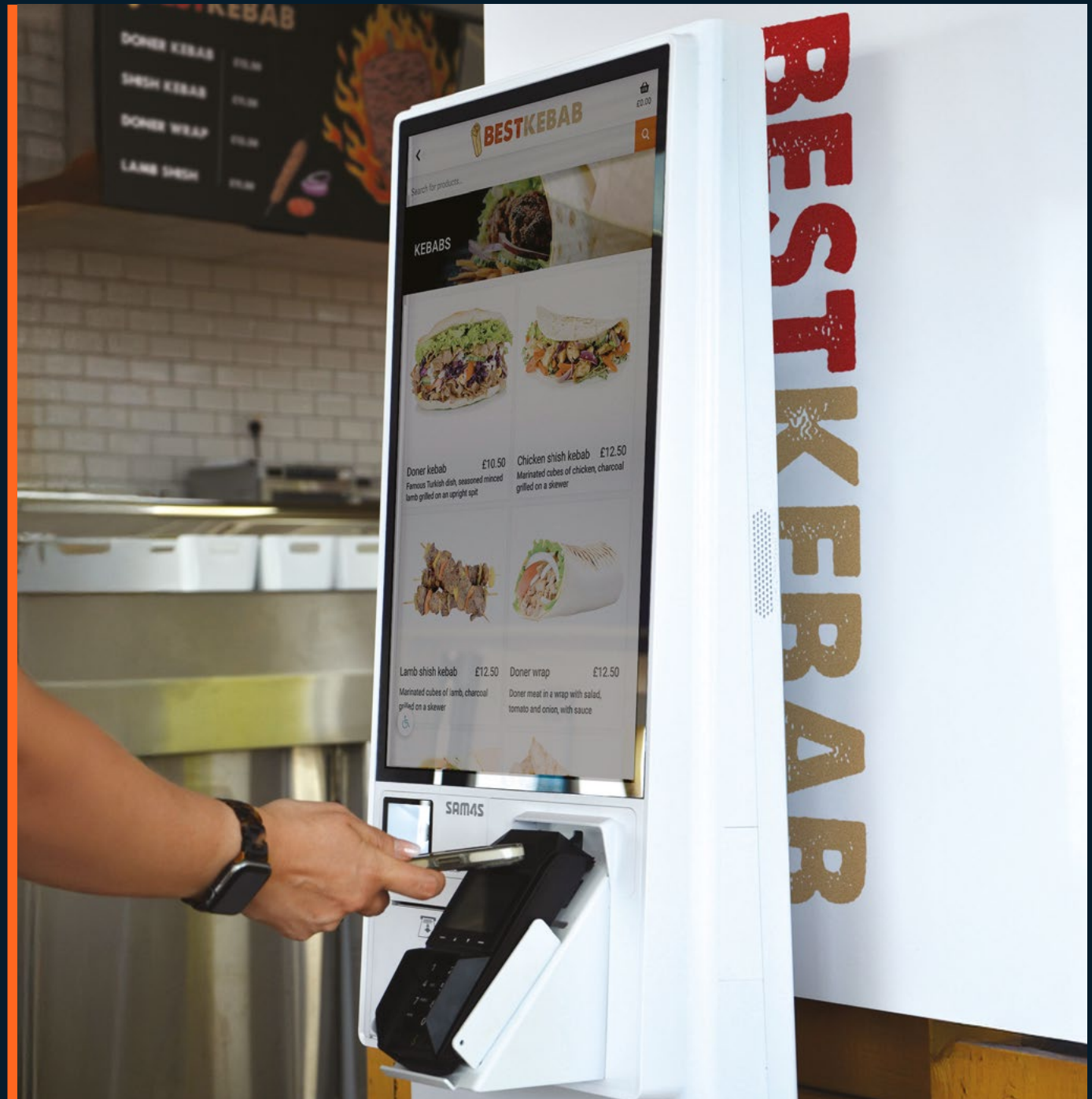


# Streamlined EPoS for quick service restaurants

Designed to keep up with  
the fast paced environment  
and boost revenue.



# Let customers order from your bespoke webshop.

The ultimate solution for QSRs, diversify revenue streams and boost order totals with your own bespoke TouchTakeaway webshop and app. Unlike the traditional way of ordering through a TouchPoint till at the counter or even over the phone – TouchTakeaway gives customers the flexibility to browse your menu and place orders from their personal devices, freeing up staff and reducing queues at the same time.

With advanced customisation, customers can tailor their selections to your pre-programmed options which helps to reduce mistakes and, thanks to a quick and efficient checkout process with Google and Apple Pay, orders can be placed essentially at the click of a button; whether it's for collection or delivery. Unlike other ordering solutions, TouchTakeaway charges 0% commission on every order, ensuring all the profit stays in your pocket.

