

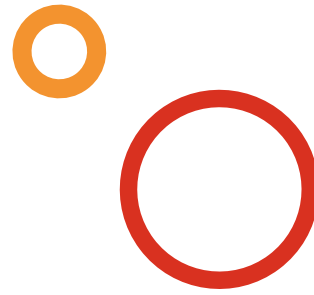
 TouchMenu
 CollectionPoint

Digital Signage

Large screen displays to engage and inform customers



Your menu, In lights.



TouchMenu, the virtual menu board on a large screen display, replaces your static menu displays and shows-off your restaurant's menu in an attractive, enticing way.

Product sizes, prices and layout can all be adjusted to present the information just the way you want it. Digital signage saves you money because menu adjustments and changes can easily be made without the expense of ordering new menu signage or price lists.

STARTERS

Soup Of The Day	£4.55
Potted Shrimps	£4.55
Terrine of Chicken	£4.55
Tempura Tiger Prawns	£4.55
Garlic Mushrooms	£4.55
Chicken Goujons	£4.55

SIDES

Fries	£4.50
Nachos	£6.00
Jerky	£3.00
Taco	£4.50
Bagel	£4.00
Cheesy Popcorn	£7.00

MAINS

Jumbo Hot Dog	£13.00
Burger Fries	£12.50
Cheeseburger Fries	£13.50
Steak Fries	£7.00
Pizza	£7.00

SPECIALS

Praline Torte	£5.00
Chocolate Brownie	£5.00
Sorbet	£5.00
On-The-Go Pretzels	£4.50
Vegetable Smoothie	£6.00
Strawberries Cream	£3.00
Surprise Sundae	£13.00

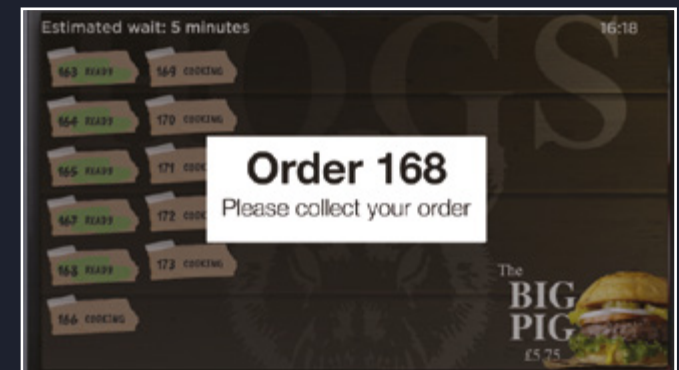
DESSERTS

Ice Cream	£5.00
Creme Brule	£5.00

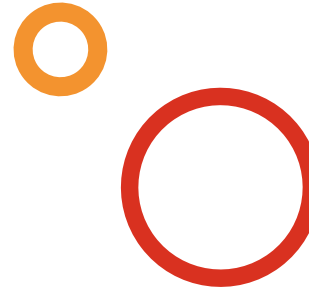


Your branding.

TouchMenu and CollectionPoint are both customisable and can be branded to match the venue's interior design. Its design features also provide an opportunity for advertising space on a display that customers will be fully engaged in for a number of minutes, maximising the potential for promotions and the possibility of additional advertiser revenue.



CollectionPoint *Order display.*



CollectionPoint displays 'open' orders on a screen or monitor directly from the TouchPoint till, so that customers can take a seat and keep an eye on their order's progress in the queue. Queue-busting software for QSR, takeaways, restaurants, attraction parks, warehouse stores or waiting rooms.

Using a clear display screen keeps customers informed and away from the till so staff can concentrate on serving, which reduces queues and makes the till area more inviting.

Order status *controller.*

CollectionPoint.

Once an order has been prepared and it is ready for collection, use TouchKitchen to finish the order ticket and send a notification to CollectionPoint to announce the order is ready to be collected. If a customer misses their call it's no problem, as the CollectionPoint remote control allows staff to recall missed orders at the touch of a button.



TouchMenu



Multi-Screen.

Run multiple screens displaying different menus from a single terminal.



Promotions.

Promotions are displayed on the menu board when the till schedules a happy hour.



Switch Menus.

Rotate between multiple menus on one screen. Automatically switch between Drinks & Food or Breakfast & Lunch.



Automatic Updates.

TouchMenu automatically updates the prices, and also knows when you have run out of an item.



Advertise.

Use screen space to advertise to your customers. Let customers know all about your services before they order.

CollectionPoint



Estimated Wait Times.

Let customers know how long their wait is likely to be with automatically generated wait times.



Reduce Queues.

Keep the queues away from the counter at busy times and allow your customers to browse as they wait for their order to be prepared.



Advertise.

Use screen space to advertise to your customers. Let customers know all about your services as they anticipate their collection.



Notifications.

Announce completed orders both on screen and audio.

Case study.

Bristol City Council.



Caffe Gusto is a chain of cafés and coffee shops with 9 outlets in Bristol, London and Surrey, using touch screen tills and EPOS systems in their very busy cafés and coffee shops. As part of a multi-million pound refurbishment of the Bristol City Council offices, Caffe Gusto won the contract to provide services for the onsite coffee shop. Due to the great service, support and innovation provided over the years, Caffe Gusto turned to their ICRTouch Partner to provide for their new outlet within the council buildings.

The Challenge

The operation required the ability to service a high number of customers sometimes in a short period of time, so the system needs to be robust, easy to use and efficient. To speed up queuing times, customers need to be able to queue up and place their orders and pay for their items and any products that are then made to order. To save time and staffing costs, customers collect their orders from the counter once their items are ready so a system was required that allowed customers to easily keep track of their order and be able to see when it was completed.

The Solution

- 2 x LindenPos-2 running ICRTouch TouchPoint with 10inch customer-facing displays and thermal printers.
- 2 x PSConnect integrated to TouchPoint EFT solution.
- 2 x large wall-mounted displays.
- ICRTouch CollectionPoint software.

The TouchPoint till system is intuitive to use, with easily adaptable screens, buttons, colours, products, and prices; this allows for quicker transactions, minimal staff training and increased customer satisfaction because orders can be processed faster with reduced queuing times. The integrated EFT solution means credit card payments take less than a minute, streamlining the payment process. Orders are seamlessly sent to the preparation area so that staff can prepare coffee and meals, with the order also displayed on the large customer-facing displays running the CollectionPoint software.

