

 SelfService

Interactive kiosk ordering

Customers independently
place orders without the
need for staff assistance.

ECR | Eastern
Cash
Registers
Est. 1975

 **ICR TOUCH**



Consistent, reliable service, every time.

Providing an efficient solution to the hospitality, retail, venues and attractions industries, including other cashless environments, SelfService can help your business increase order numbers and total basket values.

The user-friendly experience and streamlined customer journey makes placing orders easier than ever, with payments being completed at the kiosk. For those businesses utilising the full EPOS ecosystem, SelfService mirrors the TouchTakeaway, ByTable and ByRetail webshops. This omnichannel solution means all updates to products, prices and promotions can be automated from one central location.

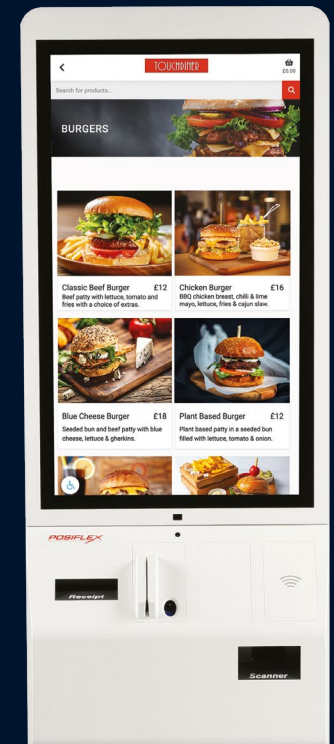


Increase order values by over 40%.

On average, customers placing an order via a SelfService kiosk will spend over 40% more than those ordering at a traditional till.

The flexible system gives you complete control of your menu engineering and the ability to encourage higher basket values through adjustable product options. Whether that's configuring bespoke deals, creating mix and match promotions, or placing your most profitable items at the top of categories.

Enhance your customers' experience further by offering advanced ordering options to customise their selection - great for hospitality guests with allergies and picky eaters!





Advertise.

Utilise the screen saver to promote new products, best-sellers, time-sensitive offers or upcoming events.



Payment secured.

Customers complete their payment upfront via the kiosk, leaving you secure and safe from false orders.



Lockable.

If you've got an event that requires staff interaction, easily and quickly lock individual kiosks to set them out of use.



Adjust appearance.

Change the appearance to configure one or two column displays for product selection within the kiosk.



Reprint receipts.

Within the on-site staff functions, view all recent transactions and reprint paper receipts when necessary.



Accessibility.

For users in wheelchairs, the accessibility function will lower the active screen area, allowing them to access all functions.



Automate menu changes.

Want to switch from a breakfast to lunch menu? No problem - automate the change to avoid confusion.



Multi-function.

Utilise SelfService kiosks as stand-alone order points, at the tables or even as a drive-thru solution.



Seamless integration.

All orders placed appear instantly on CollectionPoint, TouchKitchen, TouchPoint and TouchOffice Web.



CollectionPoint.

Customer receipts can be assigned an order number which is sent directly to customer-facing CollectionPoint screens.



Automated.

Set opening times and when you're accepting orders. Kiosks can also notify tills when they're low on receipt paper.



Allergen information.

Allergen details are displayed on each product page so that customers do not need to ask a member of staff.

Boost ticket sales with seamless integration.

Sell out events faster than ever and skyrocket ticket sales with SelfService. The solution's user-friendly interface allows customers to purchase their own tickets via the kiosks, and customise their preferences without the need for staff assistance.

Access a custom seat plan creator through TouchOffice Web+ and display the options on your SelfService kiosk. Changes made to the seating plan, landmarks or the event as a whole, are updated in real-time, providing customers with the most up-to-date information available during the purchase journey.

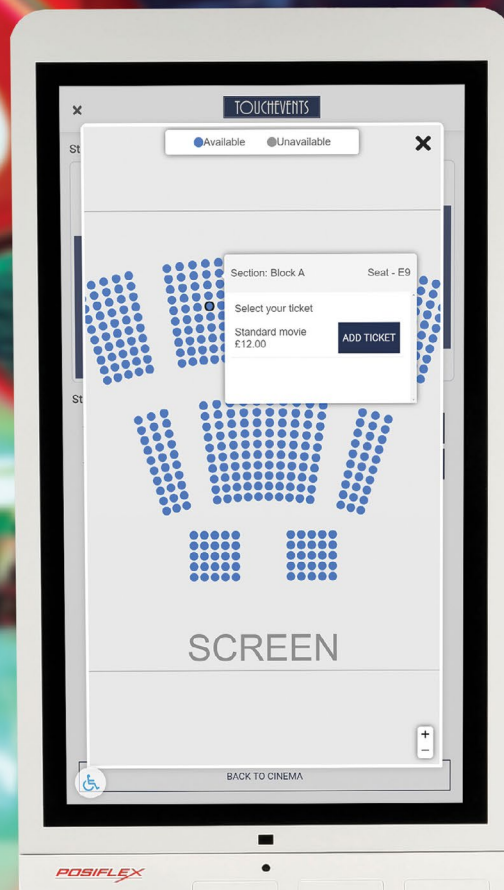
Create custom screensavers.

SelfService's custom screensavers provide effective advertising space. Customise screensavers for your kiosks to upsell certain items, services or events.

The kiosks update in real-time, allowing you to effortlessly display all the most up to date promotional information.

Planned promotional material and adverts can appear on the kiosk after a set duration of time, if the kiosk is not being used. As soon as the kiosk is being interacted with, it will return to SelfService's ordering functionality.

Placing the kiosk in high footfall areas where people have time to engage with content not only promotes your best selling products, but also encourages people to have a browse of your menu.



Case study.



The Bowgie Inn.

The Bowgie Inn is a busy pub with views and a beer garden overlooking Crantock Beach and the river Gannel. The pub receives over 75,000 covers a year and serves an extensive food and drinks menu. The Bowgie Inn had already used a range of ICRTouch solutions but they wanted to introduce SelfService kiosks in order to tackle the issue COVID introduced.

Our local Authorised Partner installed the following solutions:

- 4 x touch screen displays
- 4 x SelfService kiosks
- ByTable
- TouchMenu
- Integrated card terminals

The Bowgie Inn team now benefits hugely from a fully integrated ecosystem of ICRTouch products which not only speed up service and improve efficiency, but also provide the pub's customers with an improved experience.

"SelfService kiosks were the answer to all of these hurdles. The screens are simply a giant version of the online menu, so are really simple to use, allowing our guests to browse our full bar and even discover Cornish Gins and Spirits which they would not necessarily discover when queuing at the bar."





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

All software solutions from ICRTouch have been designed and developed with ease of use in mind. Our mission is to save businesses time and money by helping them increase their efficiency, whether that's within the hospitality, retail, attractions, venues or service industry.

You could be benefitting from a whole ecosystem that integrates seamlessly from day one. Gain complete confidence and peace of mind with a low cost, tried and tested solution from one company. No more dealing with multiple parties and keeping track of unnecessary monthly bills.



 TouchPoint

 TouchOffice Web

 PocketTouch

 ByTable

 TouchKitchen

 Ticketing