

# All-in-one EPoS for members' clubs

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Industry-leading solutions to engage members.

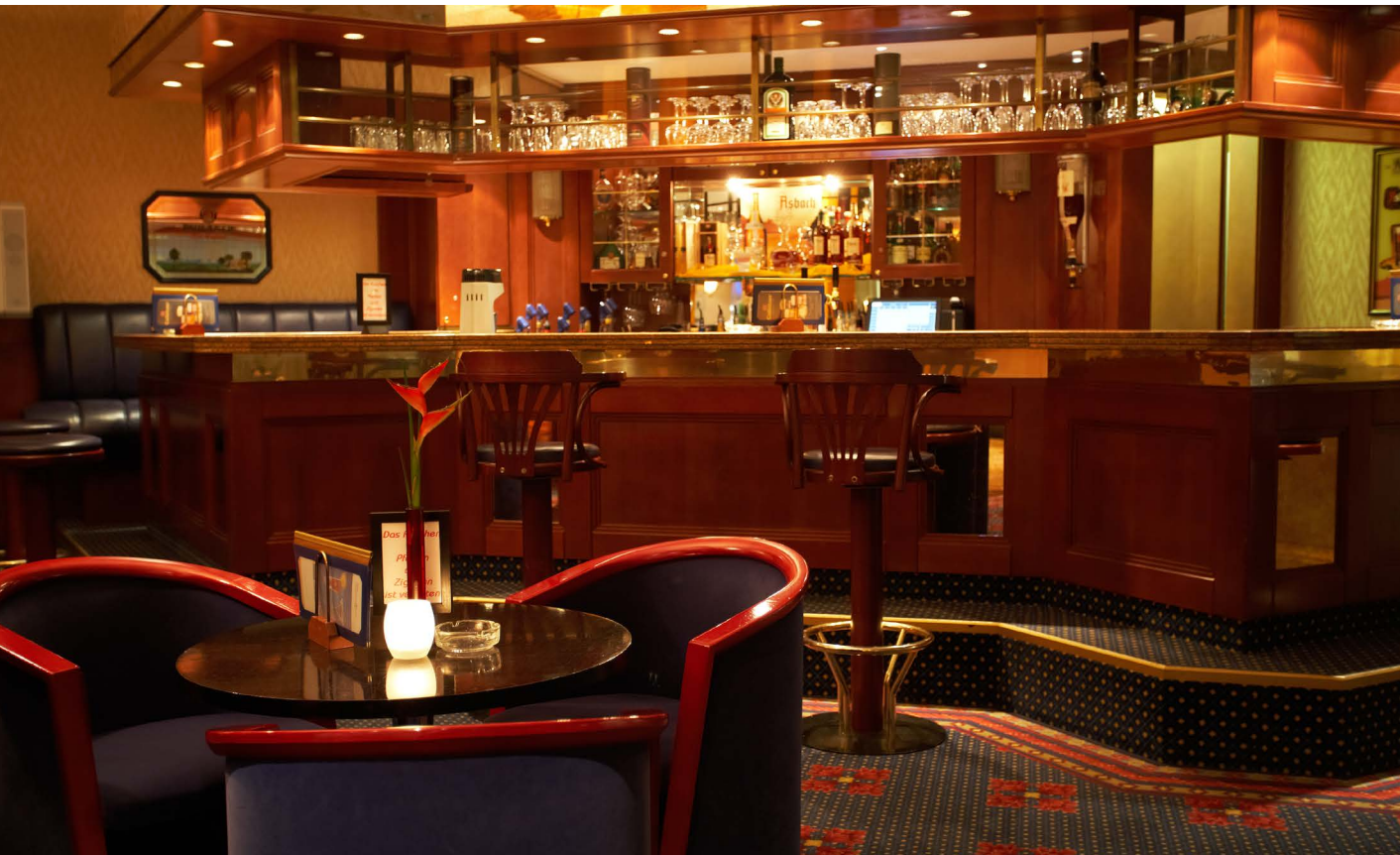




# Transform operations with an all-in-one solution.

Rely on intuitive digital solutions to ask the right questions at the right time. A powerful all-in-one system from ICRTouch helps your members' club work smarter not harder, so you can make informed decisions, boost revenue and exceed customer expectations, all at the same time.

