ENGAGE CUSTOMERS

with intelligent EPoS built for the retail industry

ICRTOUCH

Make the right decision and revolutionise your business.

Whether you're operating a single independent high street store, or multi-site empire, ICRTouch's flexible ecosystem of EPoS software is designed to suit the needs of every retail business.

Providing a cohesive, seamlessly integrated system that is flexible and feature rich, ICRTouch is a world-leader in the development of EPoS software, with a suite of innovative, intelligent solutions.

Raise order values, manage stock more efficiently, encourage repeat purchases and streamline your operations with intelligent, intuitive software solutions that will exceed customer expectations.

More than simply processing transactions in-store, an ICRTouch EPoS solution can bring together all operations within your business; from stock management and customer-facing displays to digital signage, customer loyalty and webshop sales channels.

Sectors

Convenience & Grocery	Commercial Warehouses
Shops & Centres	Services
Prepared Food	Ecommerce

Find your local Authorised ICRTouch Partner.

Our network of Authorised Partners extends across the whole of the UK and Ireland. When you're ready to improve efficiency across your business and provide your retail customers with the best possible experience both in-store and online, you can be assured that there's an Authorised Partner near you.

To find your local Partner, visit icrtouch.com

Brands already benefiting from ICRTouch solutions.

What is a fully integrated EPoS system?

Standing for Electronic Point of Sale, it's essentially an enhanced till system that combines hardware and software designed to help you run your retail business effectively.

Being an integrated system means that each piece of software talks to the other, keeping things streamlined and efficient.

Gain unrivalled flexibility and functionality with efficient EPoS.

The core EPoS solution, TouchPoint is designed with ease of use in mind, focussing on ensuring both staff and customers have the best possible experience.

With intelligent functionality and scale integrations, staff can quickly weigh products and TouchPoint will calculate the correct price based on the weight of the selected item.

As well as that, it's flexibility allows you to operate the way that best suits your business, whilst giving you scalability and room to grow. Maximise your profits, manage your staff efficiently and provide an impressive, quick and convenient experience.

In-built features include product promotions, scheduled price changes, personalised customer displays, clerk prompts and loyalty schemes. TouchPoint is also fully customisable to meet your needs with the addition of allergen labels, bag charges, publication subscriptions, shelf edge labels, food labels, and more.

"It helps us monitor our stock. It has a lot more information on what we're selling than we had on our old system. If you've got something on promotion, you can see the performance."

UK weights & measures approved.

TouchPoint is fully compatible with a wide range of scales, providing the ideal solution for butchers, farm shops, convenience & grocery stores.

Fully customisable, the till can easily identify weights via barcodes and with additional configuration, eco scales can be implemented for zero waste stores.

Case study: Harvey Browns Farm Shop.

New farm shop operates retail and hospitality effortlessly with efficient EPoS.

A purpose-built, modern, farm shop based on the Isle of Wight, Harvey Browns operates retail functions via a food hall, deli and butchery alongside hospitality from their cafe.

During the build process of their contemporary building, the Harvey Browns management team contacted our Authorised Partner to create a bespoke EPoS package that would meet the needs of the new business.

The brief - custom-build EPoS to meet customer demand

Having operated a smaller farm shop at a previous site, the management team knew what problems they needed to overcome with a new ICRTouch EPoS ecosystem.

With the previous solution they had struggled with accessing effective, local support. The previous EPoS was only a retail solution and, as a result, was not suitable for the new premises which would include a hospitality outlet, too. It was vital therefore, that the new ICRTouch solution provided an all-in-one option that could handle the demands of hospitality without reducing the capability of retail operations, with joint access to data and efficient reporting.

The solution - an integrated solution

During the build and initial opening process of Harvey Browns, our Authorised Partner spent a lot of time on-site ensuring that the new ICRTouch system was implemented correctly in time for the official launch.

The installation includes:

- TouchPoint
- TouchOffice Web
- PocketTouch
- TouchStock
- TouchLoyalty

A suite of Touch Dynamic terminals was installed. Within the food hall these are integrated with barcode scanners and deli scales which operate on a weight-embedded barcode system. Across both the retail and hospitality outlets on-site, the TouchPoint tills are also integrated with Dojo card terminals to ensure swift payment processing. The food hall, deli and butchery all utilise integrated scale systems to ensure a smooth, efficient customer experience at every point of their visit.

