

 TouchPoint

Flexible,
intuitive,
reliable

Work smarter with
industry-leading EPOS.



ECR | Eastern
Cash
Registers
Est. 1975

 **ICRTOUCH**

Bespoke EPOS with countless features and flexibility.

An effortless solution to meet the EPOS needs of any business, TouchPoint is reliable, efficient and, thanks to annual updates, remains cutting edge. Offering a fully customisable interface, TouchPoint's industry-leading functionality can efficiently facilitate day to day business operations.

Simple to operate and easy to learn, the flexible EPOS solution will grow with your business. From a single site to a multi-chain empire, TouchPoint is fully scalable to meet your needs. Installed over 150,000 times in the UK alone, TouchPoint is used by some of the UK's biggest hospitality brands, providing powerful, intelligent solutions.

Robust & reliable.

TouchPoint's failsafe features have got you covered. In the event of your WiFi failing, all functionalities will remain, allowing operations to continue as normal.

Data is stored locally and backed-up when connections are restored. Even in the event of a power failure, your data is protected all the way right up to the most recent transaction.





Easy to use.

Built to be intuitive and fully customisable, your staff will pick up the functions in no time.



CCTV integration.

Displays transaction & clerk information. TouchPoint helps you deter, detect and decrease fraud and theft.



Secure staff sign-on.

Unique sign-on means that only authorised staff can access the till and sensitive operations can be restricted.



Product image buttons.

Make it easy for all staff to quickly identify products on the till by using images to replace standard text.



Faster payments.

Accept payments faster with an integrated card reader, all while back-end reports are reconciled.



Identity verification.

Ensure loyalty cards are used by the right customer and reduce fraud with photo identity verification at the till.



Scalability.

TouchPoint integrates with all other ICRTouch software, making product and service expansions effortless.



Schedule happy hours.

Automate your TouchPoint till system to complete price changes for happy hours and time-sensitive promotions.



Automatically split bills.

Take the pressure off your staff and reduce mistakes with TouchPoint's built-in bill splitting functionality.



Language translation.

Improve communications by automatically translating orders from the till to the kitchen.



Add-on features.

You can add features and change program scripts to ensure TouchPoint works exactly the way you want.



Automated alerts.

From notifying your staff of allergen alerts to age verification, let your EPOS take the strain.

Built-in loyalty, retain your customers.

Offer your customers engaging loyalty schemes. The built-in loyalty features allow you to run targeted promotions, points schemes, create vouchers and gift cards, all to help keep your customers coming back more frequently.

Combine TouchPoint with ICRTouch's add-on TouchLoyalty software and you'll gain a host of extra features, specifically designed to boost trade. Gain access to customer analytics meaning you can target specific stock, days or people and reward your customers by implementing a points system.



Intelligent automation.

Rely on TouchPoint to ask the right questions at the right time, keeping your staff and customers safe.

From prompting staff to up-sell items and notifying them of allergen alerts to age verification notices for door entry and restricted product sales, let your EPOS take the strain and make more time for providing incredible customer service.



Case study.



Silverstone.

Running world-famous events, Silverstone racetrack is fully equipped with a suite of merchandise shops, bars and hospitality outlets. In order to comfortably operate the venue during busy events, Silverstone utilises a robust ICRTouch system able to withstand the high footfall that comes with race day events. Approximately 30,000 sales are performed across the F1 race weekend, so efficiency and reliability are key.

- 32 x TouchPoint tills with thermal printers.
- Omni directional barcode scanners within the retail areas.
- Integrated EFT with connected card terminals.
- TouchOffice Web cloud-based back-office solution.

With integrated EPoS in place, the management team can easily keep track of sales in real-time, and run historical reports to compare week-on-week sales and stock figures. As a unique venue, the scale of operations and products varies from event to event and TouchOffice Web allows tills to be reprogrammed with new products or prices remotely, through live or scheduled edits.

Silverstone's management team collates a weekly report for comparison of sales, profit and stock quantities. Previously, the Z reads from all tills were collected daily and transcribed manually to a spreadsheet. The introduction of TouchOffice Web means the system does the hard work to collate and produce the same report automatically, saving hours of time consolidating 224 daily reports each week.



Streamline your operations with one simple, fully integrated ecosystem from ICRTouch.

TouchPoint is the flagship of the ICRTouch ecosystem, designed to automatically carry out tasks as efficiently as possible. In doing so, it reduces the workload of all members of staff, who can then invest their time into providing the best possible customer experience.

All ICRTouch software solutions have been designed to integrate seamlessly, in order to create a comfortable and robust business environment. From generating sales reports, to adjusting stock corrections – software across the whole system integrates and updates in real-time.

The ICRTouch ecosystem works intuitively and intelligently to help you speed up service and streamline operations.



 TouchOffice Web

 PocketTouch

 TouchKitchen

 ByTable

 SelfService

 TouchLoyalty