The intuitive and user-friendly functions of the ICRTouch ecosystem will save you time and money by helping to effectively manage your sports clubs, kids clubs, gyms, social clubs and more. Whether you're wanting to streamline ticket management, effortlessly keep track of your stock or seamlessly manage your Saturday night quizzes and live music events with efficient service, there's a combination of EPOS solutions to meet your needs.

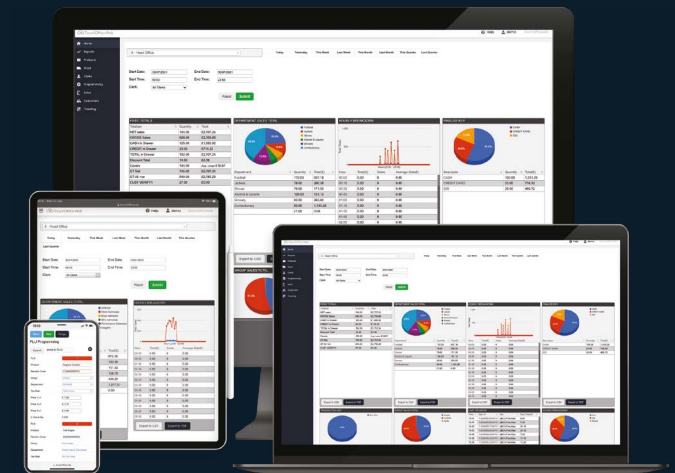


## Gain insight into your operations.

The intelligent back office management software, TouchOffice Web+, gives you a bird's eye view of operations, so you can make informed decisions, anywhere, anytime.

The cloud-based solution gives you access to real-time and historical reports at your fingertips, so you can quickly make changes to your products, stock levels, promotions and more, all from your preferred personal devices.

The enhanced solution offers a wealth of functionality including voucher creation, loyalty programs, ticketing for your upcoming events, simplified stock assessments, cash management, and a range of workforce management system integrations.





## Security.

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TouchPoint's built-in security features help you deter, detect and decrease internal fraud and theft.



## 0% commission.

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Other platforms can charge up to 20% per transaction. With ByTable, 100% of the profit stays in your pocket.



## Multi-channel sales.

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Diversify revenue streams by giving customers an opportunity to place orders by app, website, till or kiosk.



## Reduce mistakes.

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Handwritten orders are a thing of the past - move to digital order taking to prevent any illegible tickets.



## Seamless integration.

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All order taking solutions integrate seamlessly so staff have access to the latest, relevant order information.



## Real-time decisions.

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



## Customer facing displays.

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Entice and engage customers by creating visually pleasing designs for your digital display screens.



## Voucher creation.

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TouchOffice Web+ gives your business an opportunity to reward customers with bespoke vouchers.



## Sustainability.

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Introducing a range of digital solutions will significantly reduce paper usage and overall business wastage.



## Push notifications.

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Foster ongoing engagement with customers by sending bespoke push notifications to their personal devices.



## Stock control.

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Place and schedule orders with your chosen suppliers and easily keep track of all your ins and outs.



## Allergen alerts.

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Keep customers and staff well informed with complete allergen information on all ordering solutions.

# Entice repeat custom with bespoke loyalty schemes.

The ByTable order-to-table solution provides customers with a platform to place orders on their own devices. The app let's customers browse your menu at their leisure and place orders independently, empowering customers to fully consider their choices and spend more on average, as well as freeing up staff from the order taking process.

In combination with the powerful TouchOffice Web+, ByTable offers built-in customer account functionality, making it effortless to run comprehensive loyalty schemes. Whether you're planning to run intricate point schemes, bespoke offers, gift funds to customer balances or implement product discounts, ByTable gives you access to it all.