PocketTouch was implemented for the cafe staff to ensure efficient order taking at the outdoor seating area. TouchStock was also put in place to help the shop team handle stock taking and updating quickly and easily.

All ICRTouch products are managed via a single TouchOffice Web account, giving the management team easy access to business insights from every aspect, ensuring they have the ability to view real-time data on stock levels, sales performance, best-selling products, clerk performance and more.

The result - efficiency and ease of use

Thanks to the installation of an all-in-one ICRTouch software solution, alongside the on-going support from our Authorised Partner, Harvey Browns has had an incredibly successful first year in business.

Customer experience and satisfaction levels have been high, with many returning regularly to both the retail and hospitality outlets.

The original requirements from the Harvey Browns management team of efficiency, access to useful data and ease of use have certainly been achieved.

"We're extremely pleased with the support we've had, and are looking at developing our business reporting, loyalty card, and stock control".

Harvey Browns

FARM | FOOD HALL | BUTCHERY | CAFÉ

Keep your retail business under control with intelligent back-office reporting.

Back-office management and reporting systems provide a wealth of information and insights into your business performance. With real-time data available at your fingertips, anywhere, anytime, and from any device, you can make informed decisions instantly.

TouchOffice Web is the back-office management software that puts you in charge of your retail business, no matter where you are. It provides data in an easily accessible format that means you can quickly identify trends, areas for improvement and opportunities for growth. With easy access to real-time data and the ability to manage all aspects of your EPoS ecosystem from one intuitive interface, TouchOffice Web helps you make intelligent, data-driven decisions every time.

Accessible from any browser, you can conveniently check sales, adjust prices, manage stock levels, generate gift vouchers, view reports and so much more. Quickly identify trends and make instant decisions, update promotions across all of your stores, or schedule changes for the future.

Stock control is made easy, with the ability to record and schedule orders with your chosen suppliers and keep track of all incoming and outgoing stock.

The back-office management system is the one-stop hub for managing your wider business EPoS solution. Seamlessly integrated across the whole ICRTouch ecosystem, you'll not need to manage countless third parties again.

5 reports every retail owner can't live without.

As part of the 200+ default reports within TouchOffice Web, there's a few that retail business owners will always require regular access to.

Scheduled order picking list
Perfect for picking products from the warehouse or stockroom.

Product analysis
To help intelligently forecast stock requirements over time.

Outstanding invoices
Showing orders placed but not yet invoiced.

Supplier spend analysis
To tally spend with suppliers year-on-year.

PLU sales
See which products are selling best.

Entice devoted customers with effective loyalty schemes.

In today's competitive landscape, it's more important than ever to build lasting relationships with your customers. Effective loyalty schemes can encourage higher basket values and more frequent purchases, and ultimately drive revenue.

TouchPoint and TouchLoyalty provide a powerful duo for building customer loyalty schemes, with in-built features and added-value options. By offering promotions and points schemes, you can entice customers to engage with your brand and become advocates, spreading the word to friends and family.

TouchLoyalty is the perfect bolt-on solution for multi-site retail operations, allowing you to extend schemes across multiple stores. With access to customer analytics, you can easily monitor spending habits, plan promotions and target specific stock or customer groups.

Reward your customers with fully customisable loyalty schemes and experience the benefits of increased customer retention.

Increasing profits up to 95%

Increasing customer retention by just 5% can result in a whopping increase of profits up to 95%!

"We're delighted with what we've been able to achieve since implementing TouchLoyalty. Our customers now receive email offers, sale offers and discount vouchers aimed uniquely at them."

BALDWINS

LOYALTY

Streamline your inventory with efficient stock management.

Effective stock management is crucial for any retail business to stay competitive and thrive in today's evolving environment.

With increasing customer demand and competition, it's important to ensure that your retail outlet is stocked with the right products at the right time.

Being able to quickly and accurately identify stock availability without putting every item through the till significantly speeds up processes. Keeping track of stock levels can be a tedious and time-consuming task, but with TouchStock handheld devices, which seamlessly integrate with the TouchOffice Web+ back-office management system, you can quickly count stock, scan barcodes, check deliveries, and generate shelf-edge labels.

