

## Ticketing

# Comprehensive ticketing solution

A flexible system to sell  
and manage tickets.

**ECR** | Eastern  
Cash  
Registers  
Est. 1975

 **ICR TOUCH**



# Gain full control with a reliable ticketing solution.

Providing a comprehensive, flexible digital solution, Ticketing saves both time and money for the attraction, venue and event industries. The system can also be implemented within non-event businesses such as hospitality, car parking and more.

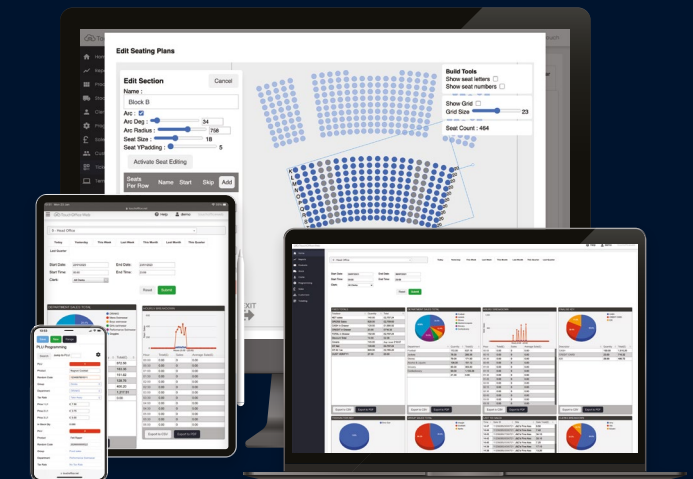
As well as for traditional ticketed events, businesses can also utilise the system to sell add-ons, pre-booked appointments and session slots. This flexibility lets you fully customise detailed ticket pricing structures with unlimited ticket types, custom designs, date/time tariffs, member rates, multi-ticket discounts, season passes, upgrades and customised purchasing fields.

# Data insights & custom plans.

Ticketing is controlled via the back-office management system TouchOffice Web+, which allows you to view sales data and make changes in real-time.

TouchOffice Web gives you access to a full dashboard with a calendar view of sales, making tracking performance and resource planning quick and simple, all whilst keeping a secure audit trail.

For seated venues, a fully customisable seating plan creator is also included. Configure variable seat types, adjust the seat numbering system and place additional landmarks such as emergency exits, hospitality outlets and stage identification to improve guest experience.





## Unlimited ticket types.

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Run multiple events and multi-site operations with various ticket structures and unlimited ticket types.



## Multi-channel sales.

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Sell tickets across TouchPoint tills, TouchTakeaway webshops, ByTable apps and via SelfService kiosks.



## Streamline upgrades.

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Define upgrade paths from entry tickets to season passes, VIP packages and more, giving customer flexibility.



## Customisable tickets.

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Create bespoke digital and physical ticket designs to make them instantly recognisable for your customers.



## Versatile implementation.

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Ticketing's versatility makes it ideal for not only attractions and venues but also pub events, car parking and much more.



## Secure audit trail.

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All ticket, customer and sales data is stored securely in TouchOffice Web+, giving you easy access whenever required.



## Cloud-based data.

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TouchOffice Web+ integration offers cloud-based live reporting, programming and management; anytime, anywhere.



## Intelligent reporting.

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Intelligent reporting allows you to keep quick track of ticket sales and plan resources with the Ticketing calendar view.



## Fraud management.

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Each ticket QR code is encrypted and can never be regenerated; meaning tickets can be deactivated easily if lost or stolen.



## Flexible ticket criteria.

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Set capacities and additional rules by various metrics, helping you manage limits and rules for scanning and access.



## Membership capability.

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Entice repeat custom with membership deals by offering season passes, special offers and reduced member rates.



## Date variable pricing.

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Define variable ticket types and prices per date, event or timed session, giving flexibility during high footfall periods.

# Enhance efficiency with the Entry Ticket Scanner app.

To further help you improve the efficiency of your operations, a companion ticket scanner app is now available. Downloaded from the Google Play or Apple App store, it gives you the ability to scan and validate tickets from anywhere on your site.

The app scans and validates tickets and allows users to access customer verification details in the palm of their hand. Ideal for venue entrances and events where it's not practical to have a static till terminal, you can significantly reduce queues by assessing ticket validity and customer details within seconds.

