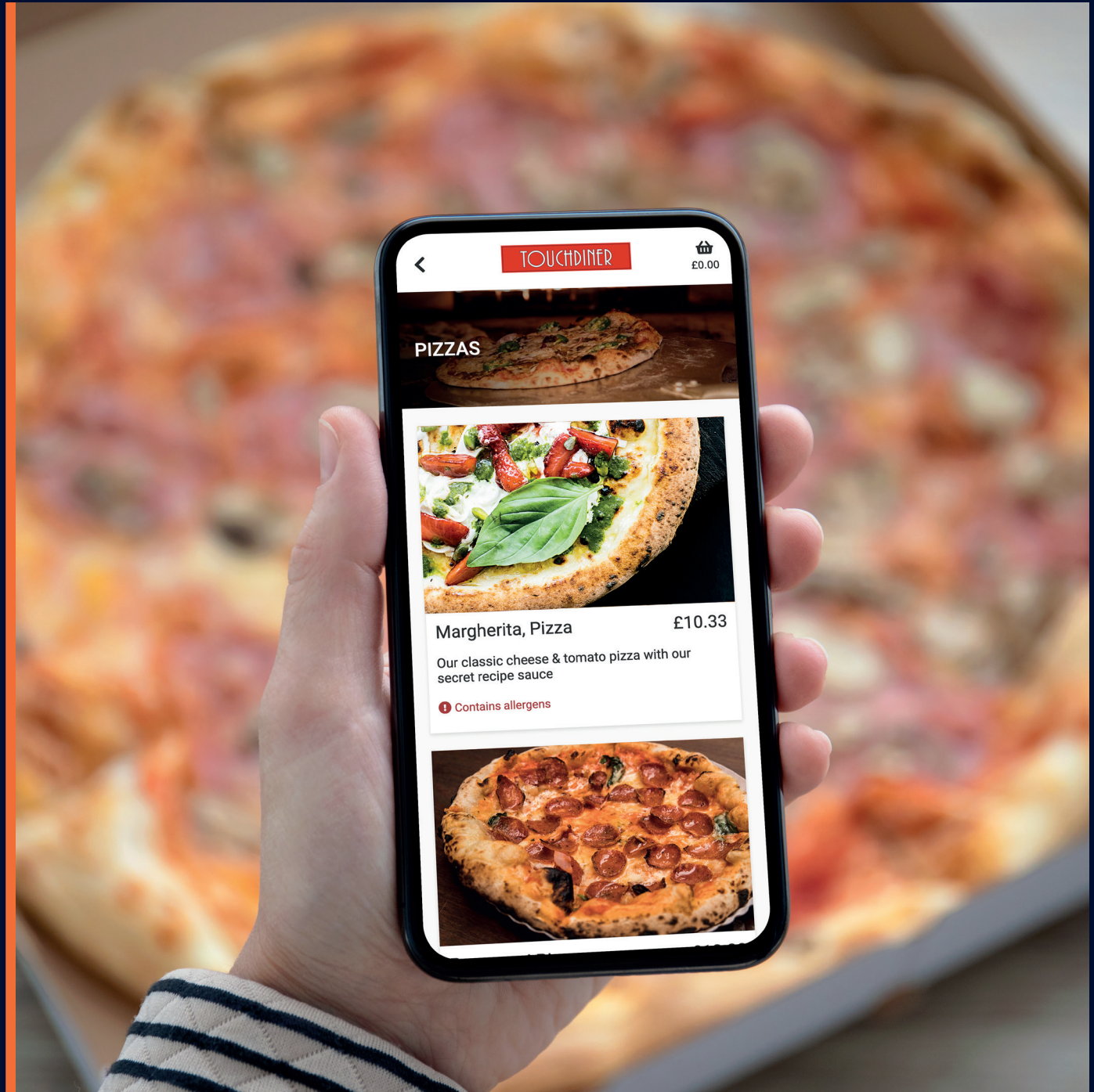


 TouchTakeaway

## App & web ordering

Intuitive online orders for quick service restaurants





# Online ordering is a recipe for success.

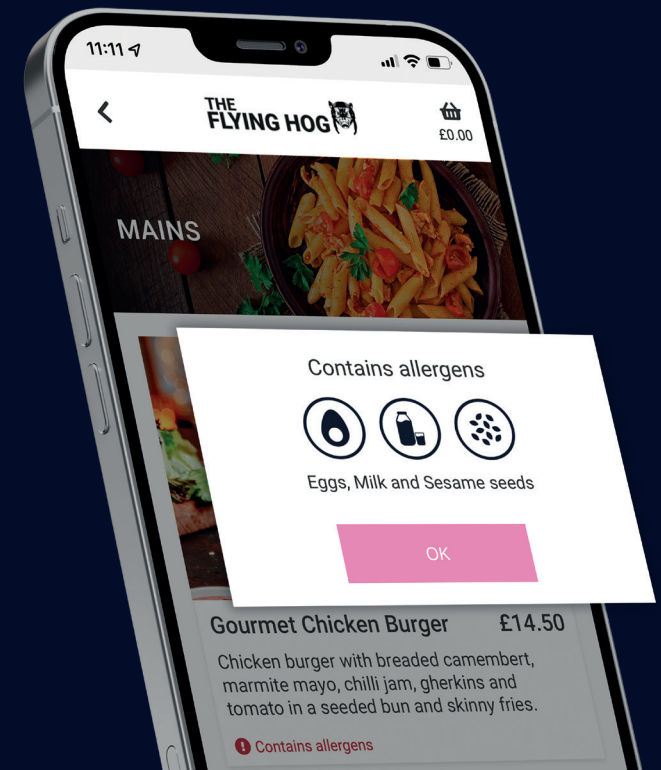
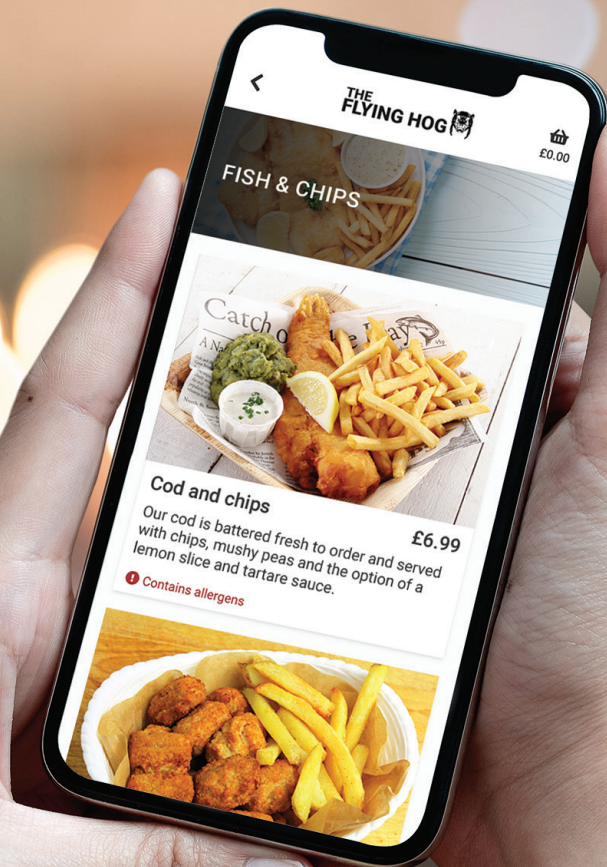
Offering the opportunity of a new revenue stream, TouchTakeaway provides a customisable platform to improve customer experience. Let your customers browse your menu on their own devices and easily place orders for delivery or collection.

Unlike other order and delivery channels, with TouchTakeaway you'll pay 0% commission on every order, meaning more profit in your pocket. Ideal for businesses who want to introduce an online ordering system and stay ahead of customer demand, TouchTakeaway can help you increase order numbers, basket value totals and customer satisfaction, all with one solution.

# Offer more choice.

Clear advanced ordering options allow customers to personalise their own orders and leave notes for the kitchen team.

