ICRTOUCH

SERVE UP
SUCCESS

Cost-cutting EPoS to help offset the budget blues

Supported by
OVER 200
Authorised Partners

More than
1,000
service engineers

Used by
50% OF THE
UK's independent pubs

Backed by
30+ YEARS'
innovation & development

★ Heineken®   ⬢ BII   HALL & WOODHOUSE   ★star PUBS&BARS   SHEPHERD NEAME

ICRTOUCH SOFTWARE IS ALREADY USED BY SOME OF THE UK'S TOP BRANDS

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

Stay ahead of the game with the all-in-one hospitality system, built to handle the fast-paced, high-energy environment of pubs and bars.

This isn't just an EPoS system — it's your all-in-one solution for smoother operations, from kitchen display systems and customer order status screens to app-based ordering, loyalty programmes, and order-at-table features.

Making the right choice with your EPoS can transform how your pub or bar runs, saving you both time and money, especially during those bustling summer months. Work smarter, not harder, and streamline your business with ICRTouch!

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

Introducing...the only EPoS setup you'll ever need!

Whether you're pulling pints, shaking cocktails, or serving up hearty meals, these tools make running your venue a breeze.

From streamlining drink and food orders to rewarding regulars with seamless loyalty programs and managing table bookings without a hitch, we're here to help you serve smarter, not harder — all while pouring more profit into your business.

"We're now turning over 80% more and we'll never go back to taking orders at the bar."

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

1.

Reduce reliance on staff

With rising costs putting pressure on hospitality businesses, pubs and bars need to find new ways to protect profits while maintaining excellent customer service.

The stark reality of the situation is that hospitality businesses need to adjust and adapt to stay afloat, which is where efficient EPoS may come in, to help shoulder the burden and reduce costs.

Self-service kiosks have skyrocketed in popularity within the hospitality sector, resulting in a huge reduction in staff requirements. The solution essentially provides your business with a tool that not only cuts costs, but increases revenue at the same time. Data shows

that ordering via kiosk boosts order totals by up to 40% as customers can fully consider their choices and not be rushed into making a decision.

With customisable screensaver functionality, self-service kiosks can also provide an additional advertising space, complementing your venue's theme, attracting more customers and boosting revenue by upselling the latest deals and promotions.

Speed up service
Let your staff focus on excellent customer service and order preparation to streamline operations.

Seamless integration
Save time and money by updating menu items, promotions and prices at the click of a button.

Allergen information
Easily display all menu and allergen information without the need for any staff assistance.

> " Adopting kiosk transformed takeaway ordering, reducing queues, increasing average order value and significantly enhancing the customer experience."

2.

Encourage customers to order remotely

We've all become much more accustomed to using self-order apps like ByTable, where orders can be placed from personal devices.

In venues where the use of kiosks may be impractical, customers can effortlessly place orders from their devices without assistance from staff, allowing them to focus on other important tasks like accelerating food and drink preparation.

With a fully customisable digital menu, you can adjust prices and promotions in real time, saving your management team time and money. ByTable charges 0% commission on every order, meaning 100% of the profit stays in your pocket, offering a seamless solution to diversifying your venue streams and boosting profit.

Foster ongoing engagement and improve customer retention with customer account functionality. This allows customers to take advantage of your comprehensive loyalty schemes such as discounts, exclusive offers, points systems and more. The ability to view past transactions allows customers to reorder and breeze through checkout, improving the customer journey.

ByTable is the ultimate recipe for success to tackle the upcoming busy period with ease, whilst keeping your operational costs to a minimum.
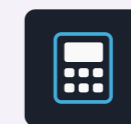
OVER 40%

