

# Stadium & Arena EPoS Solutions

Robust, reliable, compact  
and high performance  
EPoS system



# Focus on the visitor experience.



TouchPoint is a robust and reliable, performance EPOS system for high footfall venues. Match days and corporate hospitality events are executed flawlessly.

Maximise your revenue, reduce your costs, increase your customer spend and improve your service efficiency with ICRTouch software.



# Improve *customer* satisfaction.

ICRTouch products improve service in hospitality areas, retail merchandise shops and ticket offices.

All areas of the business can be managed from TouchOffice Web, cloud back office.

Keep hospitality areas mobile with PocketTouch handheld order pads.





# Faster *turnaround.*

# Shorter *queue times.*

Whether you are hosting a sporting event, concert or hospitality event, spectators don't want to miss any of the action because it's taking too long to pay for concessions or souvenirs.

Intuitive and quick to sell products with integrated card payments means you can provide customer service to the highest number of customers in the shortest amount of time to maintain a healthy volume of sales.

# Engage with the *fans.*

## Manage promotions and build customer loyalty.

ICRTouch can help you reward your fans and members with a loyalty card system that can provide a range of member discounts and promotions.

Members only pricing and promotions for cardholders, whilst non-members pay standard rates. Ideal for season pass holders.





## Faster Service.

Take orders and process payments from anywhere in your venue with our PocketTouch handheld devices, allowing premier league service for VIPs and guests.



## Easy To Learn.

New staff can operate the till with minimal training. Simple layouts, which are easy to use with image buttons, graphical table plan and language translation make it quick to learn for a diverse workforce.



## Reliability First.

TouchPoint ensures your business keeps trading even during unforeseen events. There is no reliance on the internet; if your broadband fails you can continue to make sales.

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



## Loyalty & Customer Management.

Our TouchPoint touchscreen till system 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.



## Real-Time Sales.

TouchOffice Web allows managers to keep an eye on stock through the various locations and provide easy re-ordering with suppliers as well as keeping an eye on sales figures in real-time during a game.



## EFT Solutions.

Using contactless payment is a great way to reduce queues and improve speed of service.

# Manage *stock levels.*

## Access sales figures in real-time during an event.

TouchOffice Web allows managers to keep an eye on stock throughout the various locations within the venue. Restock ready for half-time using the real-time sales and stock information available at the dashboard, from anywhere.

Historical reporting allows managers to work out how much stock they need for each game, race, cultural or music event. It is easy to re-order with suppliers, and update stock levels when the delivery is booked in. You're always in the know!

## PocketTouch.

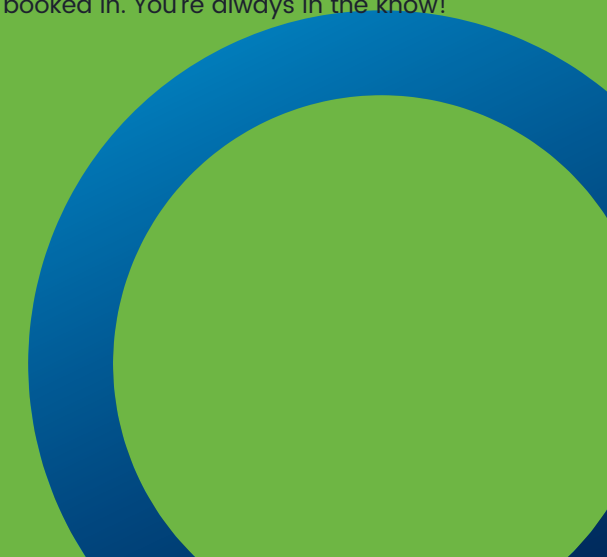
PocketTouch is a professional paper-free way to take food and drinks orders. Our revolutionary hand-held software solution has been designed and developed specifically for the hospitality sector.

## Retail & Webshop Link.

ICRTouch integrates with several webshop solutions to allow your online sales to be processed through your TouchPoint EPoS system and TouchOffice Web software.

## SelfService.

SelfService revolutionises customer flow through the order and collection process. Once a customer has ordered at SelfService kiosk, they can await their order in a separate CollectionPoint Zone allowing the next customer to place their order quicker. Seamless, automated order processing.



# Case study.

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## AFC Bournemouth.



AFC Bournemouth are an existing customer of one of ICRTouch Partners where they had supplied their retail unit with 5 top of the range Panasonic touch screen EPOS terminals, integrated omni-directional scanners and back office stock control software, the shop at AFC Bournemouth has a complete ICRTouch retail EPOS solution.

After the success of the retail EPOS solution, AFC Bournemouth approached our ICRTouch Partner to update their cash registers in the Hospitality area and around the concourse. A complete refit was required to update their robust cash registers to modern TouchScreen EPOS system, that not only provided all the features and speed of a modern EPOS system but also stand up to the rigours of half time trading.

### The Solution

- 14 x EBN touch screen terminals with TouchPoint around 5 hospitality suites and restaurants.
- 23 x Samsung tablets running PocketTouch to service the top floor restaurant and the boxes.
- 2 x Kitchen printers.
- TouchOffice Web cloud back office solution.

ICRTouch's TouchPoint EPOS Software was chosen for the tills, it is intuitive and remote programming is easy with TouchOffice Web cloud based back office software. The simple and easy to use layout of the till means that staff can serve customer's quickly and stress free without needing to learn a complicated system. Built on proven technology, the reliability of both the ICRTouch software and the terminals provided by our Partner easily cope with the onslaught of half time fans wanting a quick drink during the short break. The integrated EFT solution using PSConnect makes contactless credit card payments easy, processing payments take on average 20 seconds and reduce queuing times to keep customers happy.

The hospitality area is fully equipped with ICRTouch's PocketTouch order pads, allowing premier league service for VIPs and guests. Orders are taken at the table, and sent directly to the food and drink preparation areas allow staff to stay on the floor to service more customers. The integrated PayAtTable EFT solution using PSConnect allows tables to be paid directly at the table so there is no need to get up and go to a pay point or pay by card.