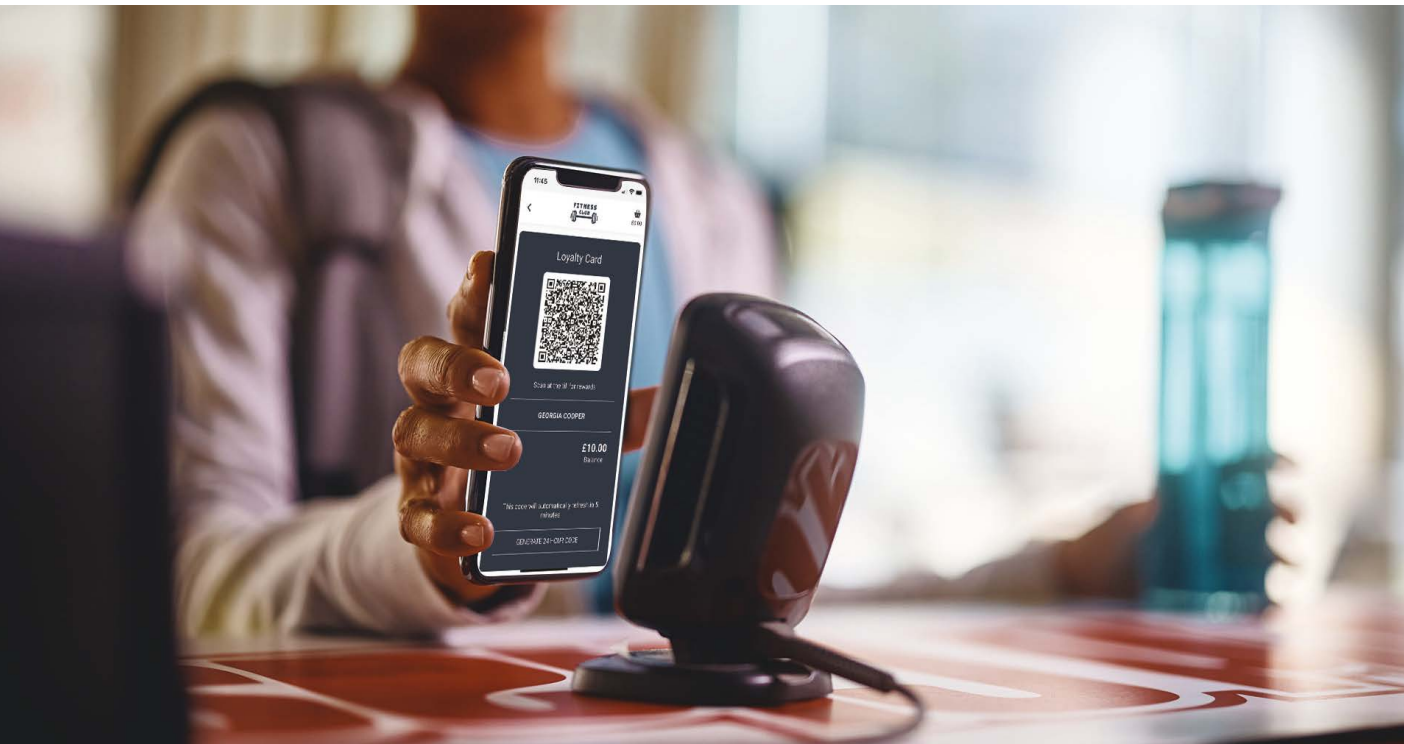
Comprehensive loyalty schemes create countless upselling and cross-selling opportunities, as well as fostering ongoing engagement between your business and its customers. Skyrocket membership revenue, increase customer retention and nurture more beneficial relationships.

## Member-specific prices and deals.

Effective EPOS provides your business with a range of useful tools that boost your revenue and improve customer experience.

Thanks to the intuitive functionality, TouchPoint allows you to overwrite the original price of a product for a specified duration of time, making it the perfect tool for running happy hours and other time-sensitive promotions during your social events.

The till also allows you to run various membership schemes, by giving customers access to different price levels that complement their membership type. Customers can be signed on via fob, membership card or unique qr codes, automatically changing TouchPoint's price levels so they are relevant to the customer.





# Engage customers with relevant promotions.

Free up staff from the order taking process by introducing intuitive self-ordering kiosks. SelfService mirrors your ByTable menu, meaning all updates can be automated from one central location, allowing you to effortlessly make changes to your menu items, prices, promotions and more.

