staff or customers place orders, TouchKitchen will organise them neatly and clearly display them for simple order management.

The kitchen or bar teams can easily handle each order as it arrives and view it on their display to begin preparing straight away. Thanks to the fully digital solution, there's no room for misunderstanding orders, resulting in reduced mistakes and wastage.

Configure the layout to your business needs, giving teams the ability to view, sort or peg orders or items between courses, set preparation timers to ensure nothing is forgotten, and alert waiting staff when a dish or full order is ready for service.

12 unique screens

Operate twelve unique views across **unlimited display screens**, showing each **kitchen prep station** only the relevant **order items**.

Never lose orders
Digital orders go straight to the kitchen. None get dropped and no information gets lost or misinterpreted.

Organised orders
Operate multiple screens - great for separating drink orders to the bar and food orders to the kitchen.

Deliver orders on time
Preparation timers ensure meals leave the kitchen on time. Utilise one-shot timers or reset on individual orders.

"You can see the smile on chef's 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."

Gain valuable insight and make intelligent business decisions.

Accurate, easily accessible data is a necessity for any business. Thanks to the capabilities of TouchOffice Web, you'll have access to live data, anytime of the day, anywhere in the world.

Providing real-time insight into your business performance and reporting, the powerful cloud-based tool gives you sight of stock, staff, menus, pricing, sales, reporting and historical data.

TouchOffice Web unlocks the insights you need with an intuitive, easily accessible dashboard so you can quickly see what products are selling the best, and at what prices. See who your highest performing team members are, when your peak sales periods are, and over 200 more detailed reports to delve into.

At the heart of the ICRTouch all-in-one solution, TouchOffice Web provides access to the full suite of EPoS solutions. Integrating seamlessly with other software such as TouchPoint touch screen tills, ByTable order-to-table apps, TouchReservation online table booking, Ticketing digital tickets for events, TouchMenu digital display screens and so much more.

Multi-site control

Keeping track of your entire estate has never been easier. Configure each individual site into departments and make changes to single outlets, each department, or across the whole business.

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**.

"We can pull off a report of the **top 100 items that sell** and look through it to see which products **sell most often**. We often use that report as a basis for designing a new menu."

Save the headaches and integrate your accounting

Integrate with your HMRC-recognised accounting partner, making the digital tax process simple. The system will consolidate data and share details between your EPoS software and your accounting solution, saving you heaps of time.

Sage

xero

intuit quickbooks®

Choose flexible EPoS with features and functions that work for you.

Improving your efficiency has never been easier than with a suite of ICRTouch software. The all-in-one solution has been developed over the past 30+ years and provides unrivalled flexibility.

The core software, TouchPoint, enhances your touch screen EPoS system with an easy to use, intuitive solution. Gone are the days of clunky cash registers. To meet customer demand, technology is being embraced to lighten the load on dwindling staff resources.

TouchPoint's functionality includes countless features to tailor the solution specifically to your business. From personalised customer-facing displays and managing staff clock ins and outs to mix and match offers and step-by-step recipe tutorials.

At ICRTouch we take pride in the success stories of the pubs and bars we've had the privilege of supporting over the years. We recognise the integral, positive impact that pubs and bars have on our communities and are excited to be able to continue collaborating with some of the UK's best!

Schedule happy hour
Save time by automating your EPoS to complete price changes for happy hours and time-sensitive promotions.

Auto split the bill
Take the pressure off your staff and reduce mistakes with built-in bill splitting to automate the process in seconds.

