

 TouchPoint

EPoS Software  
for Hospitality  
& Retail

TouchPoint keeps  
your business  
running smoothly



 ICR TOUCH



# Front of house EPOS for any *business*.

TouchPoint is effortless to use, reliable and proven. Developed over two decades, thanks to annual updates it remains cutting edge and is trusted by 100,000+ businesses to perform how they need it, when they need it.

Simple to operate and easy to learn, TouchPoint powers everything from multi-site restaurant chains to independent retailers. Ideal for any business in any sector.

Pubs and restaurants are often now much alike, garden centres have cafes as well as retail outlets and golf clubs have members bars as well as pro shops; all can use the same till system across the entire estate.

# Robust & *reliable*.

Our Partner Network ensures we work transparently. We don't hide from our Partners which makes reliability a priority.

TouchPoint keeps you trading so you don't ever lose a sale.

There is no reliance on the internet; if your broadband fails you can continue to make sales, float clerks, use and pay off tables, split a bill and print orders directly into the kitchen.

If the power fails, your data is safe and even the last transaction is stored securely. Bottom line – you can rely on TouchPoint.





## Easy to Use.

TouchPoint has intuitive keyboard layouts for easy navigation. Button colours and graphics can all be customised, and a graphical table plan ensures the till is simple for staff to learn and operate.

Fast operation with minimal key presses reduces queues and keeps satisfaction levels high.



## Versatile and Customisable.

Scalable to any size business, TouchPoint will grow from a single till to a multi-site empire operating unlimited tills. TouchPoint is packed with a diverse range of features that provide limitless ways to run your business and if that isn't enough, additional features can be created to your bespoke requirements. TouchPoint integrates with all other ICRTouch software.



## Secure Staff Sign-on.

Unique sign-on methods mean that only authorised staff can access the till and sensitive operations can be restricted, such as refunds or voids.

Clocking in and out can also be monitored ensuring accurate, quick and efficient payroll administration.

# Your data is always safe.

## We care about security.

Keeping your sales information safe, personal data and protecting your system from misuse is important. ICRTouch systems are secure and provide you with tools to deter, monitor and investigate internal fraud.

See our handbook for more information: [icrtou.ch/fraud](http://icrtou.ch/fraud)

All sales on TouchPoint EPoS terminals are automatically uploaded to our cloud-based back office, TouchOffice Web. If you lose your internet connection, no problem. Sales are stored locally at the EPoS terminal and are seamlessly sent up when next online.

With TouchOffice Web, your information is stored and always backed up.



## CCTV Integration.

Prominent and obvious CCTV cameras deter casual theft by both customers and staff alike. The CCTV can show exactly who was responsible for the act, providing valuable evidence. A compatible CCTV system can also capture the Electronic Journal from the TouchPoint till and overlay this directly onto the recorded image.

Every keystroke and command is captured, combine this with notifications when certain keys are pressed such as No Sale, Error Correct or Refund. You have the perfect companion to your audit trail.

## Hospitality Features:

- Time & Attendance
- Reducing Stock Count
- Loyalty Schemes
- Cashless
- Happy hour automatic price changes
- Check, tabs & tables
- Table plan with reservation diary
- Dispense Monitoring
- Mix & Match

## Retail Features:

- Price Lookup
- Barcode Lookup
- Scale Link
- Booker Link
- Mix & Match Promotions
- BOGOF & cheapest item discounts
- Shelf edge label printing
- Product label printing with barcodes

## Complementary Products to Consider:

- TouchMenu digital signage
- TouchReservation online table booking
- PocketTouch digital order pads
- TouchKitchen kitchen display and management
- Integrated Card Processing



# Built in *Loyalty*, *retain your customers.*

Accounts details are integrated into the till so you know your customers and where they are spending their money. Run targeted promotions and points schemes, create vouchers and gift cards that will keep your customers coming back time and again.

TouchPoint sets the standard for the management of loyalty and discount schemes. Use it to oversee reward points and money-off initiatives at no extra cost - it's already included in the system. TouchPoint can also build a purchase history for customers and will manage customer account balances. All that adds up to maximised sales and improved targeting.

Combine a TouchPoint till system with ICRTouch's add-on TouchLoyalty software and you'll gain a host of extra features specifically designed to boost trade. Together they will allow you to set up and manage much more complex loyalty schemes.



# Complete *service.*

# As *standard.*

TouchPoint has all you need, right out of the box.

Product promotions, happy hour price changes, graphical table management system with reservation diary, barcode scanning, kitchen printing, staff management, time and attendance, and customer prompting, all with minimal training of new and existing staff.

TouchPoint also allows you to split the bill for easy and accurate individual bills to be printed and settled.

TouchPoint is built to cater to all your needs with confidence, saving you time and maximising sales.

# Case study.

## Silverstone.



Silverstone racetrack called in an ICRTouch Partner as it needed a reliable, fast and efficient EPoS solution with fully integrated EFT that also supported contactless payments to keep the race day queues to a minimum. The same solution needed to seamlessly service both the hospitality venues and retail outlets, report at head office level so that Managers could successfully organise stock purchases from suppliers and distribute amongst the different locations to ensure that the right products are always available where needed.

### The Solution

- 32 x EPoS till systems running TouchPoint with connected thermal printers.
- Omni directional barcode scanners within the retail areas.
- Sage Pay integrated EFT solution with directly connected credit card terminals throughout.
- TouchOffice Web cloud back office solution.

The robust ICRTouch Partner's EPoS system is able to withstand the hammering that comes with race day events. Combine this with ICRTouch TouchPoint and staff are able to rely upon flawless operation when the tills are needed the most - approximately 30,000 sales are performed across the F1 race weekend! The intuitive and efficient TouchPoint software allows staff to quickly and easily process orders, either in the bar or within the merchandise shops. The Sage Pay integrated EFT solution for TouchPoint allows accurate and fast credit card payments, with contactless technology reducing payment times to seconds, keeping queues to a minimum.

The management team can easily keep track of sales in real-time throughout an event, and also run historical reports filtered with their own user-defined tags to compare previous race sales and stock figures at an incredibly detailed level. All performed through the powerful cloud based TouchOffice Web back office solution. Stock and sales can be reviewed at anytime, from anywhere and order lists generated, or stock transferred from one area to another at a click of a button. The system is so flexible that the ICRTouch Partner was able to tailor reports to suit the unique way in which Silverstone operate their facilities.

The solution from the ICRTouch Partner allows for great operational flexibility whilst keeping the overall cost to run their services as low as possible.

**Hours Saved** - Silverstone's management team collate a weekly report used for week on week comparison of sales, profit and stock quantities. The Z reads from all 32 tills were collected daily and transcribed to a spreadsheet before being emailed to management to consolidate into a weekly report - all by hand. The introduction of TouchOffice Web allows the system to collate and produce the same report automatically, using custom tags. Saving hours of time consolidating 224 daily reports each week.

