

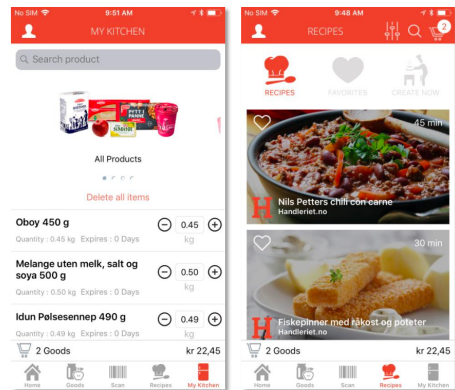
CASE STUDY

Online grocery store app increased sales, digitized recipes and reduced food waste



Food Waste Prevention Software

TotalCtrl AS has developed a 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. They used TotalCtrl's solutions to provide their customers with an 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 customers to plan, buy, and use food.



The Results

Increased sales: 10.82%
Digitized recipes: 4,000
Reduced food waste:



A holistic online solution

The software simplified customers' everyday lives, made it easy for them to reduce food waste and purchased products from Handleriet.no's stores.



Increase control of food consumption and inventory

Customers scan or enter food items and expiration dates of what's in their kitchen. They receive notifications and recipe suggestions for food that is about to expire.

App Features

- Offers
- Products
- Scan
- Recipes
- Inventory

Additional functionality

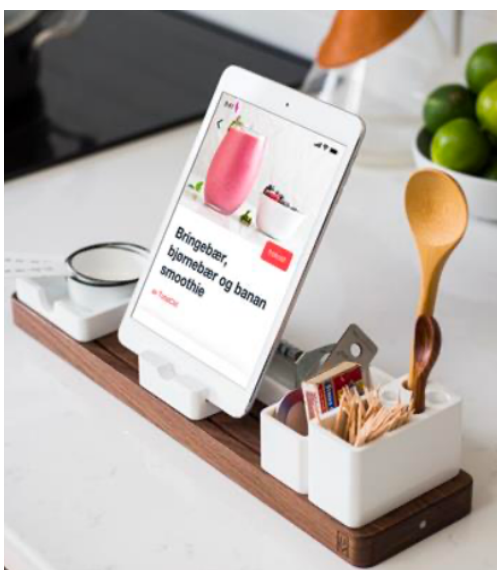
- Digital inventory control
- Expiration date notifications
- Digital recipe bank with over 4,000 recipes
- Recipes connected to inventory



Increase in sales

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

10.82%
increase in sales



Digitized recipes

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

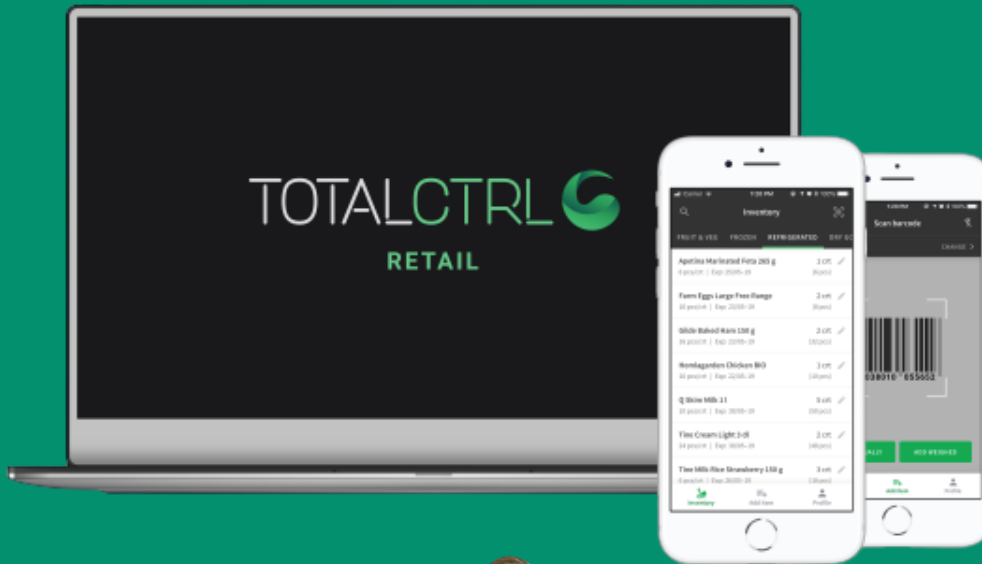
4,000
digitized recipes

Reduced food waste

Users of Handleriet's app:

- created recurring shopping lists and quickly ordered items they regularly consumed
- viewed all the items they purchased through the app and entered expiration dates for those items
- received notifications before the products' expiration date
- created recipes based on the food they had at home





"We experience TotalCtrl as an extremely innovative technology solution. In just 4 months we've seen a 5% increase in sales through our app. We are looking forward to continuing the good cooperation!"

Roy Snapa
CEO, Handleriet.no

Stop losing time and money on food waste

Working in grocery stores during our studies, we became worried for the future. We witnessed tremendous amounts of food being wasted every day. Together we started our company, TotalCtrl, with the goal of developing a digital tool that would help fight food waste while saving our customers time and money. The company quickly grew, and soon we landed our first major customer. A lot has changed since then. From a simple tool to revolutionary technology: our solution is ranked as one of the world's most innovative by Retail Insider and we've been named one of Europe's most inspiring food waste changemakers by the European Food Waste Innovation Network.



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