



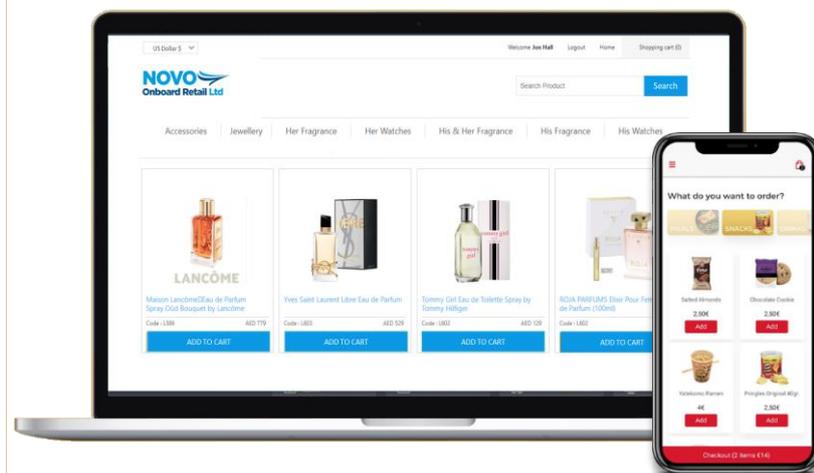
Why Omni-Channel Retail

Novo Onboard Retail provide the Travel industry with a software suite that facilitates the sales of food, beverages, duty-free, and virtual products onboard, enabling organisations to realise their ancillary revenue goals.

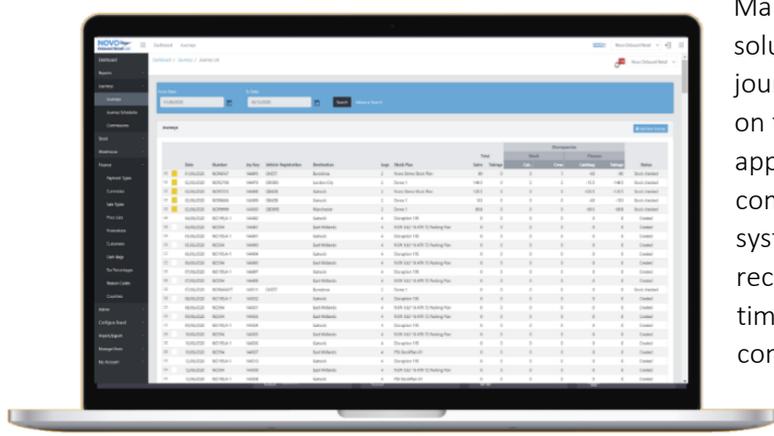
Novo understands that it is imperative to engage passengers at every touchpoint in order to leverage onboard retail opportunities and maximise ancillary revenues while offering the passenger an excellent retail experience.

Passenger Engagement

Novo’s Omni-Channel e-commerce platform allows passengers to engage with the Rail retail shop at multiple points in the journey. The Pre-Journey / At-Seat ordering web portal, is fully integrated, in real-time, with the NovoHub warehouse and crew POS devices, allowing Pre-Journey and In-Journey orders to be delivered to the passenger’s seat. The Novo system also allows alternative collection points to be defined such as, at the origin, or destination stations. Delivering goods directly to home, or destination point, avoids the passenger having to carry goods and allows the Rail company to offer a wider range of products including larger, heavier, or perishable goods for example.



The Pre-Order and At-Seat ordering is simple to use. You can either look up the web page directly or use a QR code provided to link you with the site. Once products have been selected the passenger can either choose to ‘pay now’, or pay the Host on delivery.