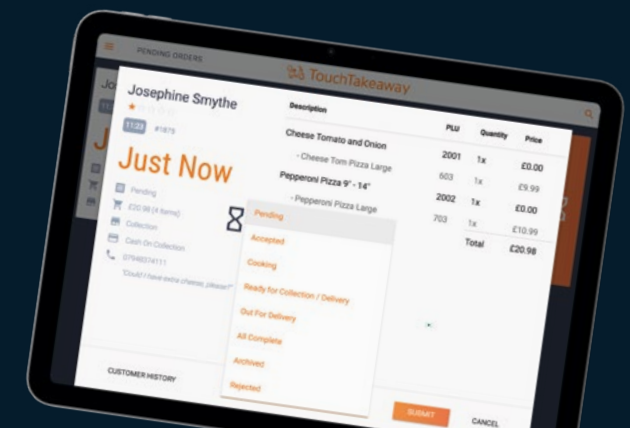
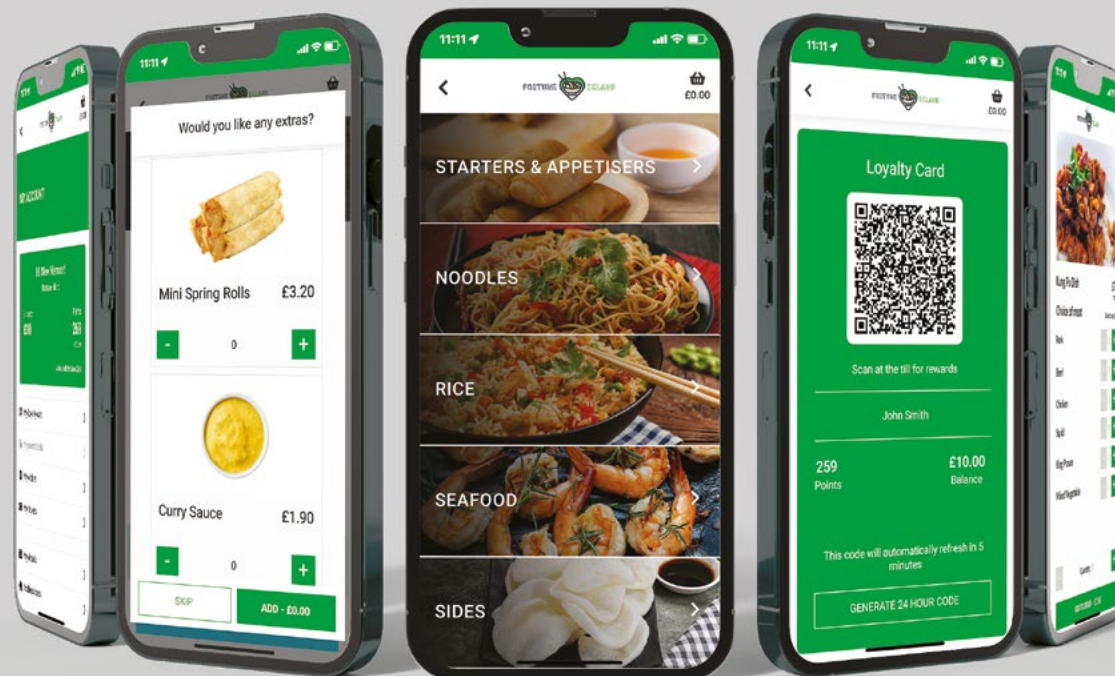
The solution's automated upselling feature allows you to effortlessly link products that complement each other, making it simple to upsell high profit extras like sauces and sides and shift stubborn stock at the same time. Strategic upselling, customer accounts, higher order totals and comprehensive loyalty schemes – TouchTakeaway is the ultimate tool for success.

## A streamlined, efficient way of managing orders.

TouchTakeaway seamlessly integrates with the wider ICRTouch ecosystem so orders appear on all relevant channels in real-time.

However, for businesses that may not be ready to implement a whole suite of integrated EPOS systems, the solution is also accompanied by an intuitive Commander App, which allows QSRs to seamlessly manage orders via a tablet.

No need to sign on to a till, simply implement the app on any tablet and let your staff quickly view, progress, complete, pause, and even reject orders. Whether orders are placed through TouchTakeaway, or your integrated Just Eat and Deliveroo channels – they all instantly appear in your Commander App, streamlining the whole process and providing your business with an affordable way of managing orders.





### Allergen alerts.

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Pop up allergen alerts keep your customers informed of ingredients before they place their order.



### 0% commission.

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With TouchTakeaway there are no commission fees per sale, so 100% of the profit stays in your pocket.



### Customer accounts.

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Let customers collect points, claim rewards, view their order history and store addresses.



### Comprehensive loyalty.

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Points schemes, customer balances, bespoke discounts and more, create brand advocacy with ease.



### Product images.

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Boost revenue by displaying appetising product images and encourage customers to spend more.



### Queue-busting

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Encourage customers to place their own orders to reduce queues at the counter and speed up service.



### Flexibility payments.

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Cash, card, Apple Pay or Google Pay, let customers choose their preferred payment option.



### Seamless integration.

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Whether orders are placed on SelfService, TouchTakeaway, or TouchPoint, all information is instantly received.



### Deals and promotions.

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Meal deals, discounts and more, entice customers with bespoke promotions to boost order totals.



### Minimum spend.

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Apply a minimum spend on deliveries, to reduce delivery costs and prompt customers to spend a little extra.