Efficient stock management can also help to minimise wastage and reduce the costs of overstocking. With TouchStock, you can easily manage wastage by scanning an item and entering the quantity for wastage to update

stock levels within TouchOffice Web+ and your TouchPoint tills. Improving stock accuracy and reducing wastage will ultimately save you both time and money.

In today's retail environment, where customer satisfaction and loyalty are critical, efficient stock management is essential to keep customers happy and coming back for more. Using TouchStock, retailers can ensure that they always have the right products in stock and provide quick and accurate pricing information to their customers with TouchStock's built-in Price Check mode.

Overall, efficient stock management can help retailers save time, reduce costs, and drive sales, all while delivering a better customer experience.

Real-time stock updates across multiple sites.

Thanks to the integration with the wider EPoS ecosystem, you can benefit from real-time updates on stock levels, helping you make informed purchasing decisions. This feature is especially beneficial for retailers with multiple stores as they can easily manage stock levels across all their locations, reducing the risk of stockouts or overstocking.

"**TouchStock** has cut down on the time spent counting stock, allowing me to **concentrate on selling** the stock instead. It's simple to use and **reliable.**"

Case study: RNLI rolls out nationwide EPoS upgrades.

The RNLI has approximately 175 shops around the coast of the UK & Ireland which aid fundraising efforts for the life saving work it provides. These shops are run by an army of dedicated volunteers and all profit from sales goes straight back into saving lives at sea.

The RNLI has been working with the ICRTouch Partner Network since the early 2000s and over the past couple of years has completed a full upgrade across the whole network of retail outlets.

The brief - a consistent, consolidated EPoS approach

Having originally been operating with two variations of cash registers, the RNLI were looking for a consolidated, consistent setup that would allow them to gather more data and manage sales easily.

Ease of use for the volunteer shop assistants was key to the success of any new EPoS solutions, so a number of requests to ensure the till system could be used efficiently by all members of staff were made.

The solution - bespoke, customised solutions that save time

After an initial trial period at the Southwold outlet, feedback and data was received and the response from Volunteer Shop Manager Ian and his team, was great.

During the initial install, a number of further enhancements were made to TouchPoint via ETAL to meet the RNLI's requirements. These included:

- Auto sign on
When entering sales mode the volunteer sales clerk is automatically signed on and off again when exiting sales mode. This means volunteers don't have to worry about signing on and off manually, speeding up service and reducing confusion.

- Filter receipt
Some shops wanted to turn receipt printing off to save paper, but head office still required sales that included a donation or were over a certain value, always printed a receipt.

- Help
A 'Help' button is on the till, when pressed it shows handy how-to videos or step-by-step instructions on how to perform a procedure. These instructions could also be printed to the receipt printer if required.

Following the initial trial, the team at the RNLI head office clearly understood the benefits of TouchPoint and its integration with TouchOffice Web. Having access to a significant amount of data, they decided to roll out the new ICRTouch setup across the entire estate of shops.

"The old system was becoming obsolete, difficult to maintain, and didn't provide the **back office information** we needed."

The result - easy to use EPoS that fills volunteers with confidence

Over 100 touchscreen terminals have been installed running TouchPoint across the RNLI's network of retail outlets, with the remainder of fundraising shops scheduled for installation soon. Well over 300,000 transactions were processed through TouchPoint in a single year and feedback from the RNLI team shows that, thanks to the intelligent ICRTouch software, they are operating far more efficiently and effectively than ever.
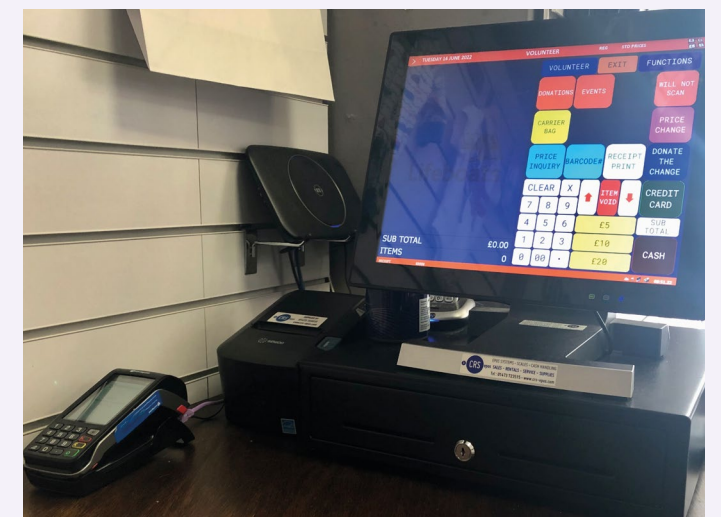
"The new solution enables a user-friendly system for our volunteers, increases our ability to communicate with our customers and provides us with vital back office information that helps us to make more informed decisions. As time has gone on the roll out has progressed we have also found additional benefits that remove a lot of manual work such as stocktaking, inventory management, adjustments and promotions."