Data shows customers are **likely to spend** more when **placing their own orders**, rather than at a **traditional till**.
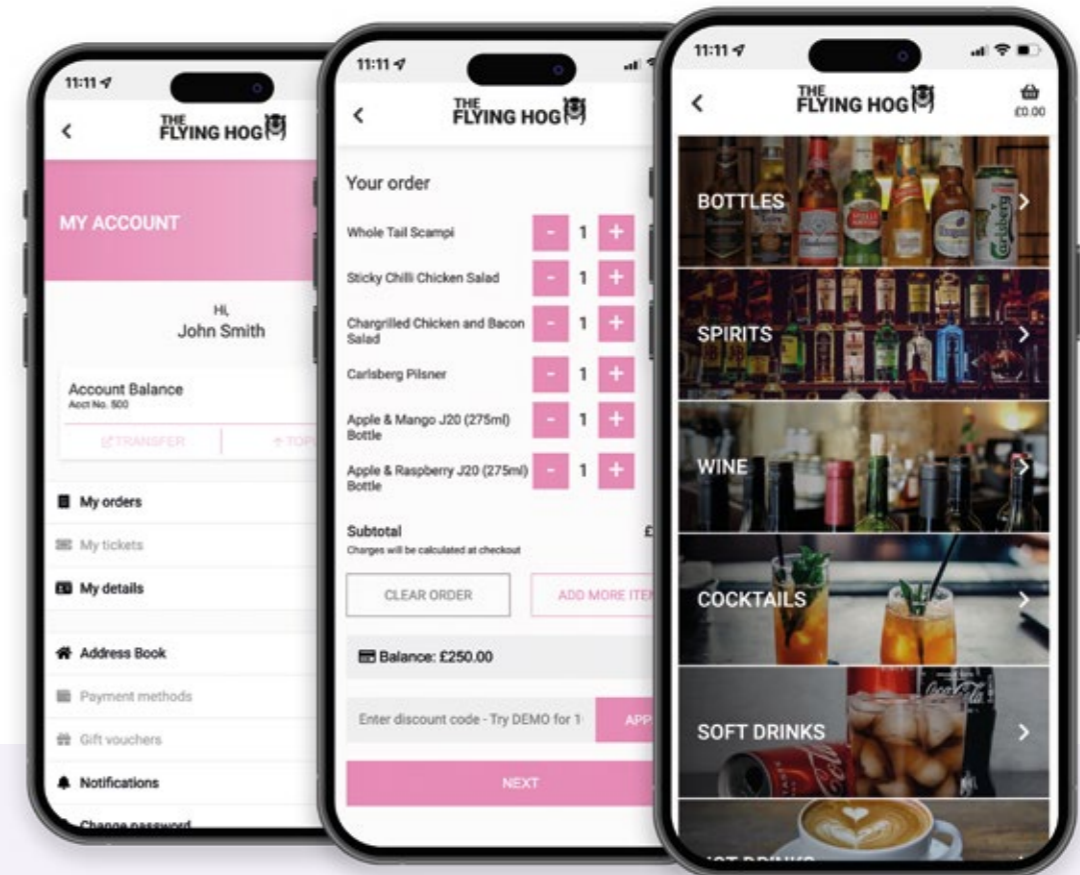
Free up staff
Let customers place orders as and when they wish, and let your staff focus on providing excellent customer service.

Reduce mistakes
Eliminate miscommunication between customers and staff to reduce incorrect orders and food waste.

Increase order totals
Data shows customers spend up to 40% more when placing their own orders, boosting revenue.

3.

Benefit from versatile, lightweight solutions

Pubs and bars are increasingly requiring EPoS solutions with versatile implementations like a lightweight EPoS option that provides flexibility across the whole venue.

The latest product release, TouchPoint lite, gives hospitality businesses like yours complete adaptability to cover multiple areas from a single system. TouchPoint lite essentially offers a reliable EPoS option from a lightweight device, making it the perfect tool for keeping staffing costs to a minimum and letting the software handle the responsibility.

It's all the robust reliability you'd expect from a static till setup, in a powerful, portable solution. TouchPoint lite is built for purpose with lightweight hardware in mind to give businesses of all shapes and sizes a streamlined, flexible option that's not only easy to set up, but also easy to use.

The versatile solution gives operators significant flexibility to use the solution in a way that complements operations the most.

All-in-one
Save money by implementing a single device that can cover your operations including orders, payments and reporting.
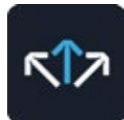
Unrivalled flexibility
TouchPoint lite operates on 4G connectivity, so you can benefit from uninterrupted operations.

Security features
Remotely de-authenticate any device, giving you complete security control if devices are ever misplaced.

> "The lightweight yet robust TouchPoint lite software has proven to be the perfect fit, especially during large-scale events."

4.

Unleash the power of data

Intelligent business reporting has always been an essential requirement, but moving into 2025, pub and bar management teams will be relying on it even more heavily to track costs, profit margins and staff performance.

Identifying cost saving opportunities is going to be a vital part of planning so the ability to pinpoint specific data, even in the realms of staff time and attendance, will provide businesses with useful insights that will ultimately help keep costs to a minimum. With 200+ built-in reports, and the ability to request custom reports, you can drill down to any aspect of your business.

More than just back office reporting, TouchOffice Web gives complete control over your selections, putting you in a position to make informed decisions and tailor selections for maximised profits and minimum waste. The ability to strategically create mix and match promotions, host ticketed events and entice customers with bespoke loyalty schemes will skyrocket revenue and improve customer retention at the same time.

Upgrade to TouchOffice Web+ and unlock additional functionality like Ticketing, vouchers, scheduled reports, cash management, workforce management system integrations, accounts links and more.

