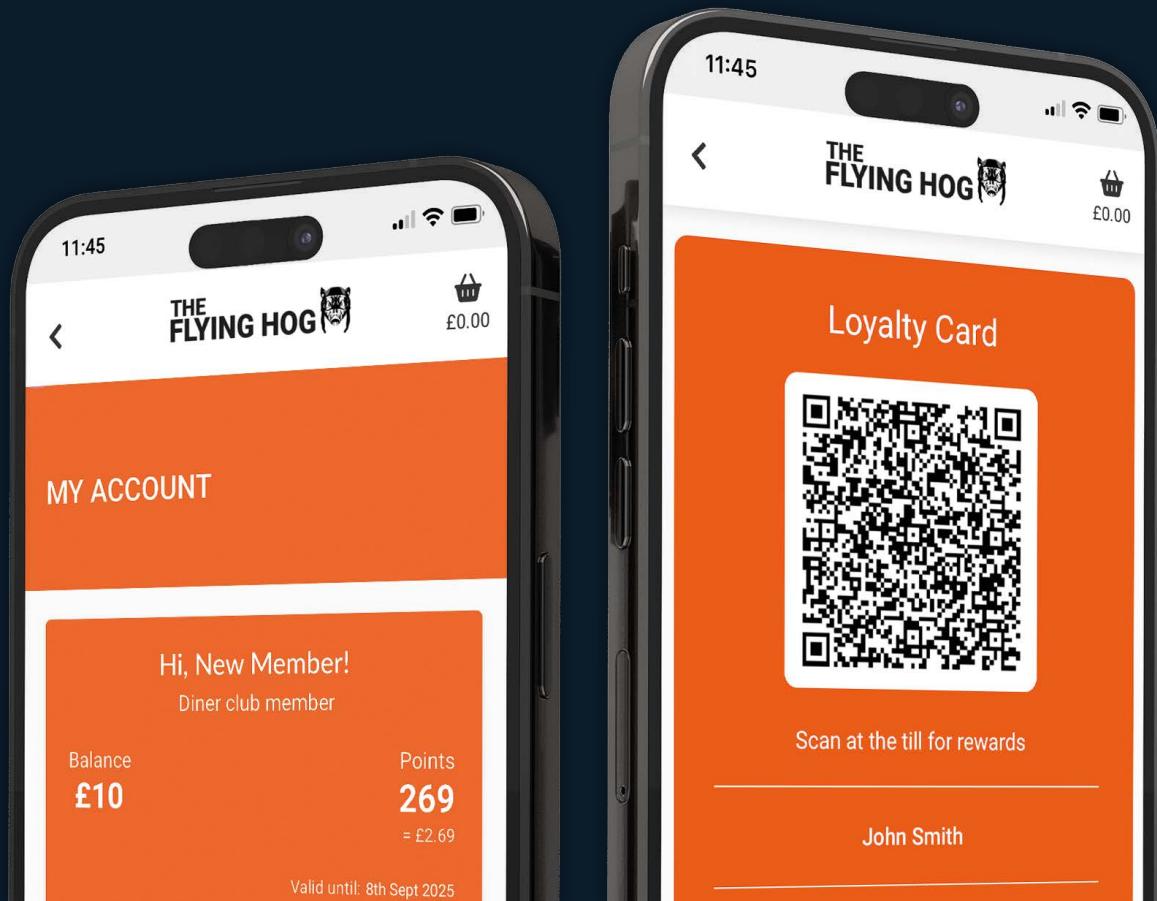


Entice repeat custom with

# customer accounts and loyalty schemes



The ICRTouch online ordering solutions, **ByTable** and **TouchTakeaway**, both offer built-in customer account and loyalty functionality, making it simple to implement engaging promotions and entice repeat custom.

Encouraging your customers to create an account allows them to securely store their payment and address details, view past transactions, quickly reorder their favourite menu items, store tickets and much more.

If you're operating with an app, when customers first download it from either the Google Play or Apple App stores, they can be welcomed with onboarding slides, encouraging them to create an account and take advantage of the benefits that having an account offers, rather than checking out as a guest.

# Loyalty features at your fingertips

The range of loyalty features within ByTable and TouchTakeaway, alongside TouchOffice Web+, give you flexibility to reward customers and entice repeat custom in a way that works best for your business.



## Bespoke discounts

Create and assign discounts to a group of products and let customers enjoy cheaper prices on their favourite items.



## Award bonuses

Gift either funds or points to a customer account, perfect as a one-off treat on special occasions such as birthdays or to encourage them to return.



## Customer balances

Customers and businesses can pre-pay or top-up their accounts, placing monetary value in the account to spend on future purchases.



## Points schemes

Comprehensive points schemes allow customers to earn points as they shop, which can be easily redeemed and spent against future orders.



## Push notifications

When utilising an app, send customisable push notifications to customers' personal devices and entice them with the latest bespoke deals.

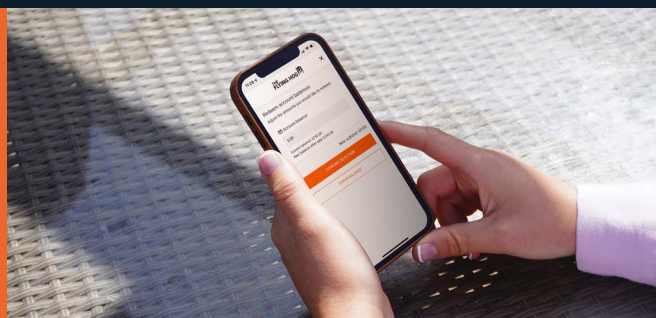


## QR codes

Customer account specific QR codes make it effortless to claim rewards at the till, removing the need for specially made loyalty cards.

## Gain competitive advantage

The built-in loyalty and customer account features are especially handy for the hospitality industry, providing countless upselling and cross selling opportunities to help increase revenue, improve customer retention and provide the best possible customer experience.



Find out how you can entice repeat custom at [icrtouch.com](https://icrtouch.com)