



TOG Service

CASE STUDY



- ET JOINT VENTURE
MELLOM RAIL GOURMET
OG UMØE CATERING



“In order to be successful and live up to our vision to be a role model in our business we need to have suppliers that support this. For us it was a clear choice to continue working with, Novo, when renewing our on-board solution. This is due to our good experience with Novo in the past, and from looking at their ideas for the future. We look forward to continuing the successful relationship that we have enjoyed to-date with Novo Ivc.”

**Lars Gotaas, Managing Director,
Togservice, Norway.**

Togservice are contract caterers for much of Norway's State transport who commenced trading in 1917 when a Norwegian Entrepreneur imported one dining car from the UK to Norway. The following year he won a contract with the Norwegian State Railways, (NSB) and today Togservice has grown to be an extremely successful joint venture between multinational specialist caterer, Rail Gourmet and leading Norwegian caterer, Umoe Catering, to provide dedicated catering services to over 500 trains per week and state of the art vending facilities to four major bus companies throughout Norway.

Tog Service offer their clients a total catering solution; from all onboard sales processes and cash settlements, to organising the logistics of a complex supply chain. They also offer their expertise in marketing the catering offering onboard trains and bring to the table 90 years worth of experience in contract catering. In addition, and as a result of this perhaps, the Tog Service team have recently been able to add another string to their bow, as they are helping to design the interior set up of some new rail carriages in conjunction with NRS.

EARLY STAGES OF AUTOMATION

During 1997 the decision was taken to completely automate their entire sales process.

The company had grown from strength to strength, and as an ambitious organisation with clear growth objectives, this was the logical progression to maintaining a successful business model. From the stock control, to HR scheduling, monitoring budgets, targets and sales figures, the whole process needed streamlining.

Lars Gotaas, about Novo:

“ The Novo Ivc team were able to accurately assess our business needs, interface their application Software with Togservice's existing Backoffice system and implement their methodology quickly and efficiently. They also offered quality training to key members of staff who in turn were then able to train others. The implementation of the whole project was managed competently and professionally from start to finish.”

UK based Novo IVC had spent the last ten years firmly establishing their reputation as market leaders in onboard point of sale solutions within the airline industry and with clients like Thomas Cook, Virgin Atlantic and South African Airways, their reputation was well validated and the transference of their skills into the rail industry was an obvious one. Togservice had no hesitation in engaging Novo IVC for the implementation of the automation project.



PHASE TWO AUTOMATION

Togservice continued to grow and the TouchPC5 devices were used successfully for many years. Recently the decision was taken to upgrade from the TouchPC5 to the latest Novo offering, the CEagle. The CEagle's improvements included a brighter screen, faster processing and a much faster printer. Easy paper load facility and vastly improved battery performance including longer life and faster charging. It also included access to more hardware functionality, such as a 3 track magnetic stripe card reader, laser scanner, smart card reader and USB port to allow for much larger amounts of data to be transferred around the system.

The Software improvements that Novo were able to offer were also considerable. They included improved screen design and user friendly windows operating system. Pop-up windows to allow functions such as load paper, currency converter and calculator, function linked "Help" screens and a wider array of standard functionality, including "User" access levels for added security, and improved file interface including more data in greater detail.

OPERATIONAL IMPROVEMENTS

There are several key areas in which tangible benefits have been gained from the new and improved Novo system:

Crew Messaging

The Novo system allows managers to input messages in Norwegian that on opening the device can aid crew with their sales. For example, which Credit Cards Tog Service currently accepts, diminishing chances of human error especially with newer crew members.

HR

The Novo system accurately keeps records of which crew were working when, helping to streamline Tog Services payment structure and ultimately saves time for the HR department.

Targets

The system allows Tog to have a target for the day visible to all crew on the hand held device. This offers noticeable motivation to 'up sell' goods so that targets can be achieved and ultimately more sales made.

Product Mix & Reporting

The multitude of reports are probably the most powerful tool that the Novo system can offer, with the capacity to report exact quantities sold on various routes during varying times of year, week and day. This allows an accurate product mix which ultimately decreases wastage and minimises customer dissatisfaction when goods advertised are not available.

Credit Cards Reports

Reports can also calculate how many sales can be attributed to credit cards, saving invaluable time for company cashiers with reconciliation and banking.

Stock Reports

Reporting can also aid with stock counting and monitoring which massively reduces the issue of missing goods, which again, helps facilitate saving.

A Positive Outcome

Togservice's Financial Consultant, Jorunn Hope has been with the company in varying roles since 1975 and confirms that the Novo system is a key component to the integral workings and success of Togs whole operation:

" Getting real time information on sales for each journey has enabled us to respond to trends and adjust our product mix accordingly."

Lars Gotaas agrees

" This information has really helped us to offer proof to our clients that the data we are working from is accurate and based on actual figures. Our main objective is a simple one, satisfied Owners; satisfied Customers and satisfied Employees".

With current precision of goods delivered at 98% it is safe to say that this strategy has proved to be a winning one. Recent surveys also show that Tog can currently boast a 91% customer satisfaction rate.

The Future

Moving forward the objectives for Tog are very much the same as ever; clear growth strategies and ways to measure their results, plus development via a process driven system where everyone is ultimately responsible.



Number Seven, Clarendon Place,
Royal Leamington Spa,
Warwickshire, CV32 5QL, UK

+44(0) 1926 831 173
mail@novoivc.com
www.novoivc.com

