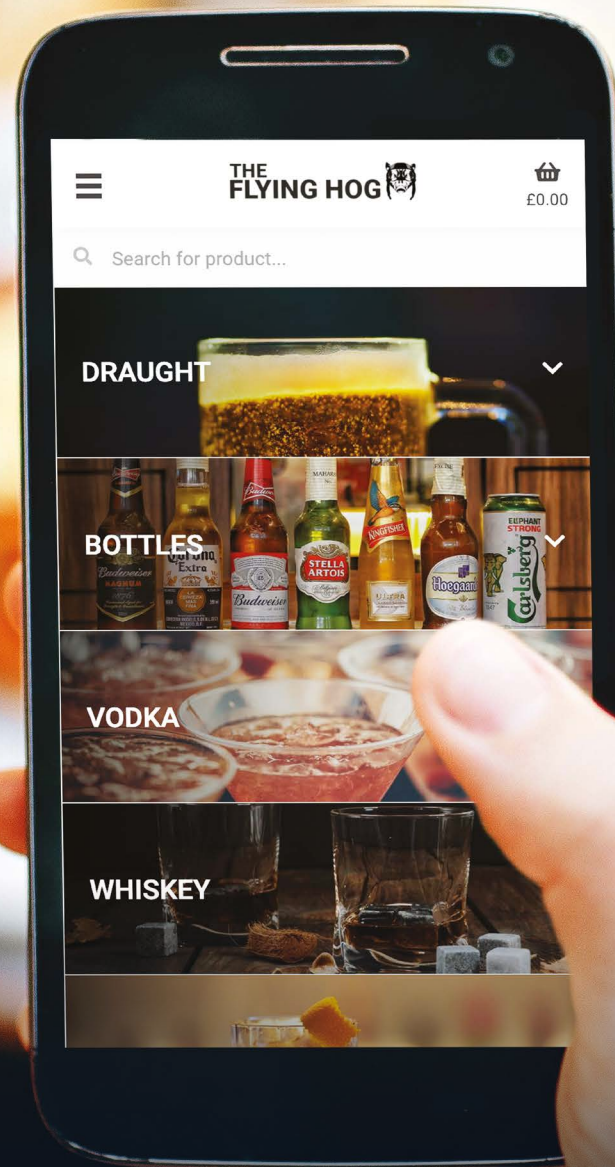# ByTable

Order To Table Solution

Self-Ordering from a Personal Device

WWW.

GET IT ON
Google Play

Download on the
App Store

ICRTOUCH

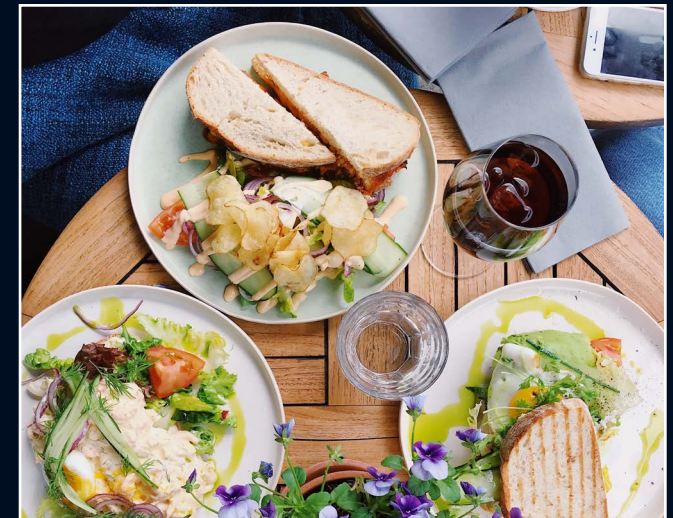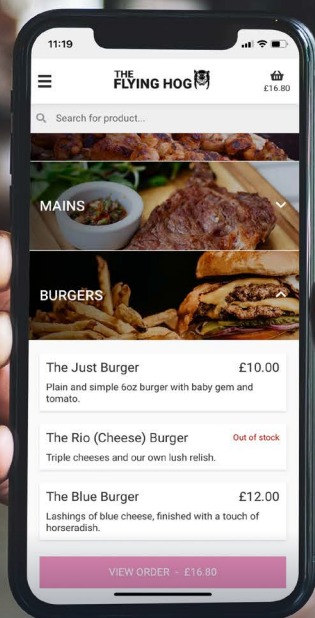# Self-Ordering from a Personal Device.

Order-To-Table solution for restaurants, pubs, wine bars, cafés, coffee houses, theatres and stadiums. Enable your customers to place an order and pay from their table or seat, with their personal mobile or tablet.

Your customers will appreciate having the opportunity to browse your full product range at their leisure, this extra time encourages customers to spend more.

Outdoor Seating Areas.

