

 ByTable

Order-to-table solution

Self-ordering from a personal device.



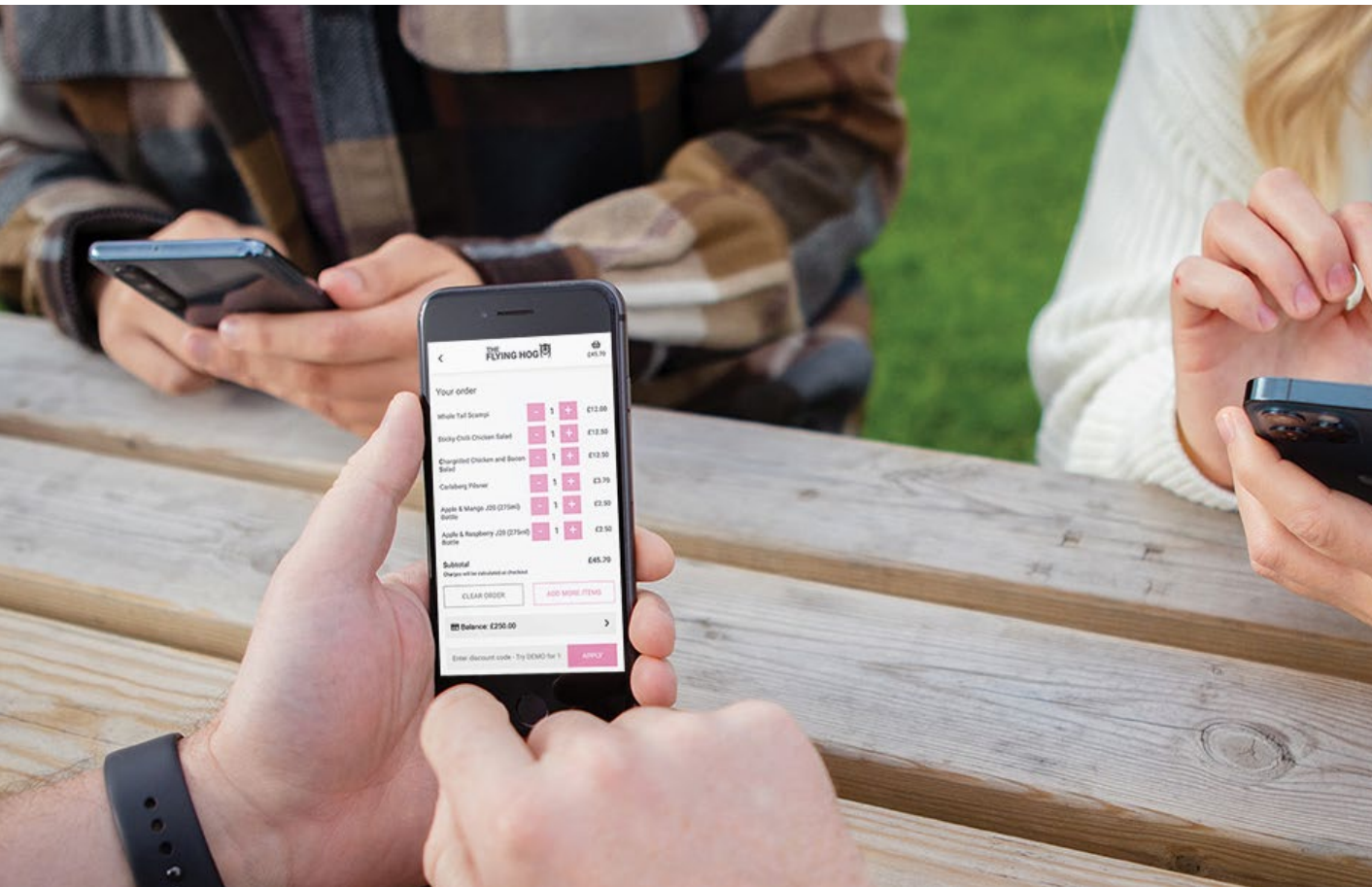
ECR | Eastern
Cash
Registers
Est. 1978

 **ICR TOUCH**

Increase your order totals by 40%.

