

Case Study

TotalCtrl AS has developed Food Waste Prevention Software in close collaboration with dedicated and knowledgeable pilot customers within the enterprise segment such as grocery stores, food banks, municipalities and restaurants. One of our early customers is Handleriet.no, which today is using TotalCtrl's solutions to provide their customers with an **online grocery store app**.



Online Grocery Store App



The Challenge ?

Increase sales, digitize recipes and help customers reduce food waste for an online grocery store.

The Solution

An online grocery store app making it easy for consumers to plan, buy and use food.

The Results

Increase sales: **10.82%**

Digitize recipes: **4 000**

Help customers reduce food waste: **Yes**

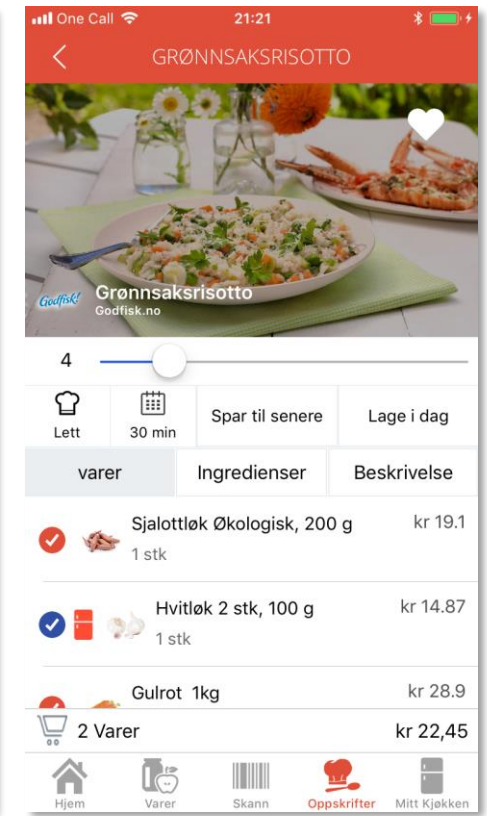
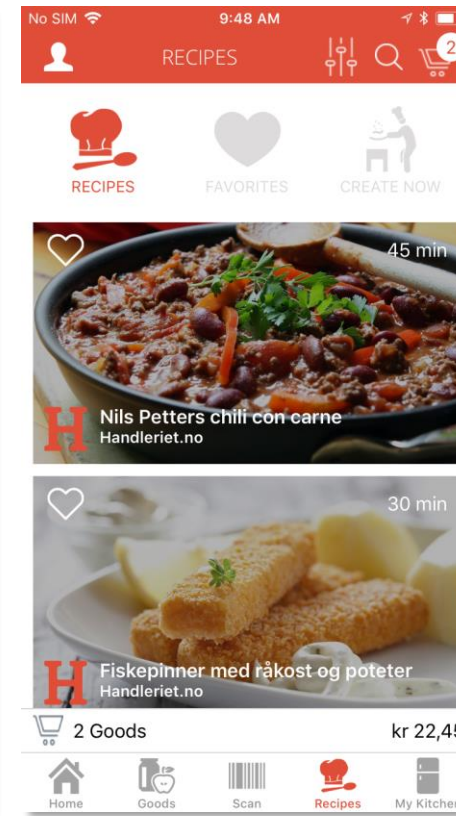
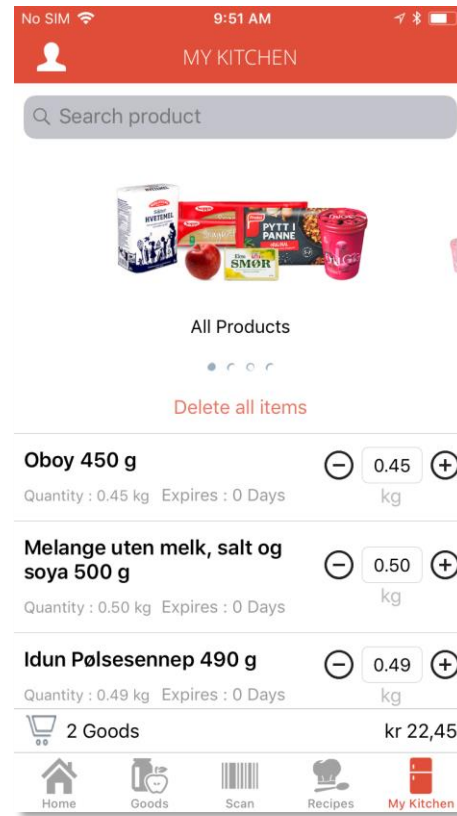
Online Grocery Store App

