

# Applegreen Case Study

Imagine the challenges of managing over 100 convenience stores with over 1500 employees and growing - that is what **Petrogas Global Limited**, trading as **Applegreen** does every day in the beautiful country of Ireland. From fuel, to groceries, to hot and cold meals, **Applegreen** strives to go above-and-beyond to provide the very best service to their customers.

Managing all of the various store assets is quite an undertaking. Everyday equipment, including cash registers, fuel pumps and coffee machines, needs to be in good working order to serve customers. Employees must be trained and kept abreast of current company information, and it is essential that corporate management is alert to recurring or problem issues in each store.



## Managing Request Tracking Issues:

Utilizing email to communicate over distances, **Applegreen** had no central way of tracking calls for requests for broken equipment at the stores. Store employees would email support requests for assistance and frustration would set in as they were never sure of the status of their requests. On the support side, requests were frequently made for recurrent issues for equipment that was not being used correctly. The equipment repeatedly broke or would appear to not function properly, when in fact it was user error. All sides were frustrated because no one could see the full picture. In addition, there was no ability to trace recurrent problem equipment for all 100 stores and store clerks didn't know when they were going to get a response. Looking for a way to centrally track these everyday items led **Applegreen** to look for an automated tracking solution.

**Novo Service Desk** software was first implemented to manage issue tracking for store equipment. Store personnel can now log issues into the tracking tool, where they are automatically routed to the appropriate department for resolution. Stores are open 24 hours a day so employees can submit requests and check the status at any time to know exactly what is going on. Management can now easily track defective equipment, noting its history, and make larger scale decisions based on documented problems and trends.

## Out of IT and into the Workplace:

It wasn't long before management realized there were more benefits to gain from this type of automated tracking and reporting. They set out to bring this robust management tool into other departments to track other issues and gain efficiency throughout the company.

One benefit of using the new software is reduced costs for training and troubleshooting. Through reports, Management sees the volume and types of requests being submitted into the system across all the stores. If a particular store is having a recurrent issue, there may be a need for more training. Or if several stores are having the same issues, it helps management see global problem areas. With the built-in knowledge base, corporate management is empowering store personnel by giving them the information to train employees and troubleshoot issues on their own. Company news, knowledge, and alerts are now done in real time, and support requests are reduced as store employees have the knowledge at hand to resolve their issues. All the while, management has accurate reports to better manage and make decisions.

Another example is how **Applegreen** has brought automated tracking and knowledge management into Human Resources (HR). HR was getting over 100 requests every month, via phone and emails, for compliance tracking of employee termination. Now HR can now easily automate and route these for fulfillment. Not only does this streamline an everyday task but reporting allows management to spot stores that have higher than normal departure rates and monitor/identify potential problem areas. In addition, the knowledge base is a great tool for sharing company policies & procedures, as well as training materials. Plans are currently underway to also use the software for SLA compliance.



“ Novo has given us the solution to enable us to report and log issues from all aspects within the business, We have been able to grow the helpdesk around us. We have users in Ireland, United kingdom and India.

Functionally we can now track and monitor calls, in turn help save money and material costs. It's the way forward for us.

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**Adrian Giffney**  
Technical Operation Manager—Petrogas Global  
[www.Applegreen.ie](http://www.Applegreen.ie)



## Success:

Since its inception a year ago, over 12,000 requests have been logged into the system. The old system did not allow **Applegreen** to track just how many requests they were receiving. Stores are now running much more efficiently and corporate management has the reporting tools needed to make better, more informed decisions. As a result customers are receiving better service as employees are better trained, equipment down times are reduced, and procedures are streamlined.

This innovative company is doing an excellent job providing the best services to their customers by thinking outside of the box in the way their industry typically does business. We congratulate **Applegreen** on a job well done!

Customer Support

Help Desk

Knowledge Mgt.

Citizen Support

Asset Mgt.



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