Effective loyalty
Configure customer accounts and membership pricing structures to increase customer loyalty and encourage repeat purchases.
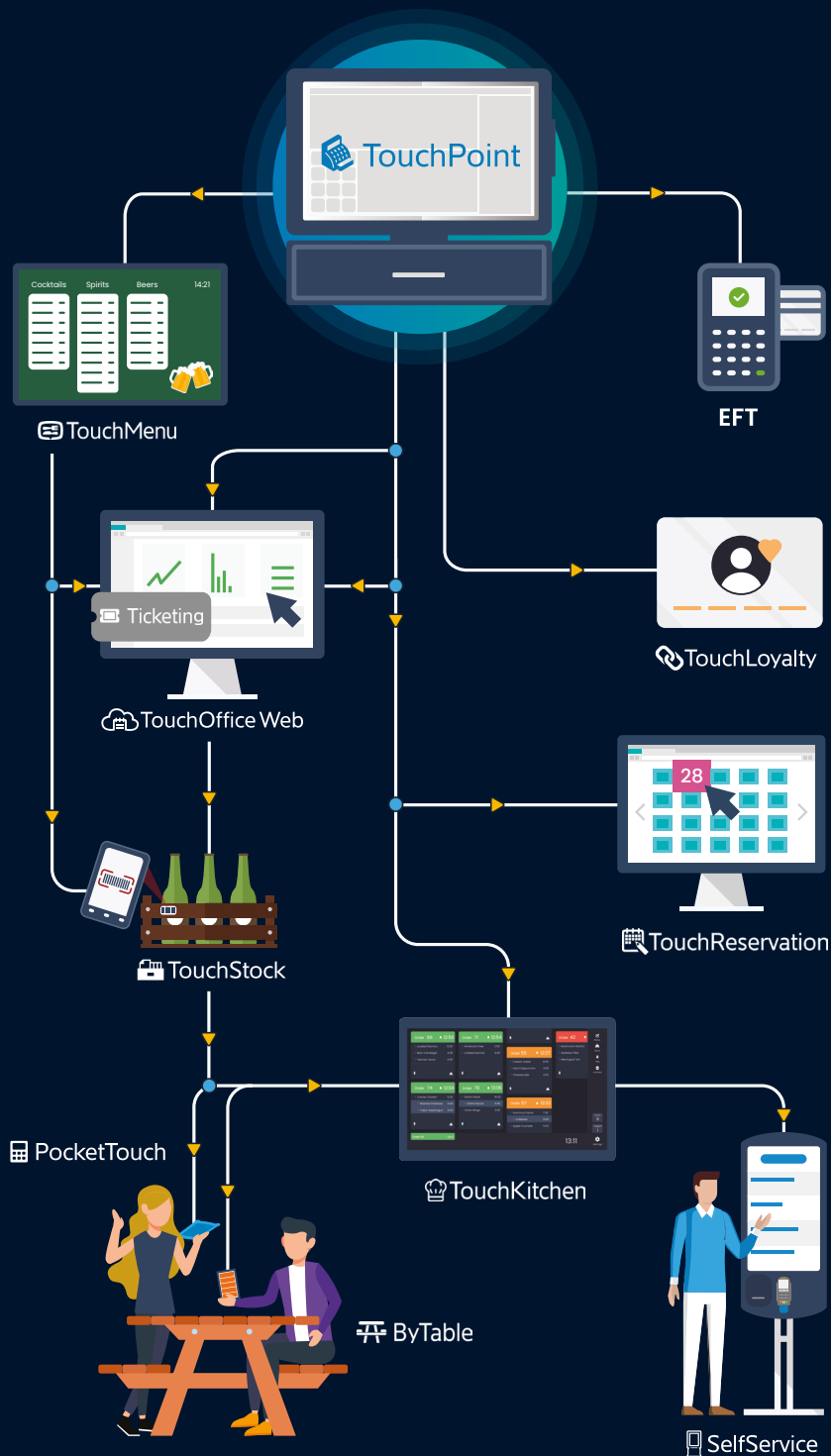
![ICRTOUCH]

Integrate your TouchPoint EPoS with an EFT payment provider

Integrate your existing payment provider to make sure you're offering the fastest possible payment options to your customers, and getting equally as efficient settlements yourself.

barclaycard **dojo.**

Elavon. **paymentsense** beyond ordinary

"Our goal has always been to **support the industry**, helping owners save time and **increase revenue**."

– Colin Ringer, ICRTouch CEO

Streamline your pub and bar 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 pubs and bars like yours both 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

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