App features:

- Offers
- Products
- Scan
- Recipes
- Inventory

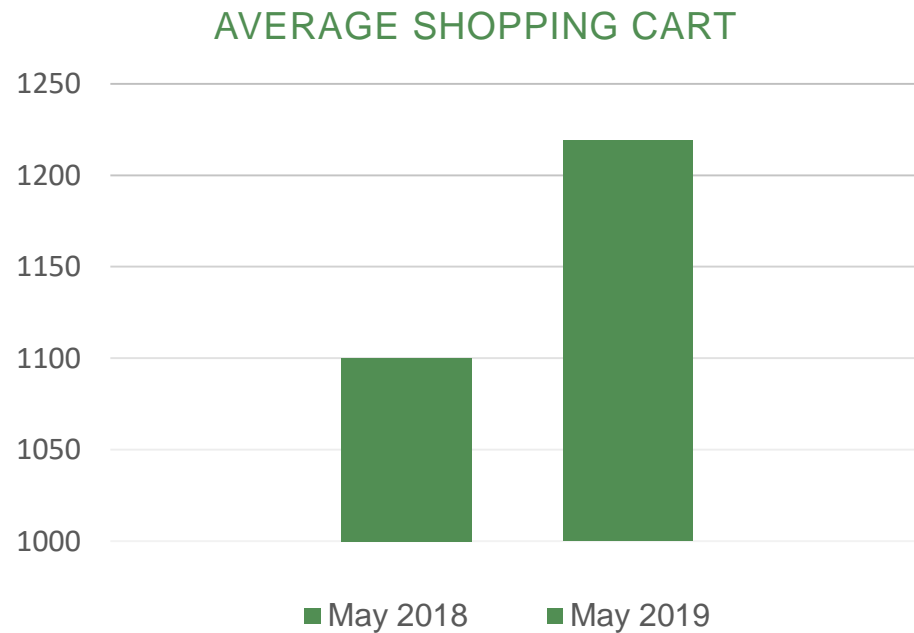
Additional functionality:

- Digital inventory control
- Expiration date notifications
- Digital recipe bank with over 4000 recipes
- Recipes connected to inventory



Increase Sales

The average shopping cart before TotalCtrl was 1 100 NOK, after TotalCtrl the average shopping cart was 1 219 NOK.



Increase in sales:

10.82%

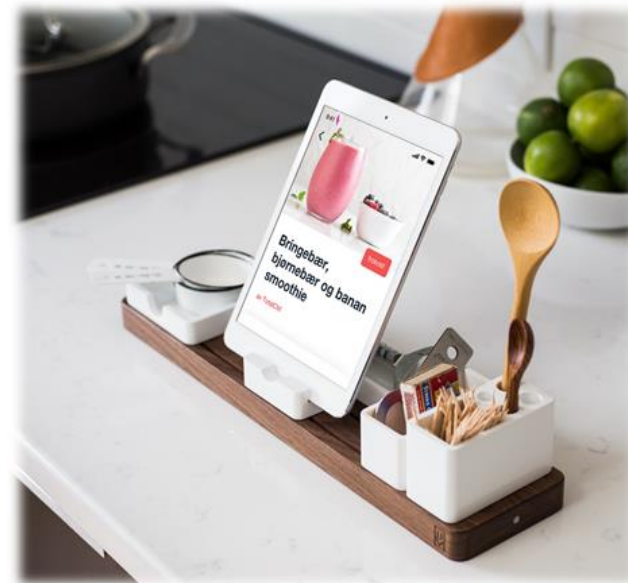
Increase Sales

Handleriet had around 300 recipes that they wanted to digitize to make sure they could help their customers buy products via recipes and get suggestions on recipes based on inventory.

Digitized recipes:

4 000

We digitized Handleriet.no's recipes and added an additional 3 600 more recipes.



Help customers reduce food waste

The following benefits were observed by the users of Handleriet's app:

- The customers were able to create recurring shopping lists and quickly order items they regularly consume.
- The users were also able to view all the items they purchased through the app and enter expiration dates for those items.
- The feature to receive notifications before the products expiration date was appreciated by the consumers.
- The users were also able to create recipes based on the food they have at home, which helped in reducing their food waste.

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