Data shows that customers are likely to spend 40% more when placing their own orders, rather than at the till. From a mobile or tablet, your customers can order directly from your app-based menu to their table or seat with ByTable; perfect for hospitality venues, hotels, stadiums and theatres.

Using ByTable to place orders remotely can also increase upsales, due to customers being able to browse your full product range at their leisure. Simple to use and easy to navigate; ByTable will help you speed up service, increasing customer satisfaction and ultimately, boosting sales.

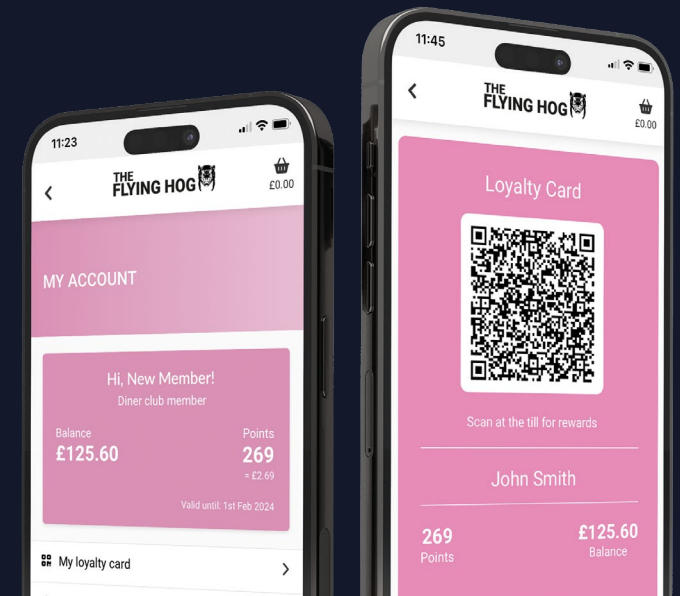


Smart & sophisticated.

With a fully branded app, you can clearly coordinate orders whilst maintaining high standards.

ByTable can also help you improve the chance of repeat custom. Your app acts as a constant reminder on customers' phones, prompting them to revisit time and time again. Additionally, you can set your own loyalty schemes from discounts to exclusive offers, points systems and more; giving you full flexibility to reward your most loyal customers.

Customers can scan a uniquely generated QR code to take them to your website through a URL or alternatively, your application can be downloaded from the Apple App Store or Google Play Store. This allows your customers to browse your personalised menu at their fingertips and to place orders with a click of a button.





Have your own app.

Raise the profile of your business with a professional looking app with enhanced user experience.



Allergy alerts.

Keep customers well-informed by providing complete allergen and nutritional information alongside the menu.



Stock updates.

Sync stock levels to automatically display 'Low Stock' or 'Out of Stock' on the app to stop overselling.



Branded.

Customise the look of your app to fit perfectly with your branding and be instantly recognisable to customers.



Product images.

Entice your customers with mouthwatering images and feature pages showing your products in finer detail.



Increase order totals.

Customers spend more when ordering via their own device as opposed to a traditional countertop till system.



0% commission.

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



Integrate for efficiency.

The ByTable app integrates seamlessly with your EPoS and back-office software, updating figures in real-time.



Ease of use.

Designed specifically so customisation options and mix 'n' match promotions can be added and adjusted with ease.



SEO.

Be sure your business can easily be found by local customers on search engines such as Google.



Customer details saved.

Don't worry about your customers filling out details again. ByTable lets them save details so they can order more efficiently.



Diversify revenue.

Integrate ByTable to receive orders from multiple platforms, on top of your existing Deliveroo or Just Eat channels.



To the table or seat.

ByTable is ideal for busy hospitality businesses and beer gardens but also stadiums and theatre venues.