Full Integration

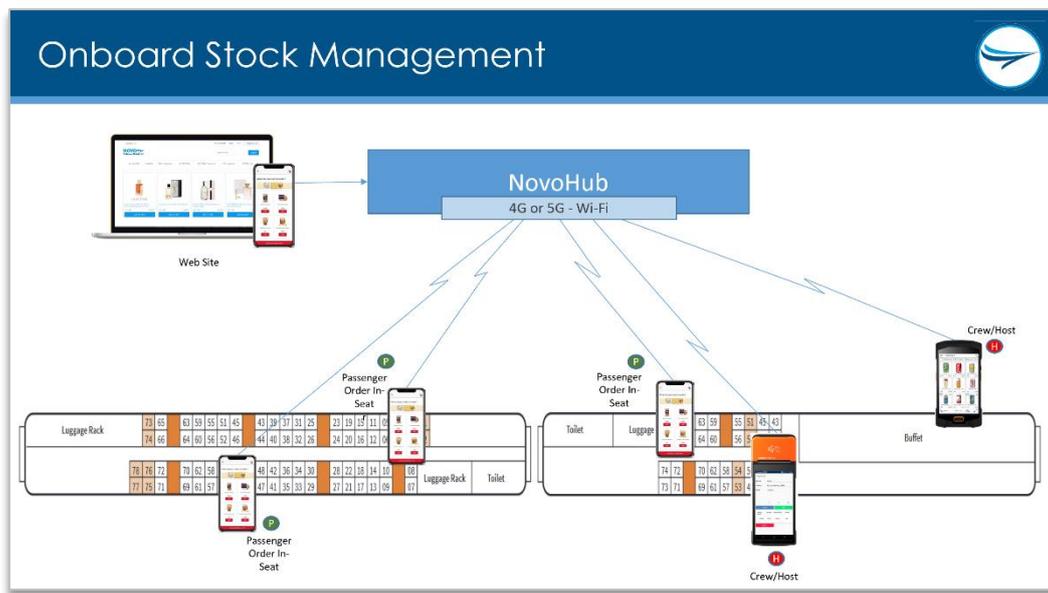
Many attempts have been made to produce an at-seat retail solution, but none are fully integrated with the logistics, journey planning and crew devices. Most solutions currently on the market rely on bolting on a restaurant booking application without integration because of the cost and complexity of trying to integrate two or more disparate systems. In turn this means that staff are maintaining and reconciling data in two or more systems, which is expensive, time consuming and prone to errors, not to mention the complexity of creating meaningful management reports.

The NovoSuite solution allows staff to manage Journeys, Products, Stock Plans, Price Lists,

Promotions, Commission, Pre-Orders, Onboard Sales, plus all reconciliation and reporting, in one system. Journey departure times are held in the Novo system for all Journeys, therefore, a cut-off time for pre-orders can be set to ensure the warehouse operations team have the time to pick, pack and dispatch the orders prior to departure.

Real-Time Synchronisation

The Novo Omni-Channel Retail solution is the first to market with the ability to offer Real-Time synchronised stock, accurately reflecting the current availability of products onboard the train at the time of ordering. This avoids passengers placing orders for items that are out of stock, which leads to frustration and disappointment for the passenger and embarrassment for the crew when they have to break the bad news. 'Passenger Experience' is vital to any travel retail organisation, so a system that can help facilitate a professional service is crucial to the travel company's onboard retail objectives.





Order Direct from the Trolley

If passengers are not tech savvy, don't have a smart device, or have a disability that precludes them from using a smart device, they can still order directly from the trolley and pay the host/crew at the time of purchase.



About us

Built from the ground up and utilising the experience gained with deployments all around the world, Novo product suite is the leading independent onboard retail solution for the Travel industry. The “NovoSuite” provides the travel industry with a software suite that facilitates the sales of in-journey duty-free, catering and ancillary products. Streamlining in-journey retail operations whatever the connectivity, we have the technology that makes on-board selling a fast, easy and personalised experience. The availability of all major payment options allows Novo to maximise revenue and enhance the payment experience whilst full integration with the NovoHub back office offers greater management control of all aspects of pre and post Journey sales. The system is highly configurable allowing Travel organisations to mirror their processes and workflows without costly time-consuming bespoke developments. If you are an existing or potential user within the Travel industry the Novo product suite can add real value to your on-board retail processes. Please contact us for a non-committal dialogue and we will guide you through our solution portfolio. <https://www.onboard-retail.com/book-demo>



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