The solution empowers customers to place their own orders, allowing them to fully customise their choices, making it easier to cater to a variety of preferences.

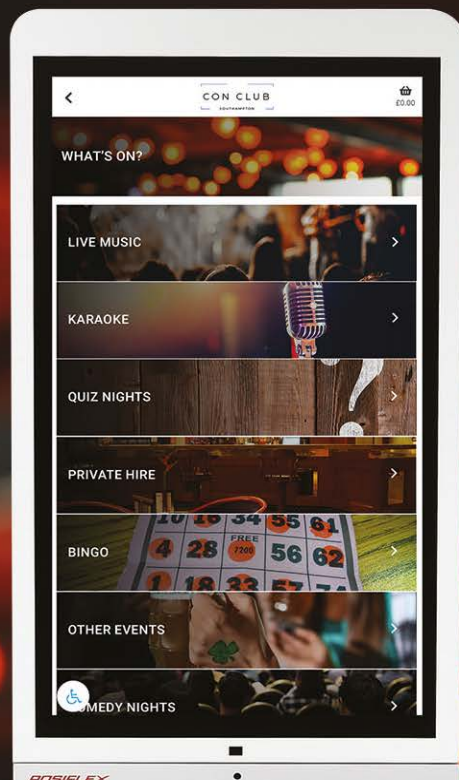
Beyond the standard ordering functionality, SelfService kiosks can also serve as an additional advertising space to entice customers. Creating bespoke screensavers and placing the kiosks in high footfall areas gives you an opportunity to effectively promote upcoming events, deals and promotions.

# Gain full control with a flexible ticketing solution.

Controlled via TouchOffice Web+, the intuitive Ticketing solution from ICRTouch is the perfect tool to have under your belt to manage ticket sales for upcoming quizzes, live music nights and more.

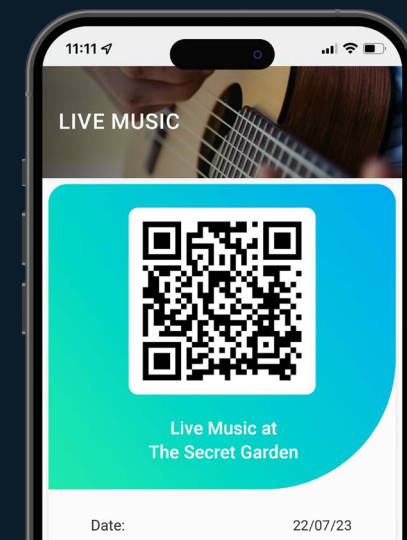
The cloud-based solution gives you flexibility to create unlimited ticket types and fully customisable ticket designs.

Ticketing also seamlessly integrates with the wider ICRTouch ecosystem, so you can sell event tickets through your TouchPoint till, ByTable app and SelfService kiosks. Bespoke event tickets can also be implemented within your loyalty programs, so customers can spend their balances or points from their account, on event tickets as their reward.



## Increase order totals by over 40%

Data shows customers spend more per order when using a SelfService kiosk.



# Case study.



## Wimbledon RFC.

Wimbledon RFC is a popular London rugby club that offers extensive facilities and a range of activities for its members. In order to maintain providing excellent customer service throughout the club's facilities, the Wimbledon RFC management team reached out to their local Authorised ICRTouch Partner for a range of intuitive solutions.

In order to meet the needs of the renowned members club, the following solutions were installed and integrated:

- TouchPoint with integrated payment system
- TouchOffice Web+ cloud-based management system
- Ticketing solution for streamlined event ticket management
- ByTable order-to-table solution including customer account management and comprehensive loyalty schemes

The Authorised Partner provided on-site support during the staff training process so all initial queries could be addressed immediately, ensuring staff were comfortable with the new technology.

The range of intuitive systems have completely streamlined the operations of Wimbledon RFC. Thanks to the ICRTouch solutions, Wimbledon RFC experienced a seamless transition to their brand new EPOS systems, providing them with a range of intuitive tools that allow them to continue serving their local community.