Discount codes.

Encourage orders through exclusive discount codes that can be entered at the checkout.



Reduce wastage.

Provide customers with a fully up-to-date digital menu that can be adjusted in real-time with no need for printing.

Overcome staff shortages with ease.

Put your faith in intelligent automation and let ByTable take the pressure off your staff. Simple and stylish, ByTable has been supporting the hospitality and venue industries for years, giving you an effective solution to quick and easy at-table ordering.

With its intuitive design for both you and your customers, it's the perfect solution to help simplify the management of busy hospitality venues. Pubs and restaurants can be hectic environments, so to avoid staff getting overwhelmed, ByTable takes the strain and helps you reduce mistakes. When your pub or restaurant areas are fully booked with guests, the order-at-table app can be easily implemented to save your staff time, reduce unnecessary contact and allow them to focus on improving customer service.



Keep kitchens calm with ChefGuard.

ChefGuard is a virtual queuing system that regulates the delivery of orders through your EPOS to the kitchen.

With bespoke settings for preparation time and delay threshold, you can tailor ChefGuard to work for you and your team. Control how many orders are fed to the kitchen every minute and specify which kitchen printers you want to function with ChefGuard, and which you don't. Meaning, you can still print drink orders instantly at the bar while ChefGuard delays the print of food orders to the kitchen.

Whilst automating the whole process, ChefGuard will also improve customer experience by providing in-app alerts once orders are placed via your ByTable app.



Case study.



Smooth sailing for UKSA.

UKSA is a maritime youth charity and world-renowned training centre of excellence, that needed a contactless software solution for their adult students in order to maintain sales during the pandemic.

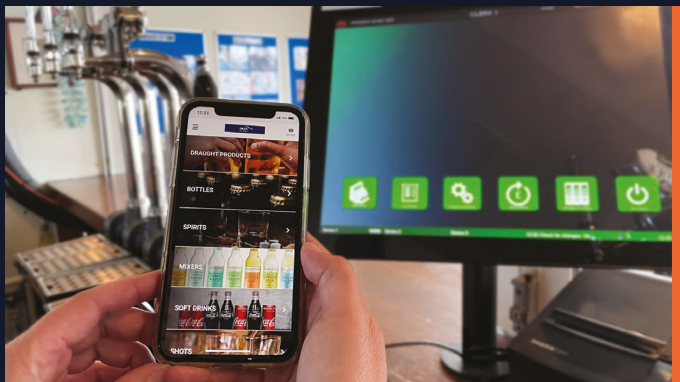
Contactless and remote payments became crucial to keep COVID-19 levels as low as possible. This was a significant change that businesses had to incorporate to maintain their operations. Following the pandemic, UKSA decided to continue using these solutions because they greatly improved their staff efficiency and service delivery.

The following new solutions have been provided:

- A bespoke ByTable app
- TouchPoint till
- TouchOffice Web

"ByTable has given the business more of a variety which a vending machine or a cafe can't do. Having the app gives a better customer feel because customers and staff are more relaxed, there's no need to queue at the bar, or having to wait to catch the bar person's attention." - Jade Beasley

"The staff efficiency and level of service is so much better, when we are busy we can get a member of staff to do table service as well as having the app. The bar person can focus on the orders, the system just works, and I'm really impressed with it." - Mark Randerson





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

ByTable is a no-brainer solution for any busy hospitality business. The application effortlessly communicates with the wider ICRTouch ecosystem, linking directly with your TouchPoint tills, TouchOffice Web back-office, TouchKitchen management system and even CollectionPoint screens.

Integrating the ICRTouch ecosystem into daily operations is a recipe for success. Our systems take the weight off your staff's shoulders, who are then able to focus on providing better customer service and quicker service delivery. These modern solutions create a smooth working environment and therefore not only increase customer satisfaction, but staff performance as well.



 TouchPoint

 TouchOffice Web

 PocketTouch

 TouchKitchen

 SelfService

 TouchReservation