

Serve More, Queue Less: ByTable & Digital Ordering for Summer Success



Summer's here. The sun's out, your beer garden's rammed, and there's a queue snaking from the bar to the back fence. Sound familiar?

Peak season should mean peak profits, but if your team's drowning in orders and customers are getting restless waiting for a round, you're leaving money on the table. Literally.

That's where ByTable and digital ordering come in. Let's talk about how app-based ordering can transform your summer service, keep customers happy, and help your team actually enjoy the busy season instead of just surviving it.

What Is ByTable?

ByTable is a table-to-device ordering app that lets customers order directly from their mobile phone or tablet, straight to their table or seat. No queuing at the bar. No flagging down busy staff. No waiting.

Customers simply scan a QR code, browse your menu on their own device, and place their order. It's sent straight to your till and kitchen, ready to be made and delivered. Quick, seamless, and surprisingly simple to set up.



For hospitality venues during the summer rush, it's a game-changer. Instead of customers crowding the bar while staff juggle handwritten tickets, everything flows digitally. Orders are accurate, service is faster, and your team can focus on what they do best: delivering a brilliant experience.

Why Queues Kill Your Summer Buzz

Let's be honest, nobody enjoys standing in a queue, especially when it's 25 degrees and there's a cold pint waiting at the other end.

Long wait times don't just frustrate customers. They actively cost you money:

- **Fewer orders per visit:** Customers who wait too long for one round aren't rushing back for another.
- **Lower tips and reviews:** Frustrated guests rarely leave glowing feedback.
- **Staff burnout:** When your team's constantly firefighting queues, mistakes creep in and morale dips.
- **Lost walk-ins:** If new arrivals spot a massive queue, they'll often just leave.

Digital ordering tackles all of this head-on. Customers order from their seat, so there's no bottleneck at the bar. Your team delivers drinks and food efficiently instead of taking orders one by one. Everyone wins.

Perfect for Beer Gardens and Outdoor Seating

If you've got outdoor space, you already know the challenge: customers spread across a big area, tables tucked into corners, and staff running miles just to take orders.

ByTable was built with beer gardens and terraces in mind. When every seat is full and parties are scattered across your outdoor area, app-based ordering saves serious time. Customers can browse, order, and pay without your team needing to trek back and forth constantly.



It's especially useful when you're juggling multiple large groups. Instead of one server trying to take a complicated order from a party of twelve, each guest can add their own items to a shared basket, or order individually. No more missed items, no more "who had the burger?" chaos.

And because it's contactless, it's a smoother, more hygienic experience for everyone. Customers appreciate the convenience, and your team appreciates not being run off their feet.

Speed Up Service Without Cutting Corners

Speed matters in hospitality, but not at the expense of quality. The beauty of ByTable is that it speeds things up at the front end (ordering) so your team can slow down where it counts (service and presentation).

Here's how it works in practice:

1. **Customer scans a QR code** at their table.

2. **They browse your full menu** on their phone, complete with images, descriptions, and pricing.
3. **They add items to their basket** and check out in seconds.
4. **The order fires straight to your till and kitchen**, ready to prep.
5. **Staff deliver the order** to the table. Done.

No handwriting to decipher. No "sorry, can you repeat that?" No walking back and forth. Just clean, accurate orders flowing through your system.

This is especially valuable during peak times. When the kitchen's slammed, the last thing you need is a backlog of confusing tickets. Digital orders are clear, consistent, and easy to manage: even when you're flat out.

Boost Revenue Without Extra Effort

Here's something a lot of venues overlook: digital ordering doesn't just save time: it actively increases spend.

When customers order from their phone, they're more likely to add extras. A bag of crisps with that pint? One tap. Dessert after the main? Easy. ByTable makes upselling effortless because customers can see all their options laid out, and adding to the basket takes zero effort.

There's also a loyalty angle. Customers save their details in the app, which means faster checkouts on future visits. You can integrate points, discounts, and exclusive offers to encourage repeat business: turning one-time visitors into regulars.

And here's the kicker: **ByTable charges 0% commission and no per-transaction fees**. Unlike some ordering platforms that chip away at your margins, everything you earn stays with you.

Seamless Integration with Prime-EPOS

Worried about adding yet another system to manage? Don't be.

ByTable integrates directly with your existing Prime-EPOS setup. Orders from the app sync straight to your till, kitchen printers, and management system: no double-entry, no extra admin.

If you're already using TouchPoint or other ICRTouch products, the integration is even smoother. Everything talks to everything else, so your front-of-house, kitchen, and back-office all stay in sync.

Setting up is quick too. Most venues are up and running within a day or two, and our team's on hand to help if you hit any snags. If you want to get ahead of the summer rush, now's the time to get it sorted.

Need help choosing the right setup? [Get in touch with our team](#) and we'll walk you through it.

Real Results, Real Businesses

This isn't just theory. Venues across the UK are already seeing the difference digital ordering makes:

- **Faster table turnover:** Customers order and pay quicker, freeing up tables for the next guests.
- **Higher average spend:** Easy upsells and reorders mean bigger tickets.
- **Happier staff:** Less time firefighting, more time delivering great service.
- **Better reviews:** Customers notice when things run smoothly: and they mention it online.

If you've ever finished a busy Saturday feeling like you could have done more covers if only things had moved faster, ByTable is your answer.

Get Summer-Ready with Prime-EPOS

Summer trade is make-or-break for a lot of hospitality businesses. The venues that thrive are the ones that serve quickly, keep customers happy, and make the most of every busy shift.

ByTable and digital ordering give you the tools to do exactly that: without overloading your team or overcomplicating your setup.

Ready to serve more and queue less this summer? [Explore our EPOS packages](#) or [get in touch](#) to chat about what's right for your venue.

Let's make this your best summer yet.

