



TOMRA RECYCLES MORE EFFICIENTLY WITH IFS

Efficient service creates satisfied customers and makes investments more profitable. With the help of IFS, Tomra has streamlined its service organization, which services more than 8,000 recycling machines in stores throughout Sweden. To optimize its service processes, Tomra implemented IFS Applications. The result was faster service, smoother administration and more satisfied customers.

Norwegian Tomra delivers systems and recycling machines that enable customers to return used beverage containers for recovery and recycling. For the stores that use the machines, the importance of swift service cannot be underestimated. Research done in this area shows that consumers who return empties purchase up to 52% more than other shoppers. For this reason, rapid resolution of faults and swift delivery of spares are crucial to the stores. This is where Tomra's service organization plays a critical role.

NEW NORDIC ORGANIZATION MEANT NEW OPPORTUNITIES

In connection with a reorganization process in the fall of 2005, Tomra decided that the company would use the same business software throughout its Nordic operations. The purpose was to increase transparency between countries and streamline important functions. Tomra had previously used Oracle, but management wanted to reduce total costs over time and improve certain functions, such as the way in which the service process was handled. With this in mind, the company initiated a new procurement process.

FOCUS ON EFFICIENCY

During the procurement process, Tomra made it clear that the new business applications would have to enable fast and efficient service of the recycling machines, and ensure an enhanced overview and resource planning. As the machines are located at many geographically dispersed sites throughout the country, it is crucial to be able to carry out cost-effective service.

Tomra also wanted to streamline the sales process for new recycling machines through strong support for customer relationship management and increase the efficiency of internal administration processes, such as invoice management.

SMOOTH IMPLEMENTATION

After a thorough pilot study and procurement process, Tomra opted for IFS Applications, primarily because of the support offered by the component-based solution for streamlining the service process. The solution went live in Sweden

ABOUT TOMRA

Tomra, headquartered in Norway, delivers systems and machines that enable consumers to return used beverage containers for recovery and recycling. The company has about 60,000 machines installed in 45 countries worldwide. Its Swedish subsidiary, Tomra Systems AB, has installed more than 8,000 machines in Sweden. Of these, more than 6,000 are linked via a modem/LAN for online service and reporting.

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Mikael Ljungmark, Tomra



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during November 2007 and was rolled out in Norway, Denmark and Finland during 2008. “The implementation was very fast and painless,” says Mikael Ljungmark. “We felt very secure working with IFS consultants throughout the process. You could tell they were used to dealing with companies whose operations are project-based and service-intensive. They were with us all the way during the implementation, and there was always a quick and helpful response from support whenever we had questions.”

BETTER SERVICE AT LOWER PRICE

One of the most important effects of implementing IFS Applications was simpler and faster service processes, both for the field technicians and the call center workers who receive and document the service issues. Part of the enhanced efficiencies means that Tomra’s service technicians receive new assignments via text messages from the solution. The technician then confirms via text messages that the assignment has been received, started and closed so that the service planner gets direct updates in the business applications. Moreover, the service technician can use a portable computer, which is in contact with the solution through a user-friendly web portal connected via 3G/GPRS, to search for information and manage detailed reporting in the form of time spent and material consumed on the assignment.

Tomra’s Nordic organization consists of about 170 employees, of whom some 50 work in Sweden. About 50% of the personnel are Tomra’s own, and the remainder is partners that can be called in when required. This way, Tomra can manage its customer service in a cost-efficient manner throughout Sweden.

“IFS Applications has enabled us to get a much better overview of the status of our assignments and indicates where we quickly need to focus more service resources. The after sales market for our machines is very important to us, and now we can see in real time where our needs or contact our service partners. This means that we can both improve customer service and cut costs,” says Ljungmark.

MAP FUNCTIONS AND NAVIGATION GIVE ADDITIONAL GAINS

IFS and Tomra worked hand in hand to develop an entirely new solution that enables the company to visualize the position and planned routes of its technicians on Bing maps from Microsoft. Address coordinates are downloaded automatically via a web service, allowing work orders to be plotted on a map. Technicians can then use their web portals to see their planned jobs, and the planner at the call center can optimize routes and prioritize work orders based on response times in the service agreement.

This cuts costs and helps Tomra guarantee that customers get the service and support they require, when they require them. At the same time, costs decrease as resource utilization increases. “This is a critical function for us. We expect to reap major gains from this function when we’re more familiar with the business applications,” says Ljungmark.

BENEFITS

- Simpler, more efficient logistics and service processes
- Enhanced customer service
- Simpler resource planning
- Completely integrated solution with user-friendly interface
- Fast, smooth implementation



“WE WERE LOOKING FOR A COMPLETELY INTEGRATED SOLUTION WITH A USER-FRIENDLY INTERFACE THAT WOULD GIVE THE USER A QUICK AND EASY OVERVIEW OF SERVICE REQUIREMENTS AROUND SWEDEN. OUR GOAL WAS MORE EFFICIENT CONTROL OF WHERE SERVICE PERSONNEL WERE ASSIGNED”

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