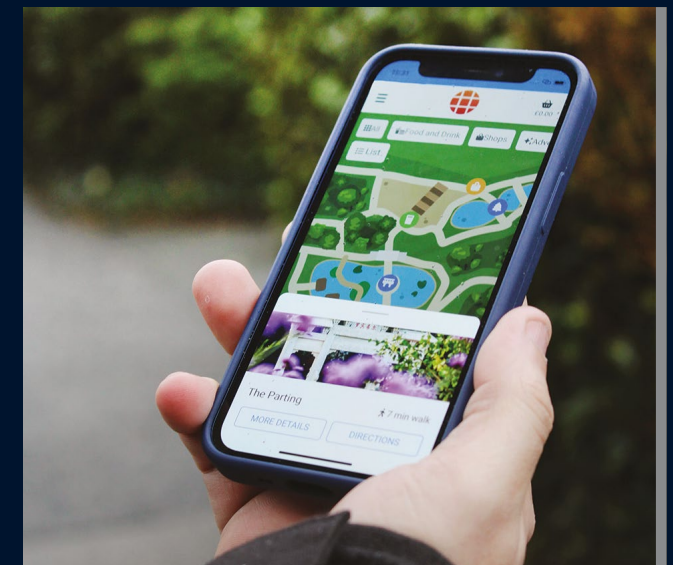


# Interactive wayfinding.

For large venues and attractions, an interactive map helps customers effortlessly navigate around your site, highlighting points of interest.

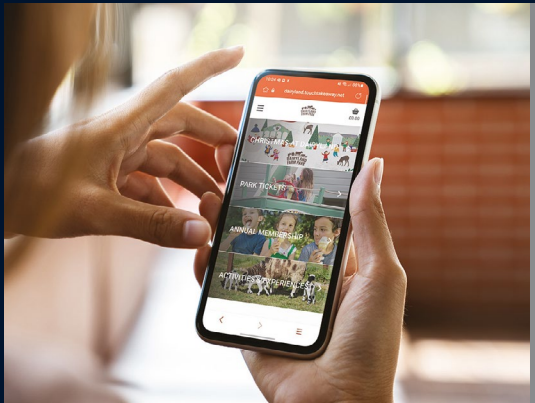
Designed specifically for attractions and large venues, the intuitive interactive map allows customers to view a bespoke illustrated bird's-eye map within an app on their mobile device.

Visitors to your venue can filter points of interest by customised categories, search specific areas and view directions from their location to a specified point on the map, providing a significantly improved guest experience for all.



# Case study.

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## Dairyland Farm Park.

Dairyland is one of the oldest farm parks in the UK and is home to a conservation dairy herd of traditional British breeds as well as alpacas, Dexter cows and many more friendly farm animals.

The attraction also comprises trampolines, play areas, a zip wire, nature trail, lakes, tractor ride and the impressive 'Bull Pen' – 12,000 sq ft of unlimited climbing and sliding, with ball pools for all the family to enjoy.

The farm park wanted to introduce a full ecosystem of EPOS products that could facilitate digital tickets alongside in-park EPOS and cloud-based reporting.

To meet the needs of the business, the following solutions were introduced:

- 8 x TouchPoint tills with customer-facing displays
- A ByTable app
- Ticketing
- TouchOffice Web+ and scheduled reports

The implementation of ICRTouch Ticketing software has given Dairyland's customers a simple to use system that is incredibly reliable and integrates seamlessly with the park's entire EPOS setup.

*"At peak seasons, we need to get a large number of customers through the doors quickly. Ticketing, TouchPoint and TouchOffice Web do this admirably and because everything is now integrated, we can balance customers across a number of tills simultaneously."*



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

Ticketing seamlessly integrates with your existing systems. Sell out events faster than ever by generating ticket sales through the TouchPoint till, TouchTakeaway, ByTable app or SelfService kiosks.

Create unique ticket types to match your branding and effortlessly display them across all channels to maximise sales. Reward your most loyal customers with TouchLoyalty and offer discounts and points which can be used towards tickets for your events.

Communication between systems is instantaneous, giving you access to real-time data on TouchOffice Web+, ensuring that you will always be able to analyse the most recent events and reports. The ICRTouch ecosystem provides a multitude of robust and reliable software solutions, to help you automate your services, and therefore enhance operational efficiency.



 TouchOffice Web

 PocketTouch

 TouchKitchen

 ByTable

 SelfService

 TouchLoyalty