– Steve, Senior Retail Operations Manager, RNLI

Communicate with customers via engaging digital signage.

We're all increasingly aware that our customers are expecting more engaging and interactive experiences. Digital signage provides the perfect solution to grab customers' attention and display product offerings, advertisements, and promotions in a more captivating and visually appealing way.

Enhance the shopping experience by displaying customised content. Able to be used in all retail environments, digital signage can help you engage customers and communicate more effectively, providing customers with valuable information to help increase order totals and generate more revenue.

Customer-facing till screens can be used as advertising space to communicate news of upcoming events, promotions, offers and sales. With digital advertising, retail outlets can communicate with customers through customised and fully branded signage. Display high-value products and promotions to generate additional revenue and increase footfall, making the most out of valuable advertising space.

"Whether it's a high street store, trade supplies warehouse or even multi-store shopping centre, digital signage can not only improve the customer experience, but also help communicate more effectively."

Keep customers informed with order progress information.

Seamlessly integrate your digital signage with CollectionPoint - ICRTouch's customer-facing status display screen software. Ideal for trade warehouses and other large operations, these order status displays will keep customers informed and organised. Easily call ticket numbers and announce when items are ready for collection.

Operate as efficiently as possible with third-party integrations.

Integrating your ICRTouch EPoS to existing business functions allows you to work smarter. Carefully selected partners in collaboration with ICRTouch software provide a complete solution for your business.

Provide faster payments

barclaycard   dojo.   paymentsense
beyond ordinary

Give your customers peace of mind with secure payments and improve their experience with multiple payment options. Able to be integrated with TouchPoint tills, TouchTakeaway and ByTable order apps, SelfService kiosks and the whole ecosystem, our payment providers will help you reduce errors and speed up reconciliation.

Streamline account operations

quickbooks   xero   Sage

Avoid frustrating reporting and reconciliation by integrating the ICRTouch ecosystem to your HMRC-recognised accounts package. TouchOffice Web helps make digital tax easy, reducing administration hours and minimising mistakes.

Easily coordinate online orders

WOOCOMMERCE   opencart

Allow online orders to sync from a webshop to your physical in-store till and cloud-based TouchOffice Web management tools with an integration. This not only gives you a streamlined operation but also ensures efficient functionality.

Reduce internal fraud and theft with TouchPoint built-in security features.

As a business owner it's important to be vigilant when it comes to detecting internal fraud.

Insider theft or fraud can occur over an extended period of time, with a significant impact on business finances, reputation and staff morale. It's crucial to be on the lookout for things like overuse of special transaction keys, Z-reads not covering all transactions, overuse of discounts or discrepancies in stock counts.

The ICRTouch all-in-one system has been designed to help business owners effortlessly deter, detect and decrease fraud and theft with built in security features. These features include CCTV integration, limited clerk functions, detailed end of day reporting and much more. These security measures are especially beneficial for large retail stores where it's difficult to keep an eye out for suspicious activities.