By offering a versatile menu and providing more variety, you'll encourage repeat purchases. Easily configure nutritional, calorie and allergen information to also give your customers a clear view of what they're ordering, resulting in both a better experience for them, and less mistakes for your staff.





## Generate more revenue.

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Create new revenue streams from online food and drink orders for delivery, collection or eat-in.



## Allergen alerts.

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Allergen alerts keep your customers informed of ingredients before they place their order.



## Quick set-up.

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Simple yet stylish, your TouchTakeaway platform will be customised and up and running in no time.



## Ease of use.

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Simple to navigate, TouchTakeaway allows your customers to browse your entire menu anywhere, anytime.



## Product images.

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Entice your customers to spend more with appetising images and feature pages showing your products in finer detail.



## Minimum spend.

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Apply a minimum spend on deliveries, to reduce delivery costs and prompt customers to spend a little extra.



## 0% commission.

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With TouchTakeaway there are no commission fees per sale, so 100% of the profit stays in your pocket.



## Integrate for efficiency.

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TouchTakeaway integrates seamlessly with the wider ecosystem and back office software to update sales data in real-time.



## Local market.

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Serving your local audience online with TouchTakeaway could dramatically increase your sales totals.



## App and web based.

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Use TouchTakeaway as an app, embedded on your website, or both, choose the option that suits best.



## Branded.

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Utilise the customisation options to brand your webshop and app, reflecting your business and promoting recognition.



## Fast service.

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Encourage fast and efficient service with online orders and help reduce queues to improve customer experience.



## Flexible payments.

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Offer card, cash, Apple Pay or Google Pay as payment methods, letting customers choose their preferred option.



## Discount codes.

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Encourage more orders by using exclusive discount codes that can be entered at checkout.



## SEO.

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Be sure your online store can easily be found by local customers on search engines such as Google.



# Efficiently manage orders from one solution.

Have complete oversight of online orders with the TouchTakeaway commander app. Showing all orders placed via your webshop and app, you'll also be able to see orders that have been placed on other platforms such as Deliveroo or Just Eat. Even better, the system can combine orders placed via a SelfService kiosk, too.

Implement the app on a counter tablet to help your staff quickly view, progress, complete, pause, and even reject orders, without the need to sign on to a till. The system can also handle orders placed for a scheduled time in the future, keeping everyone informed.

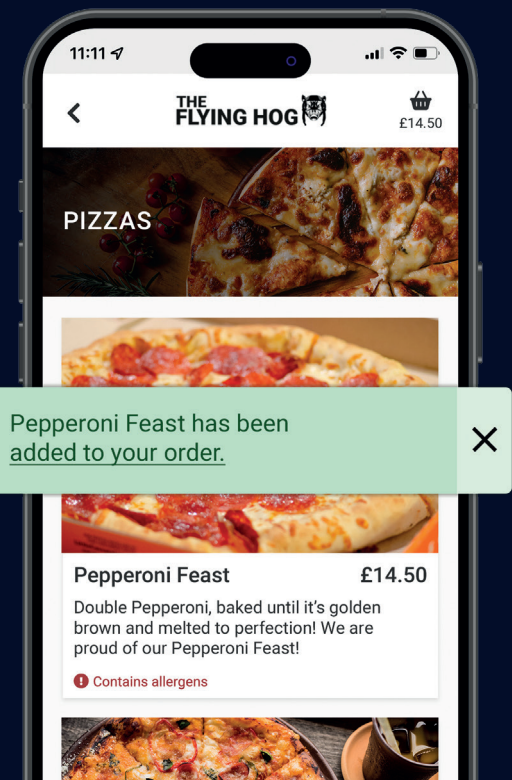
Having the ability to quickly and easily manage orders without the need to access your TouchPoint till or TouchOffice Web back-office system will help speed up service and improve efficiency.

# Create brand recognition.

Your app acts as a constant reminder on customers' phones, prompting them to order time and time again.