200 REPORTS

Run reports on **every aspect of your business**, from profits, products and performance, to staff, stock, sales and **everything in between**.
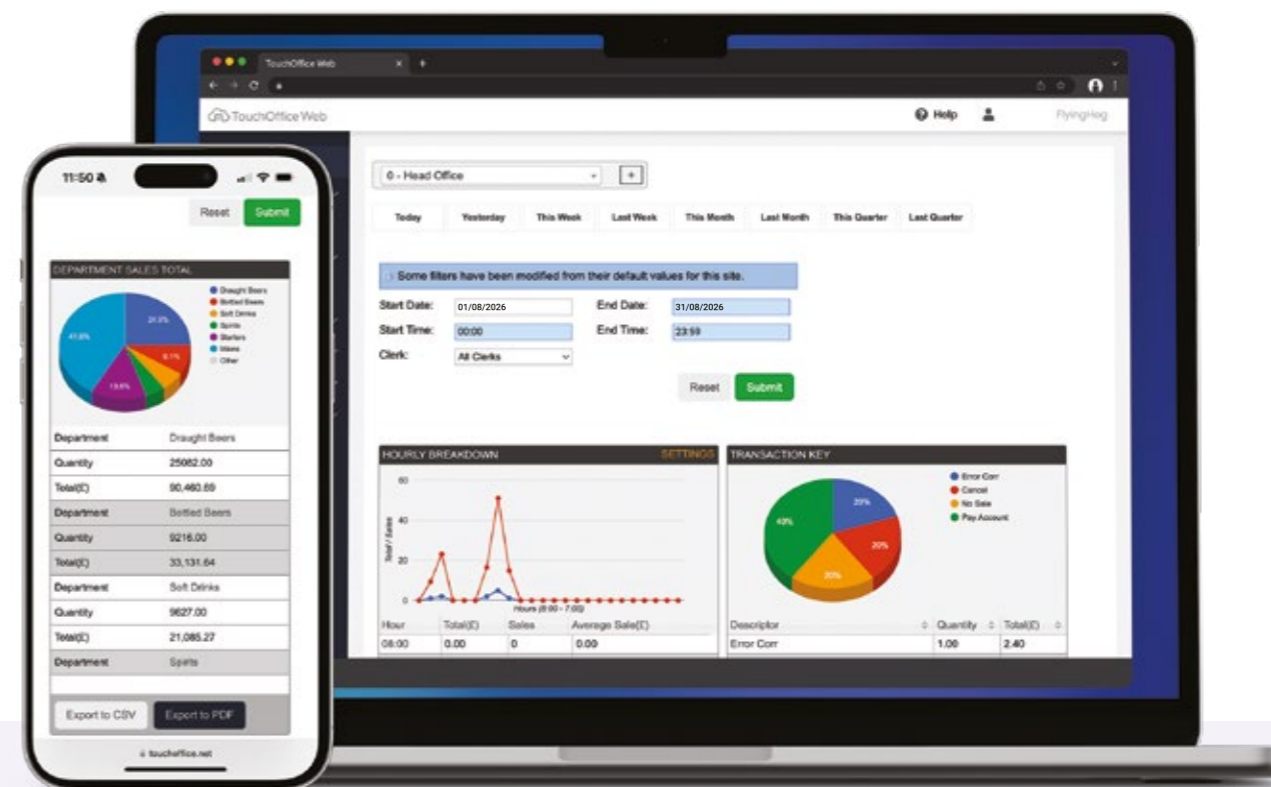
Remote programming
Make instant changes to your pricing, promotions and products across your entire estate, or schedule them for the future.

Stock planning
Quickly and efficiently analyse your sales and products and plan your stock around your business's performance.

Informed decisions
Gain significant insight into operations and ensure you get maximum return from minimum resources.

" **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."

5.

Reduce mistakes to reduce costs

Reducing the number of staff isn't always the preferred option, so making those staff more efficient is a useful alternative.

Digital order taking solutions like PocketTouch have completely revolutionised the hospitality industry, by speeding up service and eliminating the traditional pen and paper order taking process.

PocketTouch is the perfect tool for streamlining communication between your front of house and kitchen teams, and improving customer satisfaction at the same time. Staff can send orders directly to order management systems at the click of a button, which speeds up service by reducing back and forth trips to the till. With live stock updates and clear, unified options, the solution reduces mistakes and miscommunication, ensuring no orders are placed for something that's not available, saving you time and money.

