



Albertsons

CASE STUDY

Glympse helps Albertsons exceed consumer expectations through an innovative last mile solution, giving them a leading edge and saving them money.

OBJECTIVES

One of the largest supermarket chain in North America, with over 2,200 stores, recognizes the importance of innovation to remain competitive in the online grocery industry. To meet the expectations of their customers, who value transparency in delivery and convenient pickup options, Albertsons understood that providing basic delivery and pickup services would not be sufficient to differentiate themselves from their rivals.



“Glympse is very professional to work with. They know what they are doing, they have always provided clear and concise consultative leadership, and they work with us as true partners on what we need.”

- SVP Digital/eCommerce

CHALLENGES

- Needed a solution that would connect them to their customers in the last mile.
- Communication needed to be easy, with visibility, timely notifications and customer engagement at the center of their experience.

SOLUTION

Glympse's last mile solution was the answer. With seamless solutions for pickup and delivery, the supermarket can offer a consistent experience across channels, putting their customers first. Not only are they able to keep their customers informed every step of the way, but they are also able to connect and engage with their customers, ensuring an exceptional customer experience.

To further innovate and provide a first-in-class customer experience, Glympse is also providing curbside pickup solutions that will allow customers to provide their live location so staff can greet customers upon arrival with their orders, creating less friction and happier customers.

For more information, see our blog on our pickup solution, Glympse 2GO: [The Power of Glympse's Curbside Solution: Breaking Things Down.](#)

RESULTS

Albertsons began seeing results immediately. In addition to happier customers, they are noticing cost savings through a reduction in customer care calls and not-at-homes.

Albertsons saw a 63% reduction in customer care calls, indicating that customers were able to get the information they needed through the live tracking features provided by Glympse.

Furthermore, there was a 43% reduction in customers not-at-home, indicating that customers were more likely to be present for their deliveries due to the increased transparency and flexibility provided by Glympse's solution.



CONTACT

✉ sales@glympse.com

🌐 corp.glympse.com