### Push notifications.

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Send personalised notifications directly to your customer's phone engaging them with promotions and offers.



### Cloud-based analytics.

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Gain real-time insight into your operations with TouchOffice Web, from staff, stock, revenue and everything in between.

# Boost order totals and reduce queues.

In the fast paced world of QSRs, SelfService kiosks are the ultimate solution for successful operations. As well as increasing overall transaction values by up to 40%, the implementation of interactive kiosks can also significantly increase the sales of high-profit driving product lines such as sides, sauces and drinks.

SelfService kiosks encourage customers to place orders without assistance from staff, reducing queues at the counter and allowing customers to carefully consider their choices. Thanks to seamless integration with the wider ICRTouch ecosystem, all orders appear instantly in your TouchKitchen order management system and CollectionPoint screens, completely streamlining both the front and back of house operations.

Offering flexible hardware options, SelfService kiosks can be introduced as free standing, wall mounted, or even as a counter top solution to easily handle customer orders, providing any QSR with flexibility to implement hardware that's perfect for their specific style of operations.

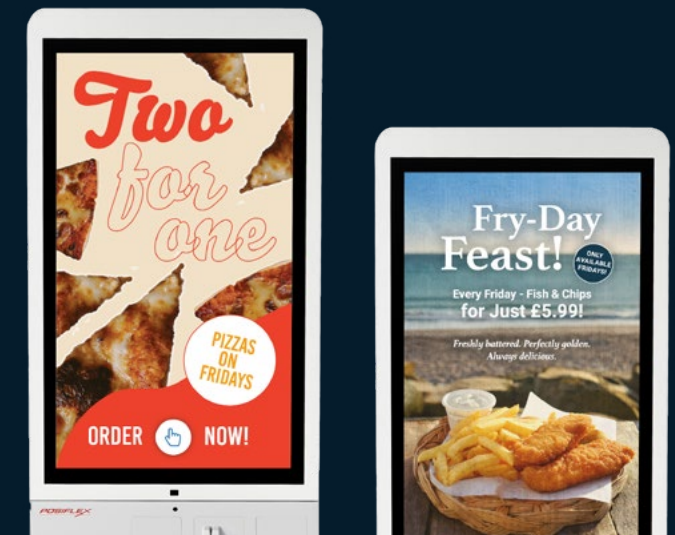


# Entice customers with engaging screensavers.

Planned promotional material and adverts can appear on the kiosk after a set duration of time if the kiosk is not being used, providing an additional advertising space to promote your best deals and entice customers. As soon as the kiosk is being interacted with, it will return to SelfService's ordering functionality.

Placing the kiosk in high footfall areas where people have time to engage with content not only promotes your best selling products, but also encourages people to have a browse of your menu.

The combination of orders, payments and engaging advertising from a single solution makes SelfService kiosks a must-have solution.



# Keep customers informed with live order status displays.

Queue bust efficiently with CollectionPoint displays that integrate with your EPoS. CollectionPoint order progress screens can be set up effortlessly and linked with your existing systems, displaying orders in real-time.

Informing customers of their wait time encourages them to stand away from the till, freeing up space for more customers to place their orders, speeding up service and streamlining the whole process.

Once an order is ready for collection, use TouchPoint tills, TouchKitchen display screens, or bump bars to update the order status. This sends a notification to CollectionPoint announcing that the order is ready to be collected.



# Real-time digital signage.

Entice customers with your best deals and most popular items via engaging digital signage. Prices, calorie count, allergens, and 'out of stock' messaging – customers are always kept up to date with the latest information.

TouchMenu syncs with your TouchPoint till and TouchOffice Web back-office management systems meaning you have the ability to update your signage whenever and wherever you require.



# Case study.



## Wetherby Whaler.

Founded in 1969 by Janine and Phillip Murphy, the Wetherby Whaler is a renowned fish and chips restaurant group with sites dotted across Yorkshire. Although starting as a small family-owned business, the Wetherby Whaler now operates 8 branches across Yorkshire, with around 245 employees, serving an impressive 750,000 portions of haddock every year.

In order to meet customer needs, the following solutions have been installed across various sites:

- 29 x TouchPoint terminals across 8 sites
- TouchOffice Web back-office management giving oversight of the whole estate
- TouchTakeaway online webshops for remote ordering

Across two recently refurbished sites, the team have also installed:

- 4 x SelfService kiosks
- 4 x TouchKitchen order management screens
- 3 x CollectionPoint screens
- 8 x TouchMenu screens

The additional solutions provide the Wetherby Whaler management team with more comprehensive tools and more streamlined operational processes, particularly with regards to rolling out changes across multiple sites.

The introduction of SelfService kiosks has been a great success, reducing queues in the takeaways and also increasing average transaction values thanks to the robust upselling feature. The use of TouchKitchen and CollectionPoint has also improved internal communications between teams, resulting in more streamlined service.

The Wetherby Whaler now has an even more comprehensive EPoS ecosystem from ICRTouch, allowing them to improve customer experience, drive higher basket values and rollout changes across multiple sites from one convenient, easy to access back-office management system.