Seamless card reader integration allows you to not only take orders, but also payment at the same time from a single device, equipping your staff with the ultimate tool for success.
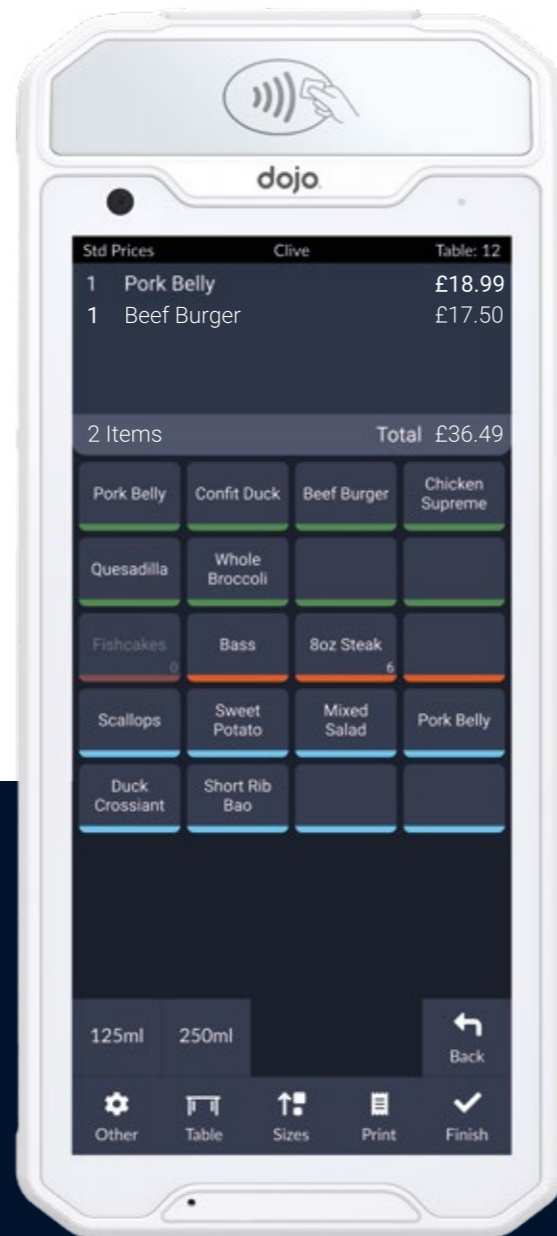
SAVE 1/3

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

Boost revenue
Provide staff with all necessary menu and promotional information from the palm of their hand to facilitate upspelling.

Reduce labour costs
Empowering employees means your team can effortlessly take on more covers without the need for more staff.

Improve communication
Transitioning to digital order taking eliminates the need for pen and paper order taking, reducing mistakes.

Multi-themed venue embraces ICRTouch ecosystem

The Hunters pub in Preston is a stylish multi-themed venue with a sports bar, large dining restaurant and alpine ski lodge with over 150 tables.

The pub offers an extensive beer garden, which houses a private event space with an outdoor bar, pizza kitchen and firepit seating area, alongside eight individually themed party cabins to take bookings all year round.

In order to streamline operations and gain a bird's eye view across their large estate, The Hunters reached out to Moboepos, an Authorised ICRTouch Silver Partner, for a range of solutions.

The brief - facilitating large venue management

Being one of three pubs in a Lancashire based pub group, the venue was seeking a solution that could be centrally managed, with a clear overview of

individual pub performance and systems that complement specific styles of operations.

Like the other venues, The Hunters has the added complexity of multiple bars and food concepts with the outdoor pizza kitchen, making seamless order taking and management an important requirement. The implementation of multiple order taking channels was suggested, as a handy way of catering to a variety of customer preferences to ease the pressure on staff, whilst also diversifying the pub's revenue streams.

It was important to deploy systems that streamline the customer journey and make customer retention as seamless as possible.

The solution - let the tech take the strain

To facilitate the management of the large venue and ease the pressure on staff, the following solutions were implemented:

- 7 x TouchPoint tills spread over 2 bars
- TouchOffice Web+ back office management system + voucher integration
- PocketTouch mobile order taking
  2 x SelfService kiosks with 40 x pagers
- 5 x TouchKitchen screens plus two kitchen order printers
- Dojo payments integration throughout all points of sale

The combination of implemented EPoS technology complements the pub's operations by providing the venue with more diverse revenue streams, seamless order management and intelligent reporting.

The result - streamlined operations and automated processes

The venue now benefits from an ecosystem of seamlessly integrating solutions, saving both time and money. All seven TouchPoint till terminals are placed strategically across the venue, ensuring quick and efficient order taking. PocketTouch mobile order taking has been a successful way of upselling menu items, allowing staff to provide better customer service and increase order totals at the same time.

In terms of behind the scenes, thanks to voucher functionality in TouchOffice Web+, The Hunters' marketing system can automatically generate vouchers and email them to new customers signing up to the mailing list, allowing them to improve customer retention with ease.

The Hunters pub now benefits from a seamlessly integrating ecosystem, completely streamlining day to day service, empowering employees and improving the customer journey.

ICRTOUCH

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

TouchMenu

Customer Loyalty

Payments

Ticketing

TouchOffice Web

TouchPoint

TouchReservation

TouchStock

CollectionPoint

PocketTouch

ByTable

TouchKitchen

SelfService