Additionally, TouchTakeaway can be used to set up and manage loyalty schemes from discounts to points balances; giving you full flexibility to reward your most loyal customers.

Push notifications can also be sent directly to your customers' mobile devices, pushing promotions or offers, tempting customers to place that extra order.



# Case study.



## Kebabeesh.

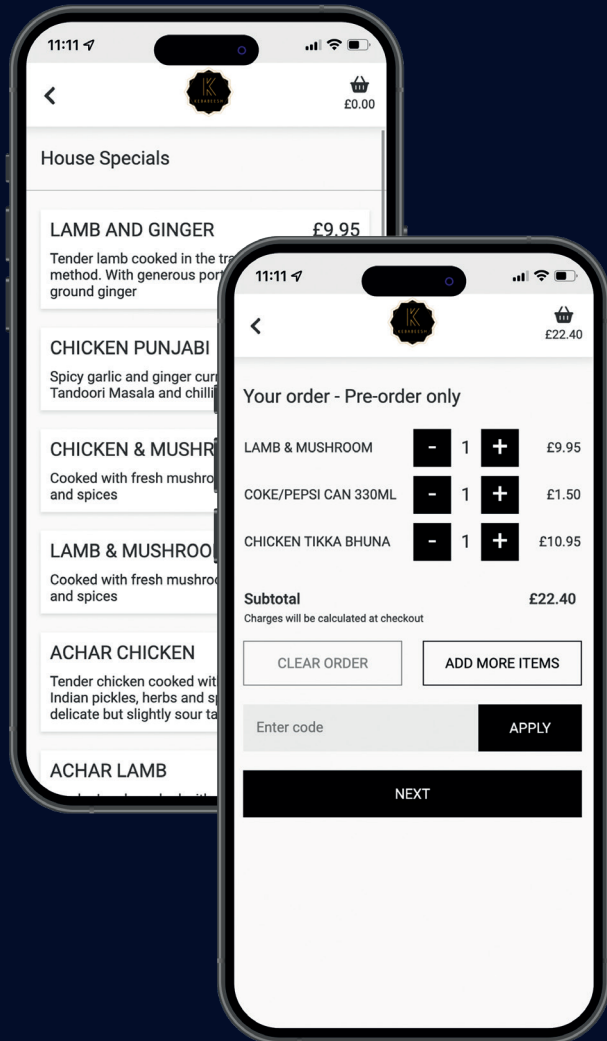
Kebabeesh is a multi-award-winning authentic Indian restaurant established in 1979 based in Greengates in Bradford. Their influences, like the tastes in their signature dishes, come from India and Pakistan and echo all the way back to the ancient Mughal Empire.

The pandemic forced businesses within the hospitality industry to either operate completely remotely or to close for the duration of national lockdowns. During this time Kebabeesh decided to introduce TouchTakeaway in order to cope with the changes and continue trading throughout.

*"TouchTakeaway could not have come at a better time as we had to adapt by offering a much better, bespoke online system for our customers to place orders."*

TouchTakeaway fully integrates with the restaurant's existing systems, keeping the front of house and kitchen teams fully informed. All orders now come directly through to Kebabeesh, rather than using third party takeaway apps that apply high charges.

Even after the pandemic, Kebabeesh has continued to use its TouchTakeaway app as the management team recognised the importance and benefits of operating an online ordering system. This way they can reach and cater for a wider audience, and customers can browse the menu at their leisure, which ultimately, results in customers spending more.





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

If you're operating with a disjointed EPOS solution that utilises multiple platforms and third parties, it's worth considering how much time and money you could be saving with an all-in-one solution.

All ICRTouch solutions are designed by experts with ease of use in mind, specifically for the hospitality industry.

TouchTakeaway integrates effortlessly with the wider ICRTouch ecosystem. The solution sends orders directly to TouchKitchen order management displays, CollectionPoint order-status update screens, TouchPoint tills and TouchOffice Web back-office reporting, all creating seamless day-to-day operations.



 TouchPoint

 TouchOffice Web

 CollectionPoint

 TouchKitchen

 SelfService

 ByTable