

# SelfService

## Interactive kiosk ordering

Customers independently  
place orders without the  
need for staff assistance



# Consistent, reliable service, every time.

Providing efficient solutions to the hospitality, retail, attractions and healthcare industries, including cashless environments, SelfService can help your business increase order numbers and basket values with a near effortless system.

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 10%

**More orders using less resources.**

On average, customers placing an order via a SelfService kiosk will spend over 10% 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.



## Adjust Appearance.

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



## Automate Menu Changes.

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



## CollectionPoint.

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



## Accessibility.

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



## Payment Secured.

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



## Reprint Receipts.

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



## Multi-Function.

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



## Automated.

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

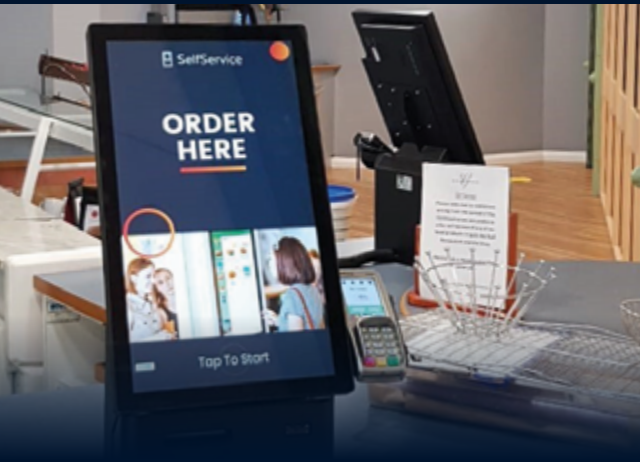


## Lockable.

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



## Case Study - The British Library



The biggest in the world, The British Library operates two sites in London and Lincolnshire. With TouchPoint tills already in place within the catering outlets, SelfService kiosks were implemented to help handle the 1.6million+ visitors that the library receives every year.

The SelfService solution has allowed the Library to continue providing high-quality food while increasing efficiency, reducing queue times and speeding up services overall. The flexible interactive kiosk ordering system has improved customer flow and guest experience at both British Library sites.

Allowing staff to focus more on customer service, productivity has increased and operating costs have reduced, all contributing to improving the bottom line. The return on investment from the kiosks was achieved several times over in the first year alone. At the Lincolnshire site, 70-80% of sales are now processed via SelfService.

Read the full case study at: [icrtouch.com](http://icrtouch.com)



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, healthcare 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.

Find out more at: [icrtouch.com](http://icrtouch.com)