ByTable is perfect for pubs and restaurants with large outdoor seating areas.

Your customers can simply browse the menu to build their order and select deliver to table. They can then enter further details and choose a payment method.

Have Your Own App.

Raise the profile of your business with a professional look and enhanced user experience. An app acts as a constant reminder on customers phones which will prompt them to revisit.

Branded.

Clean, professional layout that you can customise to reflect your brand. It's your site, so you won't share space alongside your competitors.

0% Commission.

Online ordering platforms will typically charge up to 20% commission on every transaction you make, however with ByTable there is no commission fee, so 100% of the profit stays in your pocket.

Search Engine Optimisation.

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

To The Table Or Seat.

Order to their table or seat number. Great for large restaurants with outside seating and stadiums/theatres.

Food Allergy.

Allergen alerts keep your customers informed of ingredients before they place their order, so they can be sure that they can dig in to their meal.

Product Images & Feature Pages.

Entice your customers with mouth-watering images and feature pages showing your products in finer detail.

Discount Codes.

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

Integrate For Efficiency.

ByTable integrates seamlessly with your EPoS and back office software. All sales are recorded in real-time and processed at your TouchPoint till. You get all sales information in one place.
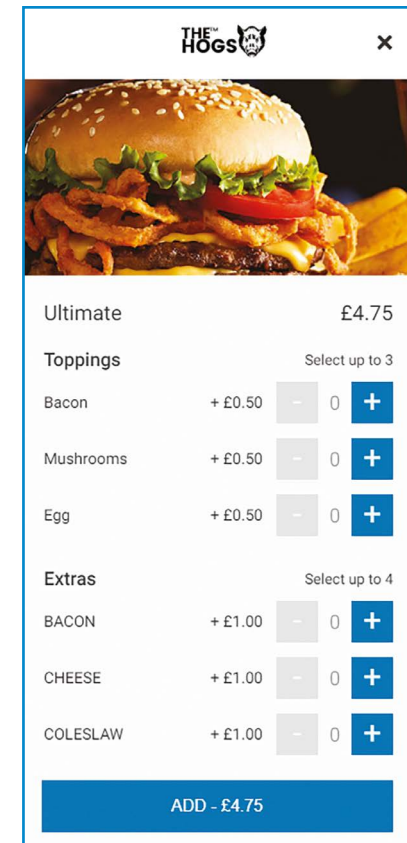
Customer Details Saved.

Want another round of drinks? Don't worry about filling out all your contact or address details again, ByTable lets you save your details so you can order more efficiently!

Offer more *choices.*

Your customers are more likely to get exactly what they want, with advanced ordering options allowing your customers to customise their selection - particularly ideal for allergy sufferers, but also for those who truly dislike gherkins. Customers can simply pick their choices from the menu and select their meal preferences, condiments, and sides as defined by you.

THE HOGS ×

Ultimate £4.75

Toppings Select up to 3

Bacon	+ £0.50	−	0	+
Mushrooms	+ £0.50	−	0	+
Egg	+ £0.50	−	0	+

Extras Select up to 4

BACON	+ £1.00	−	0	+
CHEESE	+ £1.00	−	0	+
COLESLAW	+ £1.00	−	0	+

ADD - £4.75

Case study.

The Fighting Cocks

The Fighting Cocks, recently had ICRTouch products installed, PocketTouch and ByTable, by one of our Authorised Partners during the COVID crisis. The Fighting Cocks is based along a main road and becomes extremely busy, especially during the summer period. It was great to know that, with the help of ICRTouch products, the pub managed to trade the same as last year and was constantly busy.

Here's what Sam Shaw the Managing Director of The Fighting Cocks had to say:

"Predominantly our pub is probably a cliché of a gastro destination pub we have about 300 covers outside and 140 inside, pre covid. We're now down to about 130 inside in order to comply with social distancing requirements.

This year versus last year is a dismal picture when you start looking at numbers. However, with the introductions of ICRTouch and their technology we've managed to regain our gross turnover similar to that of pre covid levels. The introduction of ByTable to my business has made a dramatic difference. We would categorically not be trading to this level if we hadn't embraced ICRTouch and their wonderful products. I don't think I can ever foresee a time when I am going to go back to bar ordering. Those awful queues which we got at the bar, seem to have now completely gone away. Most of our staff just seem to adapt to this technology so easily. It's been designed by ICRTouch in a very intuitive and easy manner to use, even I can use it! I think the customers are really impressed with how professional ICRTouch have allowed us to become.

ICRTouch have come in and saved my business. Without them we possibly would be turning over 80% less then we are at the moment. I would recommend wholeheartedly the ByTable app to anybody, don't do what I did and wait please do it now, because you will never regret it!"

ICRTOUCH

www.icrtouch.com