Thanks to seamless integration with TouchOffice Web, the intelligent back-office management system, business owners can keep a close eye on all aspects of their business, facilitating the detection of fraudulent activities with real-time monitoring. With 200+ built in reports, you can assess every aspect of your business from transaction detail and stock levels to clerk performance and use of transaction keys.
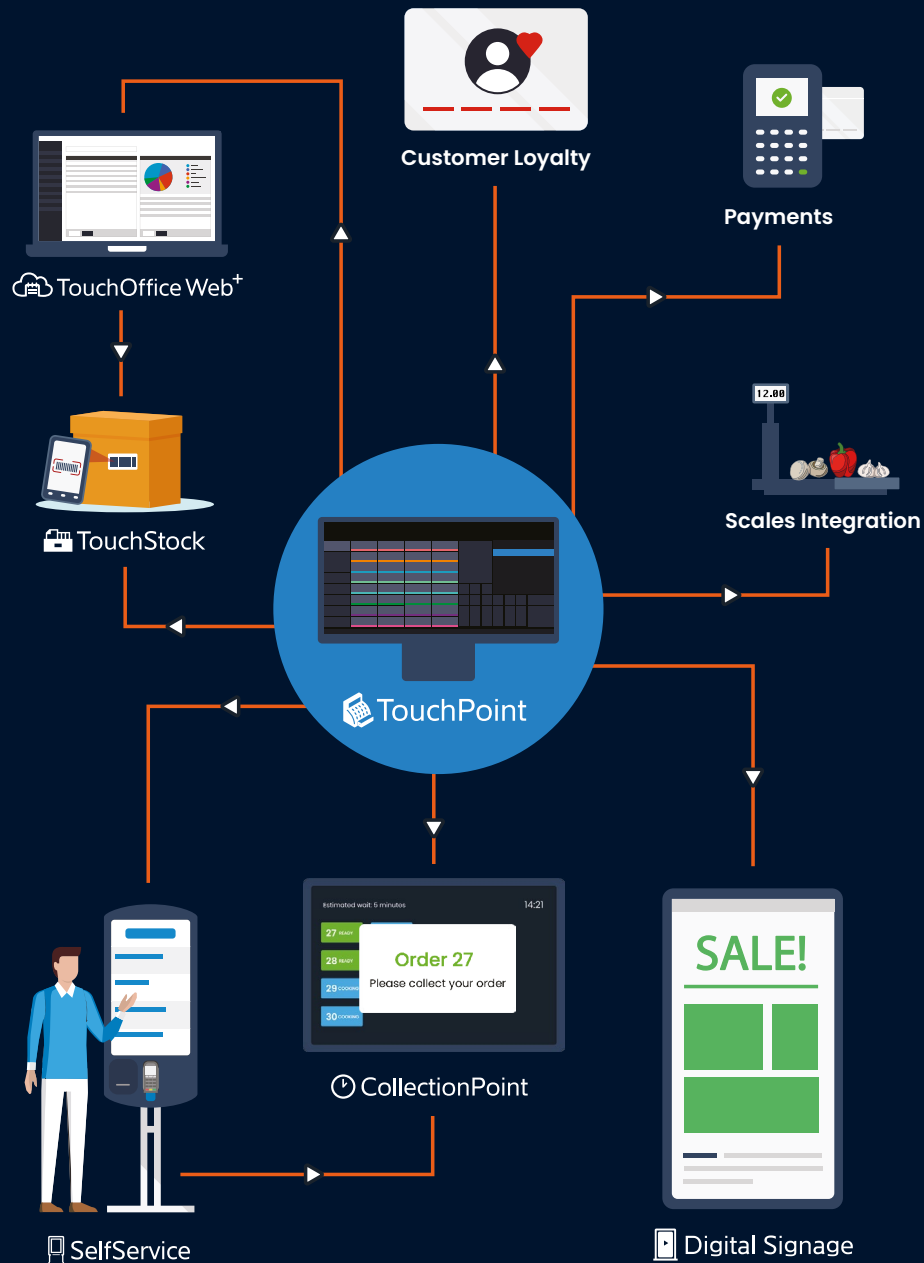
over 18,000

cases of till fraud incidents take place every year, costing retailers around £40 million.

Want to know more about how you can spot till fraud?

Speak to your Authorised ICRTouch Partner for a copy of our Managers Guide "How to spot till fraud".

Customer Loyalty

Payments

TouchOffice Web⁺

Scales Integration

TouchStock

TouchPoint

SelfService

CollectionPoint

Estimated wait: 5 minutes   14:21

27 READY
28 READY
29 COOKING
30 COOKING

Order 27
Please collect your order

Digital Signage

SALE!

Streamline your retail 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 retail businesses like yours 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**

ICRTOUCH

icrtouch.com